

From: [Jennifer Eddy](#)
To: [Erin Rauch](#)
Cc: hello@eddyalexander.com
Subject: RE: Negotiations: GMU-1692-21, Creative & Marketing Services - Eddy Communications
Date: Tuesday, April 6, 2021 6:21:15 AM
Attachments: [An Eddy Alexander Response to GMU_FINAL_Redacted.pdf](#)

Hello Erin,

Thank you for the opportunity to negotiate with George Mason University. We are excited to serve an institution we hold in such high regard and are looking forward to contributing our skills, talent, and experience to help the university thrive. Please find our answers to your questions below:

1. Mason is an educational institution and entity of the Commonwealth of Virginia. As such, we are obligated to ensure that all pricing and contractual elements meet our institution's needs. Can you provide reduced hourly rates for services?

Our understanding is that this contract will enable us to provide support under a master service level agreement. To do this effectively, Eddy Alexander must ensure we are offering pricing that covers our costs across a wide variety of scenarios and use-case applications. To do this, we must offer our services at the level they are currently allocated as a top line model. However, as we get into specific work orders where scope can be more clearly and carefully defined, we are happy to consider additional discounts and flat rate project bundling on a case-by case basis to ensure we can provide competitive solutions for the institution. We certainly understand that even once the new contract is in place, there will be frequent cases where we must compete for work against other approved agencies under contract and must offer even more competitive pricing in order to make our partnership mutually benefiting over the long-haul. This model of top-line with case-by-case discounting is the standard in federal contracting and has worked well for us at the state level and across our various other public university partners in Virginia and beyond many times over the history of our firm. It is our hope that it will meet the needs of George Mason University as well.

Mason's travel policy is to reimburse all travel expenses in accordance with the Commonwealth of Virginia's per diem rates and Mason's travel policies. <http://fiscal.gmu.edu/travel/>. Do you accept?

Yes. We have reviewed these standards and it appears that GMU's default policy lines up nicely with Eddy Alexander's internal protocols as well.

3. [Can you provide any additional discounts based on total university spend?](#)

Eddy Alexander is willing to further negotiate/discount each subsequent work order based on a combination of factors including type of work, resource availability, timeline, number of deliverables, and overarching value of the MSA contract over time based in large part on total accrued university spend. Our goal is to provide high value services that the university appreciates and seeks out over-and-over again. To do so, we will aim to remain competitive with each quote and to do so will look at university spending with our agency comprehensively across the new business relationship.

4. Your proposed pricing has various hourly rates listed per role. Will Mason be able to specify what role works on a particular project? For example, can we choose between "Senior Strategist" at \$250 and "Campaign Manager" at \$150 or will you choose what role works on a particular

project?

Not directly. As an independent contractor, Eddy Alexander must legally maintain control of resourcing and work process decisions. However, the university may always indicate their preferences and budget limitations and use that information to negotiate the specifics of a given work plan prior to approving a new SOW.

5. Do you have any minimum hourly requirements for jobs? For example, a 4-hour minimum per project.

We do not.

6. If contracted for advertising and media buying, do you agree to the following?

a. Mason will agree on a scope of work prior to any campaign that includes a description of services to be provided and outlines any fees.

Yes.

b. Total projected spend is a maximum amount for advertising, fees, and services within the agreed scope of work. All spending and allocation of spending is at the direction of Mason.

Yes.

c. Advertising/media buying will be done by Eddy Alexander. Eddy Alexander will invoice Mason for pre-approved, verified in-market advertising, plus fees and services within the agreed scope of work.

Eddy Alexander requires prepayment for all media buys processed through EA as a directed purchase. This can be issued at the time of university approval of signed insertion orders. As a nationally certified WBENC woman-owned small business and a Commonwealth of Virginia eVA/DSBSD Certified Small and MicroBusiness enterprise it is not possible for EA to float university level advertising investments from the time of vendor required pre-payments through the various ad cycles and until in-market advertising can be independently verified and billing cycles can be complete. We have directed advertising and media buys for many other research university campaigns and understand that this spending can quickly exceed several million dollars and can take as long as a year to pay out under the default workflow you've outlined above. Unfortunately, that is not an acceptable level of risk for a firm of our size. However, the process outlined above, whereby we seek payment at the time of final insertion order confirmation has proven to work well for other institutions of similar size and scale (and within VA's public university system) so it is our hope that it will meet the needs of GMU as well.

d. Invoices must separate advertising/media buy spend from any additional fees.
This is acceptable.

e. Provide monthly YTD budget review and reporting analytics meetings to assess campaign performance and identify optimizations.

This is our standard operating procedure though we do leave room for clients to request a different schedule as needed to meet their preferred workflow and review cycles (some clients prefer biweekly and others quarterly reviews of this level). Regardless, this reporting standard can be set by the university representative, noted in the relevant statement of work, and managed by Eddy Alexander accordingly.

7. If awarded a contract, do you acknowledge, agree and understand George Mason University cannot guarantee a minimum amount of business?

Yes.

Can you provide a copy of your redacted proposal without "PROPRIETARY AND CONFIDENTIAL" on each page? The proposal will become public record and this is a requirement to move forward.

Yes. Please find that attached.

Thanks again!

~ Jenn

---- On Fri, 02 Apr 2021 13:49:37 -0400 **Erin Rauch** <erauch@gmu.edu> wrote ----

Good Afternoon,

I just wanted to follow up to make sure you received my attached letter.

Thank you,

Erin Rauch, CPPB, VCO, CUPO
Assistant Director | Purchasing
George Mason University
erauch@gmu.edu | <https://fiscal.gmu.edu/purchasing/>

From: Erin Rauch
Sent: Tuesday, March 30, 2021 7:52 PM
To: j.eddy@eddyalexander.com
Subject: Negotiations: GMU-1692-21, Creative & Marketing Services - Eddy Communications

Please see the attached negotiation letter for your response.

Thank you,

Erin Rauch, CPPB, VCO, CUPO
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