



**REQUEST FOR PROPOSALS
RFP GMU-667-11**

ISSUE DATE January 12, 2011

TITLE: TRADEMARK SERVICES

ISSUING AGENCY: George Mason University
Attn: Purchasing Department
4087 University Drive, Room 400
Fairfax, Virginia 22030-4444
Ph. (703) 993-2580, Fx. (703) 993-2589

**LOCATION WHERE PRODUCT WILL
BE DELIVERED AND SERVICES PERFORMED:** George Mason University, Campuses at Fairfax and Prince
William, Arlington and Loudoun

PERIOD OF PERFORMANCE: Five Years from Date of Award. Optional One (1) five-year
renewal

SEALED PROPOSAL DUE DATE AND TIME: February 9, 2011 @ 2:00 PM

Note: A return envelope is not being provided. It is the responsibility of the offeror to ensure the proposal is submitted in an envelope, box, container, etc. that clearly identifies the contents as a proposal submission in response to this Request For Proposals. Also see Section V herein.

QUESTIONS/INQUIRIES: E-mail all inquiries for information to:
Eddie Mattox, Contract Officer / emattox@gmu.edu

HAND DELIVER OR MAIL PROPOSALS DIRECTLY TO THE ISSUING AGENCY SHOW ABOVE

OPTIONAL PRE-PROPOSAL CONFERENCE: An optional preproposal conference will be held on January 25, 2011 at 10:00AM at Research 1, room 162 located at Mason's Fairfax Campus. See <http://www.gmu.edu/> for directions. See SECTION VII, Paragraph Q. for additional details.

In Compliance With This Request For Proposal And To All The Conditions Imposed Therein And Hereby Incorporated By Reference, The Undersigned Offers And Agrees To Furnish The Goods/Services In Accordance With The Attached Signed Proposal Or As Mutually Agreed Upon By Subsequent Negotiations.

Name and Address of Firm:

FEI/FIN No. _____

Fax No. _____

Email: _____

Date: _____

By: _____

Signature In Ink

Name: _____

Title: _____

Telephone No. _____

This public body does not discriminate against faith-based organizations in accordance with the *Governing Rules*, § 36 or against a Bidder/Offeror because of race, religion, color, sex, national origin, age, disability, or any other prohibited by state law relating to discrimination in employment

TABLE OF CONTENTS
REQUEST FOR PROPOSALS
RFP GMU-667-11

<u>Section</u>	<u>Description</u>	<u>Page</u>
I.	Purpose	3
II.	Governing Rules	3
III.	Background	3
IV.	Statement of Needs	3
V.	Evaluation and Award Criteria	4
VI.	Proposal Preparation and Submission Requirements	4
VII.	Special Terms and Conditions	6
VIII.	Contract Administration	9
IX.	Royalty Payment Method and Schedule	9
X.	Business Status	10
XI.	RFP Schedule	10

I. **PURPOSE:** The purpose and intent of this Request For Proposals (RFP) is to solicit sealed proposals to establish a contract through competitive negotiation for a qualified contractor to provide licensing and marketing services of Mason's trademarks to George Mason University. George Mason University (Mason) is an Institution of Higher Education of the Commonwealth of Virginia.

II. **GOVERNING RULES:** This solicitation is issued in accordance with the provisions of the Restructured Higher Education Financial and Administrative Operations Act, Chapter 4.10 (§ [23-38.88](#) et seq.) of Title 23 of the Code of Virginia, and in particular § [23-38.90](#) of the Restructuring Act, referred to as the "Governing Rules". For complete information visit: <http://fiscal.gmu.edu/Forms/Purchasing%20Forms/GTC09-2.pdf>

III. **BACKGROUND:** George Mason University, located in the heart of Northern Virginia's technology corridor near Washington, D.C., is an innovative, entrepreneurial institution with national distinction in a range of academic fields. With strong undergraduate and graduate degree programs in engineering, information technology, biotechnology and health care, Mason prepares its alumni to succeed in the workforce and meet the needs of the region and the world. Mason's enrollment currently exceeds 32,000 students.

