

UNIVERSITY OF NORTHERN COLORADO
UNC-225-10
MARKETING PROFESSIONAL CONTRACTOR
FOR THE MONFORT COLLEGE OF BUSINESS

SECTION I

Introduction

The Monfort College of Business at the University of Northern Colorado seeks a marketing professional who will assist the College on a contract basis with marketing communication initiatives during the 2010-11 academic year. The marketing professional will produce promotional copy and news items that communicate the College's programs and events to target audiences.

Contractor's Responsibilities

1. Required contractor personnel and his/her roles: The marketing professional will become familiar with the Monfort College of Business and its various programs and events. The contractor will produce the following marketing communication pieces:
 - a. Two to four page brochures for new and existing programs: new masters program in accounting; new and revised minors (3); undergraduate emphasis areas (5); affiliated programs (1)
 - b. Two to four page brochures, email copy, web copy, display ad copy for events: special one-day events (2); year-long speaker series event (four speakers spread throughout the year);
 - c. Save-the-date, invitation, program, email copy, web copy for annual alumni event
 - d. Two to four page brochure and multimedia copy on College development (fund raising) opportunities
 - e. Annual newsletter copy (20 pages) and semi-annual email newsletter copy (approximately 6-10 pages)
 - f. Updates on copy for College's standard collateral pieces (4 brochures)
 - g. Website copy – update/revise
 - h. Facebook copy and promotion for existing student/prospective student site and other possible Facebook sites.
 - i. Press releases for ongoing announcements and events (approximately three per month)
 - j. Other marketing communication pieces as needed.
 - k. Place advertisements, email blasts, and other communication with media outlets as needed for promotion of events.
2. Performance requirements: The marketing professional will produce copy for the College in a timely manner, submitting near-final drafts to the College's director of external relations and program or event leads for approval. He/she will meet with requisite individuals in program and other areas. He/she will work with University or outside graphic designers to produce materials that effectively promote programs and events and fit within the College's and University's branding guidelines.
3. Acceptance criteria: The successful individual will submit a written proposal that documents his/her expertise and abilities, with three samples of past work.

4. Submittal requirement: Interested marketing professionals should submit an electronic proposal in PDF format. The proposal is limited to 10 pages (including samples of past work).

University's Responsibilities

Personnel from the Monfort College of Business at the University of Northern Colorado who will be working directly with the marketing professional include Michael Leonard, director of external relations, and program or event leads at the College. These College officials will review near-final copy, send it back for revisions, and will give approval for the final product. Regular or weekly telephone conferences will facilitate communication and project completion.

Project Schedule

1. Start and end dates: The work will begin on July 12, 2010 and end on June 30, 2011. The contract will be renewable for three consecutive years thereafter (ending June 30, 2014).
2. Major milestones: Monthly performance goals will be set in consultation with the personnel in the College and reported on by the marketing professional.

Location of Performance

Services will be performed at Kepner Hall on the campus of the University of Northern Colorado (home of the Monfort College of Business), on the campus more broadly, at the marketing professional's place of business, and on the Internet. Personnel at the Monfort College of Business and other University personnel will be responsible for providing resources such as access to marketing materials, College of Business professors and students, locations on campus, and other people and materials per agreed upon marketing initiatives.

Organization and Personnel Qualifications

The successful marketing professional will have qualifications that demonstrate effective marketing communication copy writing and placement. He/she will have demonstrated understanding and expertise regarding the College/University market.

Pricing

Interested marketing professionals will submit pricing as part of their written proposal. Pricing may be calculated by the hour or month and should include any applicable fees and expenses for the year-long initiative. Payment will be made to the successful professional on a monthly basis, within 30 days of receipt of invoice.

SECTION II

Administrative Information

1. Sole Contact for this Documented Quote process is:
Mary Jantz, Assistant UNC Purchasing Director
2. Solicitation Schedule
 - a. Questions regarding this solicitation should be sent to Mary Jantz, mary.jantz@unco.edu or fax (970)351-1142.
 - b. Due Date: Proposals are to be submitted no later than **June 28, 2010, by 5:00 p.m.**
 - c. Responses:
 - i. The Completed Vendor Signature form and the Completed W-9 form shall be faxed to (970)351-1142 while the actual response to the Documented Quote is sent electronically to mary.jantz@unco.edu with a copy to Virginia.klingman@unco.edu
 - ii. **OR** the response may be delivered to UNC Purchasing, Carter Hall 1002, Greeley CO 80639, including a digital copy of the response on CD
 - d. Late quotes will not be considered.
 - e. Pricing is FOB Destination (UNC Campus) with all applicable freight paid by the vendor.
3. Evaluation and Award
 - a. Award will be based on the quote deemed to be the most advantageous to the University at the University's sole discretion using the following criteria:
 - i. Expertise in writing promotional and news copy.
 - ii. Demonstrated ability to work closely with graphic designers to arrive at professional and creative finished product.
 - iii. Demonstrated ability to place advertising and marketing communication with various media.
 - iv. Familiarity and experience with higher education market.
 - v. Overall creativity.
 - vi. Cost.
4. Documented Quotes (UNC Procurement Rules)

In the case of goods or services, the award will be made to the quote determined by the Procuring Agency to be the most advantageous to the State, price/cost being a primary consideration. The determination of whether the quote is acceptable and meets the minimum requirements of the solicitation is solely within the discretion of the Procuring Agency. No formal evaluation system or methodology is required for any documented quote process. The University reserves sole right to determine suitability of product offered.

