

UNIVERSITY OF LOUISVILLE
PURCHASING DEPARTMENT – BELKNAP CAMPUS
LOUISVILLE, KY 40292

PERSONAL SERVICE CONTRACT
REQUEST FOR PROPOSAL
COVER/SIGNATURE PAGE

REQUEST DATE:

1. June 1, 2010

2. NAME OF DEPARTMENT : College of Business/Dean's Office**CONTACT PERSON:** Tom Peterson**3. Service**Advertising and public relation services for the College of Business**4. Due Date**

June 14, 2010

5. Time Due

5 p.m.

6. Telephone: (502) 852-1518**Fax:** (502) 852-7557

Proposals should be sent to the department by the following method:

7. MAIL OR FAX PROPOSALS TO:

Department name_Office of the Dean _____

Address_UofL College of Business, Louisville, KY 40292 _____

Fax #_502.852.7557 _____

The bottom portion of this form is to be completed by the vendor.

Equal Employment Opportunity – All parties must be in compliance with executive order 11246 of September 24, 1965 as amended by executive order 11375 of October 13, 1967.

STATEMENT OF NON-COLLUSION AND NON-CONFLICT OF INTEREST

I hereby swear (or affirm) under penalty for false swearing as provided by KRS 523.040:

1. That attached Request For Proposal has been submitted without collusion with , and without any agreement, understanding or planned common course of action with, any other vendor of materials, supplies, equipment or services described in the Request For Quotation designed to limit independent competition.
2. That the proposer is legally entitled to enter into the contract with the University of Louisville, an agency of the Commonwealth of Kentucky, and is not in violation of any prohibited conflict of interest, including those prohibited by the provisions of KRS 45A.325, to 45A.340, 34A.990 and 164.990 and 164.821 (7).
3. That I have fully informed myself regarding the accuracy of the statements made above.

In submitting this quotation, it is expressly agreed that upon proper acceptance by the University of Louisville, of any or all items bid, a contract shall thereby be created with respect to the services accepted.

SIGNED BY: _____ TELEPHONE: _____ FAX: _____

PRINT NAME: _____

FIRM: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

Scope of Services

The University of Louisville College of Business is seeking a relationship with a creative services company to promote selected academic programs to diverse audiences and boost positive awareness of the college's existing branding.

Creative services would include promotional conceiving, advertising design and placement in print, electronic, digital and out-of-home media, public relations programs and viral marketing. The primary goal of all efforts is to increase the quantity and quality of students applying for our target programs.

These programs would include, but not be limited to, our MBA programs (The Professional MBA, The Full-Time MBA and The Entrepreneurship MBA); our Equine Industry Program and special events it stages, and the College of Business as a whole.

The creative agency selected will coordinate activities with Dean's office and appropriate departmental personnel. The vendor and the College of Business representatives will work with the University's Office of Communications and Marketing to ensure compliance with the university's graphic identity standards and strategic planning/ branding initiatives. Primary day-to-day coordination will be through the college's Executive in Residence for Public Relations and Senior Graphic Artist.

Informational Background

Proven experience in targeting messages to diverse audiences of prospective college and MBA students would be especially valuable in meeting our needs. Also key is the ability to employ purposeful creativity in developing effective, memorable promotional messages. The majority of our targets—regardless of their socio-economic status, location or career goals—function in a universe of constant distraction and superficial communication. Blending traditional promotional methods with those that represent the next wave of buzz will be critical to reaching them effectively.

Cutting-edge capabilities in convergent marketing will be especially helpful, as will the ability to create campaigns that have quantifiable measurement and evaluation tools. (We'll pay for clicks if we can see how they turn into qualified students.)

The agency also will have to deal effectively with tight deadlines, input by committee (occasionally), and economic constraints not unique to the academic community.

Costs

Your proposal should include the following information:

- * Account management fees, if any
- * Hourly rates for various talent working on the account
- * Commission percentage on media buys
- * Other expenses you anticipate billing to the account
- * A sample invoice showing typical charges, activity detail, and terms of payment

NOTE: The University typically processes invoices with 30 days of receipt. Activities/placements that require advance payments are not recommended.

Method of Award:

We will select an agency partner based on several factors.

1. Sample campaign (25%)

Select one of our MBA programs or the Equine Industry Program and develop a sample campaign demonstrating how we can accomplish our goals for the program—more students and better-qualified students. Your campaign should illustrate an understanding of the benefits of the program and the interests/tendencies of the target audience.

2. Sample media budget (25%)

Develop a media plan identifying your recommended placement targets/vehicles for delivering your messages, and the cost for implementing them.

3. Your experience and references (25%)

Describe clients or client needs similar to ours that you have been successful with, and include contact information for any you wish us to contact.

Proposals will be judged on the following qualities, with equal weight afforded each:

- * Proximity: How convenient are your services to our Belknap campus?
- * Strategy: How well does your approach meet our stated needs?
- * Creative: How well do your concepts convey our benefits, in a memorable, ownable manner?
- * Media: How well does your plan reach our targets?
- * Cost: How efficient is your plan to spend the budget in terms of cost to value?

Your responses to our Agency Q&A (attached) also will be a determining factor. (25%)

Agencies whose proposals are top-ranked will be invited for interviews.