Mason professors conduct groundbreaking research in areas such as cancer, climate change, information technology and the biosciences, and Mason's Center for the Arts brings world-renowned artists, musicians and actors to its stage. Its School of Law is recognized by "U.S. News and World Report" as one of the top 40 law schools in the United States.

George Mason's visual identity includes the university logo, an athletics logo, and the university seal. The logos have specific colors, and distinct typefaces. There are three versions of the university logo: a primary version and two secondary versions. The secondary logos are reserved for publications targeting current students and internal audiences and more informal items and merchandise. The university seal is restricted to official documents such as university diplomas and commencement materials. The athletics logo is most popularly used on merchandising material sold in the bookstores and other retail stores. In FY10, we received royalties totaling \$57,785. Our goal is to increase the visibility of our logo in retail stores and maximize royalties.

IV. **STATEMENT OF NEEDS:** The contractor shall furnish all labor, equipment, materials, training and comprehensive services to serve as the University's agent to properly register, license and market the University's logo, seal, and other insignia for the University as specified in this solicitation. Licensing, marketing, and trademarking services shall consist of, but may not be limited to, the requirements as described herein. All licensing and marketing services shall be performed in accordance with the following terms and conditions, specifications and requirements:

- A. The University reserves the right to exempt any user from royalty payment if circumstances warrant that it would be in the best interests of the University. The University's own continued use of the logos, seal, and other insignia shall be permitted at no cost to the University.
- B. The contractor shall perform licensing and marketing services in a manner that shall preserve the integrity, character, and dignity of the University and shall ensure that all merchandise licensed is of the highest quality.
- C. No item shall be licensed which is in violation of existing NCAA rules or regulations or such rules and regulations as may be adopted prospectively by the NCAA.
- D. The contractor shall make all reasonable attempts to ensure that the manufacturing of any product for George Mason University shall not be made under "sweat-shop" conditions. Products under Fair Trade standards will be utilized as much as possible. The contractor will provide reports as requested by the University outlining any manufacturing companies that are not in compliance and which are providing products with Mason insignia. If requested by the University, the contractor will provide information and assistance in evaluating organizations requesting University membership to promote fair trade options.
- E. The contractor shall assist the University in registering and protecting its name, designs, trademarks, trade names, service marks, logo graphics, symbols, etc.
- F. The contractor shall promote the name of George Mason University through established national vendors and other marketing channels.

- G. The contractor shall perform licensing and marketing services at no cost to the University. Contractor shall, on a quarterly basis, pay the University a fixed rate and/or percentage of commission.
- H. The contractor shall receive its compensation from licensees authorized by the contractor to sell merchandise bearing the University's logos, seal, or other insignia.
- I. The contractor shall, prior to authorizing potential licensees to sell merchandise bearing the University's logos, seal, or other insignia, obtain electronic approval from the University via the contractor's website, and when necessary, obtain written approval by facsimile. The contractor shall have no authority to make any representation on behalf of the University without prior written authorization from the University.
- J. The contractor shall, at no cost to the University, submit for University approval specifications of merchandise, photographs, sample swatches, samples, etc. from potential licensees desiring to sell items bearing the University's logos, seal, or other insignia.

V. EVALUATION AND AWARD CRITERIA:

- A. EVALUATION CRITERIA: Proposals will be evaluated by a George Mason University committee using the following weights and criteria:

	<u>Point Value</u>
1. Quality of proposal including understanding Mason's needs and Offeror's specific plans or methodology to meet requirements.	40
2. Quality of references and experience.	20
3. Royalty return to the University.	40