Insurance Requirements

1. Standard Workers' Compensation and Employer Liability as required by state statute, including occupational disease, covering all employees on or off the work site, acting within the scope of their employment.

2. Commercial General Liability Insurance written on ISO occurrence form CG 00 01 10/93 or equivalent, covering premises operations, fire damage, independent contractors, products and completed operations, blanket contractual liability, personal injury, and advertising liability (state anticipating HIPAA coverage) with minimum limits as follows:
 - a. \$1,000,000 each occurrence;
 - b. \$2,000,000 general aggregate;
 - c. \$2,000,000 products and completed operations aggregate;
 - d. \$50,000 any one fire; and
 - e. Per Project General Aggregate Limit. If any aggregate limit is reduced below \$1,000,000 because of claims made or paid, Contractor shall immediately obtain additional insurance to restore the full aggregate limit and furnish to the State a certificate or other document satisfactory to the State showing compliance with this provision.
3. Automobile Liability Insurance covering any auto (including owned, hired and non-owned autos) with a minimum limit as follows: \$1,000,000 each accident combined single limit.
4. Professional liability insurance with minimum limits of liability of not less than \$1,000,000.
5. Other insurance as may be required by law, or in a specific solicitation. All policies evidencing the insurance coverages required hereunder shall be issued by insurance companies satisfactory to the State.
6. The State of Colorado-University of Northern Colorado shall be named as additional insured on the Commercial General Liability and Automobile Liability Insurance policies (leases and construction contracts will require the additional insured coverage for completed operations on endorsements CG 2010 11/85, CG 2037, or equivalent). Coverage required of the contract will be primary over any insurance or self-insurance program carried by the State of Colorado.
7. Insurance shall include provisions preventing cancellation or non-renewal without at least 30 days' prior notice to the State by certified mail.
8. Contractor will require all insurance policies in any way related to the contract and secured and maintained by the contractor to include clauses stating that each carrier will waive all rights of recovery, under subrogation or otherwise, against the State of Colorado, its agencies, institutions, organizations, officers, agents, employees and volunteers.
9. Contractor shall provide certificates showing insurance coverage required by this contract to the State within 7 business days of the effective date of the contract, but in no event later than the commencement of the services or delivery of the goods under the contract. No later than 15 days prior to the expiration date of any such coverage, the contractor shall deliver the State certificates of insurance evidencing renewals thereof. At any time during the term of this contract, the State may request in writing, and the contractor shall thereupon within 10 days supply to the State, evidence satisfactory to the State of compliance with the provisions of this section. Certificate/s of adequate insurance coverage and endorsement/s of additional insured coverage. Copies of the insurance certificate can be faxed, as noted below, and should be followed by the hard copy of the certificate being mailed to UNC's Purchasing Office. The Additional Insured portion should read as follows:

UNC Purchasing Director
Carter Hall 1002, Greeley CO 80639
FAX (970)351-1142/PHONE (970)351-2288

10. Notwithstanding subsection A of this section, if the Contractor is a “public entity” within the meaning of the Colorado Governmental Immunity Act, CRS 24-10-101, et seq., as amended (“Act”), the contractor shall at all times during the term of this contract maintain only such liability insurance, by commercial policy or self-insurance, as is necessary to meet its liabilities under the Act. Upon request by the State, Contractor shall show proof of such insurance satisfactory to the State.

A University Purchase Order will not be issued nor payments made until the insurance certificate has been received and approved as meeting the standard requirements. If this award can be renewed for additional years, it is the Contractor’s responsibility to keep the certificate current throughout the contract

Proprietary and Confidential information

“CONFIDENTIAL/PROPRIETARY INFORMATION: Any restrictions of the use or inspection of material contained within the response shall be clearly stated in the response itself. Written requests for confidentiality shall be submitted, by the offeror with the response. The offeror must state specifically what elements of the response are to be considered confidential/proprietary. Confidential/proprietary information must be readily identified, marked and separately packaged from the rest of the response. Co-mingling of confidential/proprietary and other information is NOT acceptable. Neither a response in its entirety, nor price information will be considered confidential/proprietary. Any information that will be included in any resulting contract cannot be considered confidential.

The University Purchasing Department will make a written determination as to the apparent validity of any request for confidentiality. In the event the Purchasing Department does not concur with the offeror’s request for confidentiality, the written determination will be sent to the offeror. Ref. Section 24-72-201 et. seq., C.R.S., as amended, Public (open) Records.”

1. **Completed Vendor Signature Form (attached)**
2. **Completed W-9 Form (attached)**
3. Please include with your quote any terms and conditions that the University may be asked to agree to and/or any software licensing agreements, if appropriate.
4. The State of Colorado Solicitation Instructions/Terms and Conditions shall apply to the award resulting from this Documented Quote. The instructions/terms and conditions are available at: <https://www.gssa.state.co.us/BidTC>
5. The University of Northern Colorado Purchase Order Terms and Conditions shall apply to the order resulting from this Documented Quote. The PO terms and conditions are available at:
http://www.unco.edu/acctservices/ftp/purc/PO_TC.pdf