

REQUEST FOR QUOTATION

****THIS IS NOT AN ORDER****

Return Quotes To:

The University of Tennessee
Purchasing Department
5723 Middlebrook Pike
Knoxville TN 37921

Vendor Address

Bidder # D99999
University of T
PARENT RFQ
UT TN

Information

Date: 02/09/2009
RFQ No: 6000036434
Collective No: 20003825
Return Quote By: 03/03/2009 3:00 pm
Promised Ship Date: (Furnish) _____
Payment Terms: (Furnish) _____
FOB UT Dest Unless Otherwise Specified Below

Buyer: Lisa Pate
Phone: 865-974-3101
Fax: 865-974-2973

Item	Quantity	UM	Material/Description	Price Per Unit	Net Amount
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REQUEST FOR PROPOSALS

The University of Tennessee will receive proposals at the time stated above, and will open them before directly interested parties in the Purchasing Department at the above address

00001	1 LOT		The University of Tennessee seeks an		
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advertising firm to assist with the development and implementation of an advertising media and overall branding campaign for the Tennessee athletic department. The initiative will enhance the awareness of all athletic events, drive ticket sales; include an implementation plan and media budget; as well as provide a consistent and universal message that reflects both the men's and women's athletic department teams, image and tradition.

Scope of Work

The UT Athletic Department is searching for a firm interested in providing all of the following services to support the initiative. In all cases the company must be prepared to work in conjunction with athletic department personnel.

1. Advertising and Branding Campaign
 - a. An integrated advertising media campaign that serves as a sustaining effort for the 2009-10 sports season and beyond.
 - b. Advertising message that translates the brand into a consistent, creative theme for all teams and messaging within the Department. Define a brand positioning theme or slogan to be used within the Department for all athletic teams.
 - c. Brand Strategy: A brand strategy that will reposition the athletic department and teams to build a strong new image that can be sustained and identifiable for 20 varsity teams.
 - i. Collateral: integrated marketing materials program. Specific projects will include but not be limited to a campaign theme of outdoor billboards; posters and schedule cards; magnets; trading cards; flyers; direct mail.

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			ii. Design for print and online ads; scripting and production for radio and TV spots.		
2.			Concept Development		
a.			Overall marketing plan to increase attendance at athletic events via promotional giveaways, promotions, 'outside the box' marketing efforts, etc.		
b.			Interactive ideas to build our two websites, utsports.com and utladyvols.com, into a more interactive component of our brand.		
3.			Media and communication strategy		
a.			Media strategy to reach the target audience in an effective manner to raise the awareness level of athletic contests and then successfully persuading individuals to attend games.		
b.			Media Placement: assist with the mass media advertisement campaign placement schedule. Leverage media assets to obtain best placement times and best use of cash/trade dollars.		

MINIMUM PRINTING SPECIFICATIONS:

Poster / Brochures
18" X 24" (posters) various (brochures)
100# text enamel stock
4-color process
Proofs

SCHEDULE CARDS / TRADING CARDS

Various sizes
4-color process over black
12pt C1s cover stock w/ UV flood
Proofs

MAGNETS

4 x 6, 4 x 7
4-color process

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			21 mil thickness, base white vinyl, flat flexible magnet backing Rounded or square corners Proofs		
			PRINT ADS 3x4, 6x4, 3x7 sizes Black and white and color		
			BILLBOARDS 10'6" x 36', 14 x 48 Full color		

Response

To be considered, firms should submit a response including the following:

1. General information about the firm or firms presenting the proposal, including services offered client base, history, key staff and a list of five reference clients.
2. Five television broadcast commercials produced by firm submitting proposal.
3. Demonstrated knowledge of the East Tennessee media market including media used and overall dollars placed.
4. Provide a current sport promotion case history indicating firm's ability to increase attendance. Include examples of media cross promotion showing media cost and a ratio of amount spent vs media exposure value created by the promotion.
5. Preference will be given to firms with a strong media department for placement of advertising and promotions
6. Competitive pricing: all firms should submit a marketing budget with a breakdown of the campaign and a total budget allotment, including payment and monthly retainer fees

This Request for Proposal (RFP) is part of a competitive procurement process that helps to serve the University's best interests. It also provides proposers with a formal and unrestrictive opportunity for their services to be considered. The process of competitive negotiation being used in this case should not be confused with the process of competitive sealed bidding. The latter process is

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usually used where the goods and services being procured can be precisely described and price is generally the determinative factor. With a RFP and competitive negotiation, however, price is not required to be the determinative factor, although it may be, and the University has the flexibility to negotiate with one or more contractors to arrive at a mutually agreeable relationship. Any questions about this process or the requirements must be in writing and forwarded to Lisa Pate via fax at (865)974-2973 or E-Mail lpate@utk.edu

Proposers will not supply price or cost information in the (unit price) or (amount) columns of this page. A separate cost proposal will be submitted according to the instructions of the RFP document.