- B. ACCEPTANCE OR REJECTION: George Mason University reserves the right to accept or reject any or all proposals, in whole or in part, to take exception to any RFP specifications, to make an award based solely on the proposals received or to negotiate further with one or more offerors. Mason also reserves the right to negotiate a contract with the selected offeror(s), which is at variance with the RFP initially prepared by Mason and/or responded to by the offeror. Failure to comply with the RFP by an offeror, as determined by Mason, may be grounds for the exclusion of such offeror from further consideration by Mason.
- C. SELECTION: The selection by Mason shall be made of two or more offerors deemed to be fully qualified and best suited among those submitting proposals on the basis of the evaluation factors included in the Request for Proposals, including price, if so stated in the Request for Proposal. Negotiations shall be conducted with the offerors so selected. Price shall be considered, but need not be the sole determining factor. After negotiations have been conducted with each offeror so selected, Mason shall select the offeror which, in its opinion, has made the best proposal, and shall award the contract to that offeror. Mason may cancel this Request for Proposal or reject proposals at any time prior to an award, and is not required to furnish a statement of the reasons why a particular proposal was not deemed to be the most advantageous (*Governing Rules § 49 D*). Should Mason determine in writing and in its sole discretion that only one offeror is fully qualified, or that one offeror is clearly more highly qualified than the others under consideration, a contract may be negotiated and awarded to that offeror. The award document will be a contract incorporating by reference all the requirements, terms and conditions of the solicitation and the contractor's proposal as negotiated.

VI. PROPOSAL PREPARATION AND SUBMISSION REQUIREMENTS:

- A. GENERAL REQUIREMENTS.

- 1. RFP Response: In order to be considered, Offerors must submit a complete response to this RFP. One (1) original and five (5) copies of each proposal must be submitted to Mason's Purchasing Department. Offerors must also submit a copy of the proposal on CD. If the offer contains propriety information then two CD's must be submitted; one with complete proposal and one with proprietary information removed. The Offeror shall make no other distribution of the proposals.

2. Proposal Preparation:

- a. Proposals shall be signed by an authorized representative of the Offeror. All information requested must be submitted. Failure to submit all information requested may result in your proposal being scored low.
- b. Proposals should be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be on completeness and clarity of content.
- c. Each copy of the proposal should be bound in a single volume where practical. All documentation submitted with the proposal should be bound in that single volume.
- d. Proposals should be organized in the order in which the requirements are presented in the RFP. All pages of the proposal should be numbered. Each paragraph in the proposals should reference the paragraph number of the corresponding section of the RFP. It is also helpful to cite the paragraph number, sub-letter and repeat the text of the requirement as it appears in the RFP. If a response covers more than one page, the paragraph number and sub-letter should be repeated at the top of the next page. The proposals should contain a table of contents that cross references the RFP requirements. Information which the Offeror desires to present that does not fall within any of the requirements of the RFP should be inserted at an appropriate place or be attached at the end of the proposals and designated as additional material. Proposals that are not organized in this manner risk eliminating from consideration if the evaluators are unable to find where the RFP requirements are specifically addressed.
- e. Ownership of all data, material and documentation originated and prepared for Mason pursuant to the RFP shall belong exclusively to Mason and be subject to public inspection in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by an Offeror shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the Offeror must invoke the protection of Section 2.2-4342D of the Code of Virginia in writing, either before or at the time the data is submitted. The written notice must specifically identify the data or materials to be protected and state the reasons why protection is necessary. The proprietary or trade secret material submitted must be identified by some distinct method such as highlighting or underlining and must indicate only the specific words, figures, or paragraphs that constitute trade secret or proprietary or trade secrets. Labeling the entire contents of a proposal is not acceptable and may result in rejection and return of the proposal.

3. Oral Presentation: Offerors who submit a proposal in response to this RFP may be required to give an oral presentation of their proposal to Mason. This will provide an opportunity for the Offeror to clarify or elaborate on the proposal but will in no way change the original proposal. Mason will schedule the time and location of these presentations. Oral presentations are an option of Mason and may or may not be conducted. Therefore, proposals should be complete.

