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|  | **Lander University**  Request for Proposals  Amendment 1 | Solicitation Number  Date Issued  Procurement Officer  Phone  E-Mail Address | RFP-SP-471-06-09-2021  *06/03/2021*  *Scott Pilgrim*  *(864)388-8698*  spilgrim@lander.edu |

DESCRIPTION: **Design and Production of 2021-22 Recruitment Pieces**

*The Term "Offer" Means Your "Bid" or "Proposal".*

SUBMIT OFFER BY (Opening Date/Time): **06/09/2021 3:00 pm EST**

NUMBER OF COPIES TO BE SUBMITTED: **One Original and three (3) Hardcopies Plus (1) Electronic Copy**

**Offers must be submitted in a sealed package. Solicitation Number & Opening Date must appear on package exterior.**

SUBMIT YOUR SEALED OFFER TO EITHER OF THE FOLLOWING ADDRESSES:

MAILING ADDRESS: PHYSICAL ADDRESS:

Lander University 204 W Henrietta Ave

320 Stanley Ave. Building FO, Room 212

Procurement Services CPO 6023 Greenwood, SC 29649

Greenwood, S.C. 29649

**See "Submitting Your Offer" provision**

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| CONFERENCE TYPE: **N/A**  DATE & TIME: **N/A**  **As appropriate, see "Conferences - Pre-Bid/Proposal" & "Site Visit" provisions** | LOCATION: **N/A** |

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| AWARD & AMENDMENTS | Award will be posted at the Physical Address stated above on **06/15/2021.** The award, this solicitation, and any amendments will be posted at the following web address: [www.lander.edu/solicitations](http://www.lander.edu/solicitations) |

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| You must submit a signed copy of this form with Your Offer. By submitting a bid or proposal, You agree to be bound by the terms of the Solicitation. You agree to hold Your Offer open for a minimum of thirty (30) calendar days after the Opening Date. | | | |
| NAME OF OFFEROR (Full legal name of business submitting the offer) | | | OFFEROR'S TYPE OF ENTITY:  (Check one)  □ Sole Proprietorship  □ Partnership  □ Corporation (tax-exempt)  □ Corporate entity (not tax-exempt)  □ Government entity (federal, state, or local)  □ Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  (See "Signing Your Offer" provision.) |
| AUTHORIZED SIGNATURE  (Person signing must be authorized to submit binding offer to enter contract on behalf of Offeror named above.) | | |
| TITLE (Business title of person signing above) | | |
| PRINTED NAME (Printed name of person signing above) | DATE SIGNED | |
| Instructions regarding Offeror's name: Any award issued will be issued to, and the contract will be formed with, the entity identified as the offeror above. An offer may be submitted by only one legal entity. The entity named as the offeror must be a single and distinct legal entity. Do not use the name of a branch office or a division of a larger entity if the branch or division is not a separate legal entity, *i.e.*, a separate corporation, partnership, sole proprietorship, etc. | | | |
| STATE OF INCORPORATION (If offeror is a corporation, identify the state of Incorporation.) | | | |
| TAXPAYER IDENTIFICATION NO.  (See "Taxpayer Identification Number" provision) | |  | |

COVER PAGE CIO (JAN. 2006)

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| HOME OFFICE ADDRESS (Address for offeror's home office / principal place of business) | NOTICE ADDRESS (Address to which all procurement and contract related notices should be sent.) (See "Notice" clause)        \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Area Code  -  Number  -  Extension                    Facsimile    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ E-mail Address |

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| PAYMENT ADDRESS (Address to which payments will be sent.) (See "Payment" clause)            \_\_\_\_Payment Address same as Home Office Address  \_\_\_\_Payment Address same as Notice Address   **(check only one)** | ORDER ADDRESS (Address to which purchase orders will be sent) (See "Purchase Orders and "Contract Documents" clauses)            \_\_\_\_Order Address same as Home Office Address  \_\_\_\_Order Address same as Notice Address   **(check only one)** |