When reviewing the RFP Document and General Bid Conditions, all references to Request for Quotation and Bidders are deleted and should read Request for Proposal and Proposer(s) respectively

The original proposal must be signed and dated by an individual authorized to enter into a binding agreement in the name of the contractor

The proposal should be presented in a format that can easily be incorporated into a contract between the Proposer and the University of Tennessee encompassing the guidelines detailed in the RFP and required by the University.

The University reserves the right to reject any and all proposals, waive any informalities in the proposals received, and accept any proposal that, in its opinion, may be in the best interest of the University. The University does not obligate itself to accept the lowest or any other proposal.

General Requirements**A. Issuing Office**

This RFP is issued by the University of Tennessee Purchasing Department, 5723 Middlebrook Pike, Knoxville, TN, which shall be the sole point of contact for purposes of information regarding this RFP.

B. Delivery of Proposals

The proposer is to deliver the proposal (one original and 4 copies), in the form and detail specified in this RFP, to Lisa Pate, Purchasing Department, The

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TECHNICAL AND COST PROPOSALS SHALL BE SUBMITTED IN
SEPARATE SEALED ENVELOPES.

C. Proposals Due

Proposals are due Tuesday, March 3, 2009 @ 3:00 pm. The University reserves the right to further negotiate after proposals are opened, with any Proposer, if such is deemed necessary in the discretion of the University.

D. Analysis of Proposals

The contract will be awarded to the proposer submitting the best proposal as determined by the evaluation committee, considering the following criteria:

Responses will be judged on experience and evidence of success for similar organizations. Bids will be scored on the following system by the committee:

- a. Advertising & Marketing Campaign Creativity & Overall Plan 40%
- b. Campaign Budget 25%
 - i. Please give a detailed list of pricing for design work for posters, schedule cards, magnets, trading cards, outdoor billboards, and print ads. Include hourly rates for accounting services and creative services.
 - ii. Please give a detailed listing of start up fees. Include hourly rates for accounting services and creative services.
- c. Project management process 15%
- d. Company Experience / Industry Expertise 10%
- e. References 10%

Each proposal will be reviewed by a four person selection committee representing UTAD. The University may require firms submitting proposals to provide additional information to the selection committee concerning the proposal, and may require oral presentation. The University reserves the right, after reviewing all proposals, not to award a contract for this service at this time.

E. Period of Contract

Contract will be valid beginning March 2009 and run for the entire 2009-10 academic calendar with the option to renew annually for up to four years

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After this initial firm price period, bidders are to indicate below the percentage of increase prices will not exceed over the previous year's prices for years 2-5. If a bidder fails to indicate a price increase in any year, the bidder will not be permitted to increase prices that year if the bidder is awarded a contract. Also, the evaluation will be made on a zero (0) percent increase for the year(s) a percentage has been omitted. The University will use the total cost over five years, including price increases, to evaluate the contract.

Year 2 _____ %
Year 3 _____ %
Year 4 _____ %
Year 5 _____ %

F. Termination of Contract

Each party shall have the right to terminate the Agreement, by written notice, at any time if the other party shall be in breach of any material provision of the Agreement, and if such breach is not cured within thirty (30) days of notification.

Manufacturer _____ # _____

Warranty _____

SPECIAL PROPOSAL CONDITIONS**SPC 1 - SCOPE-REGULAR F/O:**

The University of Tennessee proposes to purchase its advertising campaign for the period of one (1) year from date of award. A Framework order will be established to cover the cost.

SPC 2 - CONFLICT OF CONDITIONS:

In the event that there are any conflicts between the general bid conditions and these special bid conditions, the special bid conditions shall take precedence.

SPC 3 - SEALED BID:

The envelope in which quotations will be submitted should be identified by placing the required information

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on the outside of the envelope as follows: It is imperative that your name and address appear in the upper left corner of the envelope and that the collective number, due date and time of opening appear in the lower left corner. Bid openings shall be public, on the date and at the time specified on the bid form. All sealed bids must be received in the purchasing department on or before the date and hour specified for bid opening. Sealed bids that miss the deadline will be rejected and returned unopened or kept on file in the purchasing department. No qualifying letters or statements from vendors will be considered a justification for accepting late bids.

SPC 4 - BID IN ACCORDANCE WITH SPECIFICATIONS:

Bidders are cautioned that unless otherwise stipulated in their bids, it will be assumed that they are bidding in strict accordance with the specifications and will be required to strictly comply therewith. Any deviations whatsoever from the specifications must be fully set forth and itemized in detail in a letter accompanying the bid. Generalized statements submitted with your bid in order to avoid complying with this requirement in full detail will not be accepted.

SPC 5 - PRICE REDUCTION:

The successful bidder will be required to give the University the benefit of all general price reduction to the seller's other customers occurring at any time during the effective period of the order. Written notice shall be made to the Purchasing Department of the University in the event of a decrease in the quoted price. Price decreases shall become effective immediately and shall be identical in amount to the general decrease extended to the successful bidder's other customers.

SPC 6 - PERIOD OF CONTRACT:

The contract when awarded shall cover the period of one (1) year from date of award with a provision to extend by mutual agreement for three (3) additional period(s) of one (1) year each.