Mason will expect Offerors who are invited to give a one hour oral presentation (please allow time for questions from the committee) and will utilize the person or persons who will be working on the project to make the presentation so quality and experience of the contractor's staff can be evaluated prior to making selection. Should presentations be required we have scheduled them for (dates, times, locations here). These dates are not negotiable so please allow for proper scheduling.

A room will be provided that can display a Power Point presentation. If desired, this room's display can connect to a VGA source brought in by your team for demonstrations. It is expected that your presentation will contain and/or cover the information outlined in section B below.

Reasonable access will be provided to the room in advance if your firm or partnership wishes to setup equipment to demonstrate.

B. **SPECIFIC REQUIREMENTS:** Proposals should be as thorough as possible so Mason may properly evaluate the Offeror's capabilities and approach toward providing the required equipment and services. Offerors are required to submit the following items as a complete proposal.

1. The return of this complete RFP GMU-667-11 signed and completed as required.
2. References. See Section VII, Paragraph P.
3. Provide a brief history of the Offeror, their partnerships and subcontractors including experience, general background and qualifications for providing the services described in this RFP.
4. Provide full description on how your service meets Mason's Statement of Needs.
5. Provide plan for marketing and promoting the use of the logo.
6. Percent or guarantee of gross royalties that will be paid to Mason.
7. An estimate of the annual gross royalties that may be expected based upon recent actual data from similar sources.
8. Provide details on how your service would oversee exemptions associated with the University's right to grant royalty payment exemptions and continued use of the logo at no cost, and inform the Contract Administrator when an exemption is requested for the University's approval.
9. Outline the management of any online/Internet use of any of the University insignia. Please include details on the Offeror's plan for overseeing the protection of all University insignia.
10. Provide a detail of the contract support and expected Service Level Agreement (SLA) the Offeror or partnership would provide for the service.
11. Provide resumes for key individuals that would be assigned to work with Mason including a description of their experience in providing the services described herein.

C. **IDENTIFICATION OF THE PROPOSAL ENVELOPE:** The signed proposal should be returned in a separate envelope or package, sealed and identified as follows:

From: _____
Name of Offeror

Due Date: February 9, 2011 Time: 2:00PM

Street or Box Number

GMU-667-11
RFP Number

City/State/Zip Code

Title: TRADEMARKING SERVICES

Contract Officer: EDDIE MATTOX

VII. SPECIAL TERMS AND CONDITIONS:

- A. **ADVERTISING:** In the event a contract is awarded for supplies, equipment, or services resulting from this proposal, no indication of such sales or services to George Mason University will be used in product literature or advertising. The contractor shall not state in any of its advertising or product literature that the Commonwealth of Virginia or any agency or Institution of the Commonwealth has purchased or uses its products or services, without written authorization from the University.
- B. **ADDITIONAL USERS:** (if applicable) It is the intent of this solicitation and resulting contract to allow for cooperative procurement. Accordingly, any public body, public or private health or educational institutions, or George Mason University's affiliated corporations may access any resulting contract if authorized by the contractor. Participation in this cooperative procurement is strictly voluntary. If authorized by the Contractor, the resultant contract may be extended to the entities indicated above to purchase at contract prices in accordance

with contract terms. The Contractor shall notify George Mason University in writing of any such entities accessing the contract. No modification of this contract or execution of a separate contract is required to participate. The Contractor will provide semi-annual usage reports for all entities accessing the Contract. Participating entities shall place their own orders directly with the Contractor and shall fully and independently administer their use of the contract to include contractual disputes, invoicing and payments without direct administration from George Mason University. George Mason University shall not be held liable for any costs or damages incurred by any other participating entity as a result of any authorization by the Contractor to extend the contract. It is understood and agreed that George Mason University is not responsible for the acts or omissions of any entity, and will not be considered in default of the contract no matter the circumstances. Use of this contract does not preclude any participating entity from using other contracts or competitive processes as the need may be.