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| ACKNOWLEDGMENT OF AMENDMENTS  Offerors acknowledges receipt of amendments by indicating amendment number and its date of issue. (See "Amendments to Solicitation" Provision) | | | | | | | |
| Amendment No. | Amendment Issue Date | Amendment No. | Amendment Issue Date | Amendment No. | Amendment Issue Date | Amendment No. | Amendment Issue Date |
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| DISCOUNT FOR PROMPT PAYMENT  (See "Discount for Prompt Payment" clause) | 10 Calendar Days (%) | 20 Calendar Days (%) | 30 Calendar Days (%) | \_\_\_\_\_Calendar Days (%) |

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| PREFERENCES - A NOTICE TO VENDORS (SEP. 2009): On June 16, 2009, the South Carolina General Assembly rewrote the law governing preferences available to in-state vendors, vendors using in-state subcontractors, and vendors selling in-state or US end products. This law appears in Section 11-35-1524 of the South Carolina Code of Laws. A summary of the new preferences is available at [www.procurement.sc.gov/preferences](http://www.procurement.sc.gov/preferences). ***ALL THE PREFERENCES MUST BE CLAIMED AND ARE APPLIED BY LINE ITEM, REGARDLESS OF WHETHER AWARD IS MADE BY ITEM OR LOT.*** **VENDORS ARE CAUTIONED TO CAREFULLY REVIEW THE STATUTE BEFORE CLAIMING ANY PREFERENCES. THE REQUIREMENTS TO QUALIFY HAVE CHANGED. IF YOU REQUEST A PREFERENCE, YOU ARE CERTIFYING THAT YOUR OFFER QUALIFIES FOR THE PREFERENCE YOU'VE CLAIMED. IMPROPERLY REQUESTING A PREFERENCE CAN HAVE SERIOUS CONSEQUENCES.** [11-35-1524(E)(4)&(6)] |
| PREFERENCES - ADDRESS AND PHONE OF IN-STATE OFFICE: Please provide the address and phone number for your in-state office in the space provided below. An in-state office is necessary to claim either the Resident Vendor Preference (11-35-1524(C)(1)(i)&(ii)) or the Resident Contractor Preference (11-35-1524(C)(1)(iii)). Accordingly, you must provide this information to qualify for the preference. An in-state office is not required, but can be beneficial, if you are claiming the Resident Subcontractor Preference (11-35-1524(D)).  \_\_\_\_ In-State Office Address same as Home Office Address  \_\_\_\_ In-State Office Address same as Notice Address (check only one) |

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| PAGE TWO (SEP 2009) |  | End of PAGE TWO |  |  |  |

**Solicitation Outline**

**I. Scope of Solicitation**

**II. Instructions to Offerors**

**A. General Instructions - AMENDMENTS TO SOLICITATION (AUG 2004) (a) The Solicitation may be amended at any time prior to opening. All actual and prospective Offerors should monitor the following web site for the issuance of Amendments:** <http://www.lander.edu/solicitations> **(b) Bidders shall acknowledge receipt of any Amendment to this solicitation (1) by signing and returning the Amendment, (2) by letter, or (3) by submitting a bid that indicates in some way that the bidder received the amendment. See Questions/Answers\*, AND Clause change\*\* below.**

**B. Special Instructions - AMENDMENT 1 MUST BE ACKNOWLEDGED**

**III. Scope of Work / Specifications**

**IV. Information for Offerors to Submit**

**V. Qualifications**

**VI. Award Criteria**

**VII. Terms and Conditions**

**A. General**

**B. Special**

**VIII. Bidding Schedule / Cost Proposal**

**IX. Attachments to Solicitation**

**\*QUESTIONS/ANSWERS**

QUESTION: Are you looking for an entirely new concept different than Launch?

ANSWER: Not necessarily, although new concepts will be considered. If the vendor can utilize the current “Launch” theme in a fresh, dynamic way, that could be an acceptable approach.

QUESTION: How many creative concepts should be provided for Landers to choose from?