SPC 7 - ACK. OF ADDENDA:

In the event that any addenda, bulletins and/or supplemental drawings are issued, the bidder must acknowledge receipt of same in his bid.

SPC 8 - FIRM PRICES:

Price increases will be entertained annually at the end of the initial contract period and at the end of any subsequent annual periods. Evidence of cost increase must be provided to substantiate any request for increase. In any event, the cost increase may not exceed either the Cost of Living or Consumer Price Index (CPI), whichever is less.

GENERAL PROPOSAL CONDITIONS: All University of Tennessee general proposal conditions apply to this proposal. To view these conditions, which include protest procedures, please visit website

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"http://purchasing.tennessee.edu/General_Proposal_Conditions.htm". If for some reason you are unable to access this website you may telephone (865) 974-3311 for a hard copy of these conditions.					

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IF THE BIDDER TAKES EXCEPTION TO ANYTHING IN THE SPECIFICATIONS OR TERMS AND CONDITIONS THE EXCEPTION MUST BE LISTED BELOW IF NECESSARY. YOU MAY SUPPLEMENT YOUR COMMENTS WITH AN ATTACHEMENT LISTING YOUR EXCEPTIONS IF NO EXCEPTIONS ARE TAKEN. WRITE 'NONE' IN THE AREA FURNISHED BELOW IF NO COMMENTS ARE FURNISHED. IT WILL BE ASSUMED THAT NO EXCEPTIONS ARE BEING TAKEN

CERTIFICATION: MY COMPANY IS CLASSIFIED AS A:

NOTE: It will be assumed that business category is large if no response is furnished

LARGE BUSINESS _____ SMALL BUSINESS _____ WOMAN OWNED _____

PLEASE INDICATE BELOW ONLY IF YOUR FIRM IS AT LEAST 51 PERCENT OWNED BY A MEMBER(S) OF THE FOLLOWING GROUPS

BLACK AMERICAN _____ HISPANIC AMERICAN _____ ASIAN PACIFIC AMERICAN _____ NATIVE AMERICAN _____ ASIAN INDIAN AMERICAN _____

IT IS UNDERSTOOD AND AGREED THAT THIS BID WHEN CERTIFIED BY AN AUTHORIZED SIGNATURE SHALL CONSTITUTE AN OFFER WHICH WHEN ACCEPTED IN WRITING BY THE UNIVERSITY'S PURCHASING DEPARTMENT AND SUBJECT TO THE TERMS AND CONDITIONS OF SUCH ACCEPTANCE WILL CONSTITUTE A VALID AND BINDING CONTRACT BETWEEN THE UNIVERSITY OF TENNESSEE AND THE BIDDER/CONTRACTOR SUBMITTING SUCH OFFERING

WE OFFER TO SELL TO YOU THE ABOVE MATERIAL(S) OR SERVICES AT THE PRICE AND TERMS SPECIFIED HEREON AND IN ACCORDANCE WITH THE UNIVERSITY'S GENERAL AND ANY SPECIAL BID CONDITIONS FURNISHED AND INCORPORATED INTO THIS DOCUMENT ALL EXCEPTIONS ALTERNATIVE MATERIALS OR SPECIFICATIONS IF ANY HAVE BEEN CLEARLY INDICATED IF YOU HAVE ANY QUESTIONS ABOUT THIS REQUEST FOR QUOTATION CONTACT THE BUYER AT THE ADDRESS OR TELEPHONE NUMBER SHOWN ABOVE

WHEN OFFERING A 'NO BID' PLEASE INDICATE YOUR REASON(S) BELOW AND RETURN THIS INFORMATION WITH YOUR RESPONSE

_____ DO NOT HANDLE THIS TYPE EQUIPMENT _____ CANNOT MEET SPECIFICATIONS
_____ CANNOT MEET REQUIRED DELIVERY _____ MATERIALS NOT AVAILABLE
_____ OTHER (SPECIFY) _____

IN COMPLIANCE WITH THE REQUIREMENTS OF CHAPTER 878 PUBLIC ACTS OF 2006 THE CONTRACTOR HEREBY ATTESTS THAT THE CONTRACTOR SHALL NOT KNOWINGLY UTILIZE THE SERVICES OF AN ILLEGAL IMMIGRANT IN THE PERFORMANCE OF THIS CONTRACT AND SHALL NOT KNOWINGLY UTILIZE THE SERVICES OF ANY SUBCONTRACTOR WHO WILL UTILIZE THE SERVICES OF AN ILLEGAL IMMIGRANT IN THE PERFORMANCE OF THIS CONTRACT

ALL FIRMS WISHING TO DO BUSINESS WITH THE UNIVERSITY MUST LIST THEIR FEDERAL TAX ID NO OR SOCIAL SECURITY NO (IF INDIVIDUAL) IN THE SPACE PROVIDED:
TAX ID OR SSN: _____

(Signature)

(Date)

(Printed Name and Company Name)

(Title)

(Telephone #. Toll free if available)

(FAX #)

(E-Mail Address)

(WEB Site Address)