- C. CANCELLATION OF CONTRACT: Mason reserves the right to cancel and terminate any resulting contract, in part or in whole, without penalty, upon 60 days written notice to the contractor. In the event the initial contract period is for more than 12 months, the resulting contract may be terminated by either party, without penalty, after the initial 12 months of the contract period upon 60 days written notice to the other party. Any contract cancellation notice shall not relieve the contractor of the obligation to deliver and/or perform on all outstanding orders issued prior to the effective date of cancellation.
- D. RENEWAL OF CONTRACT: This contract may be renewed by Mason for up to one (1) five-year period under the terms and conditions of the original contract. Revenue percentage increases may be negotiated only at the time of renewal. Written notice of George Mason University's intention to renew the contract shall be given approximately 90 days prior to the expiration date of each contract period.
- E. AUDIT: The Contractor shall retain all books, records, and other documents relative to this contract for five (5) years after final payment, or until audited by the Commonwealth of Virginia, whichever is sooner. Mason, its authorized agents, and/or state auditors shall have full access to and the right to examine any of said materials during said period.
- F. BEST AND FINAL OFFER (BAFO): At the conclusion of negotiations, the offeror(s) may be asked to submit in writing, a best and final offer (BAFO). After the BAFO is submitted, no further negotiations shall be conducted with the offeror(s). The offeror's proposal will be rescored to combine and include the information contained in the BAFO. The decision to award will be based on the final evaluation including the BAFO.
- G. LATE BIDS/PROPOSALS: To be considered, bids or proposals must be received at the specific office location specified in this solicitation on or before the date and time designated in this solicitation. Vendors are responsible for the delivery of the bid or proposal and if using U.S. Mail or a delivery service should ensure that the bid or proposal is addressed properly. Bids or proposals that are not received by the due date and time will not be accepted. Bids or proposals that arrive after the due date and time will not be considered and the Purchasing Department will contact the vendor to arrange for pick up or destruction of the late bids or proposals. The official time used in receipt of bids or proposals shall be the time on the automatic time stamp machine of Mason's purchasing office.
- H. INDEMNIFICATION: Contractor agrees to indemnify, defend and hold harmless the Commonwealth of Virginia, its officers, agents, and employees from any claims, damages and actions of any kind or nature, whether at law or in equity, arising from or caused by the use of any materials, goods, or equipment of any kind or nature furnished by the contractor/any services of any kind or nature furnished by the contractor, provided that such liability is not attributable to the sole negligence of the using agency or to failure of the using agency to use the materials, goods, or equipment in the manner already and permanently described by the contractor on the materials, goods or equipment delivered.
- I. SMALL, WOMEN, AND MINORITY-OWNED BUSINESSES SUBCONTRACTING AND EVIDENCE OF COMPLIANCE: Where it is practicable for any portion of the awarded contract to be subcontracted to other suppliers, the contractor is encouraged to offer such business to small, women, and/or minority/owned (SWAM) businesses. If SWAM subcontractors are used, the prime contractor agrees to report the use of SWAM subcontractors by providing the purchasing office at a minimum the following information: name of firm, phone number, total dollar amount subcontracted, category type (small, women, or minority/owned), and type of product/service provided.