ANSWER: There is no specific number of concepts that should be provided. Concepts do not have to be fully developed, although they should be able to convey an idea/approach in a manner that is understandable and clear.

QUESTION: Will the vendor be expected to provide ideas for adaption of the new concept on your website?

ANSWER: While not required, concepts that can be adapted/translated to web will be considered as part of the proposal.

QUESTION: Do you anticipate the scope of each of the publications to be similar to current materials?

ANSWER: Yes, although vendors have discretion in developing additional content/editing current content for use in new materials.

QUESTION: Could you please describe in more detail the acceptance package, i.e. personalized selfie poster.

ANSWER: The acceptance package should include a fun, dynamic and engaging piece that accepted students can post/share on social media to communicate that they have been accepted to Lander University.

QUESTION: Do you currently use variable print and if so, for which pieces?

ANSWER: We do not currently use variable print in our admissions recruitment pieces. This is a concept we would like to incorporate with our new pieces with the help of the winning vendor.

QUESTION: Do you have a budget for this project?

ANSWER: There is no defined budget for this project.

QUESTION: Which company has provided these services to Landers in the past?

ANSWER: Lander has handled development/design of recruitment materials in-house, with production coordinated through various printers.

QUESTION: How should costs be presented, i.e., a creative hourly cost and anticipated number of hours based upon scope similar to your current publications; or a total creative cost for each publication based upon scope/number of pages, size, etc. of your current publications.

ANSWER: Either method would be acceptable; however, we would prefer total creative cost for each publication based upon vendor’s idea of scope, development, production, etc.

QUESTION: Have your already determined sizes and number of pages?

ANSWER: No. We expect to work with the winning vendor to finalize size/page count, based upon chosen concepts and input from the vendor.

QUESTION: What is the size and number of pages of each piece?

ANSWER: This has not been determined. We expect to work with the winning vendor to finalize size/page count, based upon chosen concepts and input from the vendor.

QUESTION: Whether companies from Outside USA can apply for this? (like,from India or Canada)

ANSWER: See clause titled **OFFSHORE CONTRACTING PROHIBITED** on pg. 24

QUESTION: Whether we need to come over there for meetings?

ANSWER: Not necessarily. Meetings and communications may be handled via Microsoft Teams, Zoom, email or phone.

QUESTION: Can we perform the tasks (related to RFP) outside USA?(like, from India or Canada)

ANSWER: See clause titled **OFFSHORE CONTRACTING PROHIBITED**  on pg. 24

QUESTION: Can we submit the proposals via email?

ANSWER: No - See clause titled  **SUBMITTING YOUR OFFER OR MODIFICATION** on pg. 9

QUESTION: What CRM are you currently using for recruitment and admissions?

ANSWER: The CRM we use is called Recruiter.

QUESTON: In regard to the Fin Aid packages what system do you create FIN Aid packages in?

ANSWER: N/A

QUESTION: Is there a Tagline or Theme in place that the publications will be built around?

ANSWER: Our current theme/tagline is Launch Your Future/Launch. The vendor may use this theme in a fresh, dynamic way, or they may develop a new theme/tagline.

QUESTION: Is there any size restrictions to the pieces created?

ANSWER: No, although concepts that incorporate special papers, dies, inks, foils, etc., that could affect cost should be approved by the University prior to full development.

QUESTION: Is there a provision for partial award on certain deliverables?

ANSWER: See Clause Change\*\* below.

QUESTION: Please explain, print pieces should be adaptable for use on the web or with electronic comms? What is the expectation with this?

ANSWER: We would like to have PDF/electronic versions of the print pieces so that they could be used with email and/or on the Lander website.

**\*\*Clause Change**

On page 16 of the solicitation, clause **06-6040-1,** **AWARD TO ONE OFFEROR**

has been and replaced with:

**AWARD TO MULTIPLE OFFERORS (JAN 2006):**

Award may be made to more than one Offeror. [06-6035-1]