Contract Period:

July 1, 2010 through June 30, 2012

Additional program information

As the College of Business continues its transformation from a school of convenience to a college of choice, the quality and quantity of students choosing key programs becomes an increasingly critical factor. Our MBA programs compete in a local and regional marketplace filled with aggressively promoted options, most of which are of lesser quality, cost and value. Each of our three programs appeals to a different type of prospective student in terms of career status, goals and lifestyle. A significant part of the promotional challenge in attracting these students is in appealing to their varied interests while maintaining a consistent brand identity. Our equine business program is unique in the world in its combination of an accredited business degree coupled with equine industry expertise. It has the potential to draw extraordinary students and corporate involvement from across the U.S. and around the world. Budget limitations mean our reach far exceeds our grasp in terms of targeting prospective students and corporate partnerships.

About the programs

Our MBA programs are lock-step, cohort-based, where students (usually 25 to 55 in a class depending upon the program) go through all courses together and complete the program as a group. Because these students typically are working professionals with five or more years of work experience in their chosen career, the cohort itself becomes an important part of the learning experience. Students learn from each other as the best practices and other insights learned on their respective jobs emerge in class projects. The tuition cost for each of the programs is the same: \$31,000.

The Professional MBA is a two-year, part-time program. The program is nationally ranked among the top 50 in the nation. Students attend classes two nights a week and some Saturdays. They can also choose the Saturdays-only option, and attend class approximately 38 Saturdays over of the two years. Students in the program range in age from 28 to 45, although there may be exceptions at either end of the scale. These students are interested in advancing their careers without interrupting them.

The Entrepreneurship MBA also is a two-year, part-time program. Ranked in the Top 20 for programs of its kind nationally, it is designed to guide students through the process of conceiving and launching new business ventures, although many graduates never start a new business. Instead they return to their corporate position and provide innovative leadership in the development and marketing of new products, divisions or services. An important feature of the program is the creation of business plan competition teams where groups of students in the program develop business plans for actual new businesses, and compete regionally and nationally in competitions to earn prize money to support further development of their concepts. Upon graduation, some teams actually form companies and launch their ventures, or may sell the business concept to another entity for continued development. The Entrepreneurship MBA does not have a Saturdays-only option.

The Full-Time MBA is our newest MBA, and it launches this fall. It is an innovative, accelerated, unique program in that its 13-month term includes a paid 11-month internship. It is best suited to recent graduates with little or no career experience, and working professionals in transitional situations. Classes are two nights a week and Friday afternoons. Internships are arranged by the MBA office.

All three of the programs include a 10-day international learning trip, with the locations chosen by the students. The cost of the trip (except the airfare) is included in the MBA tuition, which is the same for all students regardless of their state of residency.

To invite prospective students to learn more about our MBA program options, we host monthly information receptions after normal work hours. At these sessions, our professors and current students explain the program benefits and answer questions. Refreshments are also provided. Typically 20-40 prospects may attend, sometimes with their significant others.

Our equine program is a largely unappreciated asset unique in the world. There are countless agriculturally based equine programs with curriculums focused on horse breeding, racing/competition, medicine, safety, etc. Our program is the only equine major that comes with an AACSB-accredited business degree. (AACSB is the gold standard in measuring quality in business schools). This is significant because career opportunities expand exponentially for equine-minded people who also know business. They may breed, stable, own, ride or treat horses, but they can also manage race tracks, assemble complex simulcast systems, launch entrepreneurial concepts, function as CEOs, COOs and CFOs of equine-related businesses, and so on. We are in the process of expanding our equine program in terms of its space (a new wing being added to the College of Business, with groundbreaking scheduled for this fall) and its services to equine industry interests. The program also hosts a bi-annual Summit bringing together industry and association leaders from across the industry and around the world to discuss common challenges and opportunities. The next Summit is Derby Week 2012. The program's diverse activities would benefit greatly from promotional messaging that connects them and builds a consistent identity for the program.

Additional information about MBA and Equine programs, as well as the College of Business overall, is available at Business.Louisville.edu. We also can answer specific questions relating to development of your proposal, but any procedural information discussed will be shared with all RFP respondents. Contact Tom Peterson at 502.852.1518 for more information.

Agency policy and procedure questions

1. Please identify the likely members of our account team and their length of service with your company
2. Can you provide the names of two clients whose accounts are similar to ours who we may contact?
3. What is your billing cycle and terms?
4. Do you offer reduced rates for commission on media buys? (less than 15%)
5. What is your mark-up on vendor services?
6. Will you consider providing occasional pro-bono services for spot projects?
7. Please list any services or capabilities you feel are value-added considerations
8. What is the process for notifying us when activities for a given project make its cost estimate invalid? Is there a tracking mechanism for this process?
9. Will we be an exclusive client in our category?
10. Will you use materials or success produced for us in your agency's promotional efforts? (We would encourage this)
11. Who owns the artwork, photography, illustrations and other materials you create for us?
12. Will any materials created for us include elements (stock photography, for example) that may appear in other clients' materials?
13. Who is responsible for typos or other errors that may appear in finished work (printed materials, ad placements, etc.)?
14. Once a job or project has been estimated, at one point in its approval process do additional charges occur? (After the first round of changes, after the second round?)
15. What measurement will your agency use to determine if you have been successful on our behalf?
16. What campaign produced by your agency in the last two years do you consider the most successful?
17. What are your hourly rates for the following activities?

Creative/concept development (ads/spots/brochures/logos/web):

Graphic design:

Copywriting:

Illustration:

Photo manipulation:

Zero deadline or 'emergency' services:

Account executive daily services:
(planning meetings, approval meetings, general Q&A sessions at client location)

Account team meetings:

Spontaneous phone calls/e-mails to discuss status of current projects:

Spontaneous phone calls/e-mails to discuss potential projects:

Vendor coordination (printers/photographers/multi-media, etc):

Travel to and from meetings/events:

Public relations consulting/execution:

18. Please add any statement or information you believe will help us accurately judge the quality and value of your services.