- J. **OBLIGATION OF OFFEROR:** By submitting a proposal, the Offeror covenants and agrees that he has satisfied himself, from his own investigation of the conditions to be to be met, that he fully understands his obligation and that he will not make any claim for, or have right to cancellation or relief from this contract because of any misunderstanding or lack of information.
- K. **RECEIPT AND OPENING OF PROPOSALS:** It is the responsibility of the Offeror to assure that the proposals are delivered to the place designated for receipt of the same and prior to the time set for receipt of the proposal. No proposal received after the time designated for receipt of proposals shall be considered.
- L. **PROPOSAL ACCEPTANCE PERIOD:** This proposal shall be binding upon the Offeror for 120 calendar days following the proposal return date. Any proposal on which the Offeror shortens the acceptance period may be rejected. At the end of the 120 days, the proposal may be withdrawn at the written request of the Offeror. If the proposal is not withdrawn at that time it remains in effect until an award is made or the solicitation is canceled.
- M. **PRIME CONTRACTOR RESPONSIBILITIES:** The Contractor shall be responsible for completely supervising and directing the work under this contract and all subcontractors that he may utilize, using his best skill and attention. Subcontractors who perform work under this contract shall be responsible to the prime contractor. The Contractor agrees that he is as fully responsible for the acts and omissions of his subcontractors and of persons employed by them as he is for the acts and omissions of his own employees.
- N. **SUBCONTRACTS:** **No portion of the work shall be subcontracted without prior written consent of the purchasing department.** In the event that the contractor desires to subcontract some part of the work specified herein, the contractor shall furnish the purchasing department the names, qualifications and experience of their proposed subcontractors. The contractor shall, however, remain fully liable and responsible for the work to be done by its subcontractor(s) and shall assure compliance with all requirements of the contract.
- O. **CRIMINAL BACKGROUND INVESTIGATIONS:** George Mason University reserves the right to require that the Contractor and his/her employees successfully complete a criminal background check prior to the start of their services. The criminal background investigation shall include a review of the Contractor and his/her employee's records to include Social Security Number Search, Credit Report (if related to potential job duties), Criminal Records Search (any misdemeanor convictions and/or felony convictions are reported) in all states in which the employee has lived or worked over the past seven years, and the National Sex Offender Registry. In addition, the Global Watch list (maintained by the Office of Foreign Assets Control of the US Department of Treasury) should be reviewed.
- George Mason University currently uses HireRight (www.HireRight.com) to conduct criminal background investigations on their selected employees and HireRight has agreed to extend this rate to affiliated Contractors. Contractors of outsourced services are responsible for all costs associated with conducting background checks.
- P. **REFERENCES:** Bidders shall provide a list of at least three (3) references where similar goods and/or services have been provided. Each reference shall include the name of the organization, the complete mailing address, the name of the contact person and telephone number.

<u>ORGANIZATION</u>	<u>ADDRESS</u>	<u>CONTACT PERSON</u>	<u>TELEPHONE</u>
---------------------	----------------	-----------------------	------------------

1.			
----	--	--	--

2.			
----	--	--	--

3.			
----	--	--	--

- Q. **OPTIONAL PREPROPOSAL CONFERENCE:** An optional preproposal conference will be held on January 25, 2011 at 10:00AM at Research 1, room 162 located on Mason's Fairfax Campus. The purpose of this conference is to allow potential bidders an opportunity to present questions and obtain clarification relative to any facet of this solicitation. While attendance at this conference will not be a prerequisite to submitting a bid, bidders who intend to submit a bid are encouraged to attend. Bring a copy of the solicitation with you. Any changes resulting from this conference will be issued in a written addendum to the solicitation.

R. **NONVISUAL ACCESS TO TECHNOLOGY:** All information technology (the "Technology") which is purchased or upgraded by Institutions of higher education shall comply with the following nonvisual access standards from the date of purchase or upgrade until the expiration of the contract:

- (i) effective, interactive control and use of the Technology shall be readily achievable by nonvisual means;
- (ii) the Technology equipped for nonvisual access shall be compatible with information technology used by other individual with whom any blind or visually impaired user of the Technology interacts;
- (iii) nonvisual access technology shall be integrated into any networks used to share communications among employees, program participants or the public; and
- (iv) the technology for nonvisual access shall have the capability of providing equivalent access by nonvisual means to telecommunications or other interconnected network services used by persons who are not blind or visually impaired.

Compliance with the foregoing nonvisual access standards shall not be required if the head of the using agency, Institution determines that (i) the Technology is not available with nonvisual access because the essential elements of the Technology are visual and (ii) nonvisual equivalence is not available.

Installation of hardware, software, or peripheral devices used for nonvisual access is not required when the Technology is being used exclusively by individuals who are not blind or visually impaired, but applications programs and underlying operating systems (including the format of the data) used for the manipulation and presentation of information shall permit the installation and effective use of nonvisual access software and peripheral devices.

If requested, the Contractor must provide a detailed explanation of how compliance with the foregoing nonvisual access standards is achieved and a validation of concept demonstration.

S. **UNIVERSITY REVIEW/APPROVAL:** All goods, services, products, designs, etc., produced by a contractor for or on behalf of George Mason University are subject to University review and approval prior to contract award.

T. **COMPLIANCE WITH LAW:** All goods and services provided to George Mason University shall be done so in accordance with any and all local, state and federal laws, regulations and/or requirements. This includes any applicable provisions of FERPA or the "Government Data Collection and Dissemination Practices Act" of the Commonwealth of Virginia.

VIII. **CONTRACT ADMINISTRATION:** Upon award of the contract Mason shall designate, in writing, the name of the Contract Administrator who shall work with the contractor in formulating mutually acceptable plans and standards for the delivery, installation and on-going service and/or maintenance that may be required. The Contract Administrator shall use all powers under the contract to enforce its faithful performance. The Contract Administrator shall determine the amount, quality and acceptability of work and shall decide all other questions in connection with the work. All direction and orders from the University shall be transmitted through the Contract Administrator, or his designee. However the Contract Administrator shall have no authority to order changes in the work which alter the concept or scope of the work or change the basis for compensation to the contractor.

IX. **ROYALTY PAYMENT METHOD AND SCHEDULE:** Commission checks shall be payable by the Contractor to George Mason University no later than the 15th of each month following the end of each quarter (July 1-September 30, October 1-December 31, January 1-March 31, April 1-June 30). Each royalty check shall be accompanied by documentation compiled and maintained by the Contractor, including the quarterly financial summary report. If royalty check is not received on schedule, penalty charges will be computed and a separate invoice will be sent to contractor for payment.

Mail Royalty Check Directly To:

George Mason University
Auxiliary Enterprises, MSN 4A1
4400 University Drive
Fairfax, VA 22030
Attn: Mr. David C. Atkins

X. BUSINESS STATUS: To be filled out by offeror:

A. Type of organization (circle one):

Individual	Partnership	Corporation
Sole Proprietor	Government	Other (explain)

B. Category (circle one):

Manufacturer/Producer	Mfgr's Agent	Retailer
Service Establishment	Distributor	Wholesaler
Other (explain)		

C. Status (circle one):

1. (LB) LARGE BUSINESS
2. (SB) SMALL BUSINESS. Defined by the US Small Business Administration as independently owned and operated, with annual revenues less than \$5M (services) or less than 500 employees (manufacturing). May include non-profit or publically owned business entities.
3. (MB) MINORITY OWNED. Defined as actively managed and at least 51% owned by an American Citizen of one of the following ethnic backgrounds; Native American, Black, Hispanic, Asian or Asian Pacific.
4. (WB) WOMAN OWNED. Defined as actively managed and at least 51% owned by a woman or group of women.
5. (SM) SMALL MINORITY OWNED. B and C apply.
6. (SW) SMALL MINORITY WOMEN OWNED. B,C and D apply.
7. (WS) WOMEN OWNED, SMALL BUSINESS. B and D apply.

XI. RFP SCHEDULE:

- | | |
|---------------------------------|--------------------------------|
| • Issue in eVA: | 01/12/11 |
| • Advertise in Washington Post: | Sunday, 01/16/11 |
| • Pre-Proposal Conference | 01/25/11 |
| • Proposals Due: | 02/09/11@ 2:00PM |
| • Proposals to committee: | 02/10/11 |
| • Review and score proposals: | 02/11/11 –02/18/11 |
| • Scores due to Purchasing: | 02/21/11 |
| • Oral presentations: | Week of 03/7/11 (if necessary) |
| • Negotiations: | 3/14-17/11 |
| • Best and Final Offers: | 3/18/11 |
| • Award: | 3/29/11 |
| • Contract start date: | TBA |