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Contrast Creative, Inc
2598 Highstone Road
Cary, NC 27519

April 5, 2021

Erin Rauch, CPPB, VCO, CUPO
Assistant Director, Purchasing
4400 University Drive, Mailstop 3C5
Fairfax, VA 22030

SUBJECT: RFP GMU-1692-21, Creative & Marketing Services, Negotiation Response

Dear Ms. Rauch,

We have reviewed the negotiation/clarification letter you sent to Contrast Creative. Below are our responses to the questions posed:

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?

Contrast Creative has worked successfully on many higher education and government contracts. As such, we have developed a preferred reduced rate card for higher education, government and non-profit agencies. This is the reduced rate card we submitted in our response to RFP GMU-1692-21.

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

Contrast Creative does not have a minimum requirement for hours worked on job; however, each job will require a specific statement of work (SOW).

3. Can you provide any additional discounts based on total university spend?

Contrast Creative is willing to consider additional discounts based on total university spend. This would be evaluated on a case-by-case basis.

4. 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.
 - 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.



- c. Advertising/media buying will be done by Contrast Creative. Contrast Creative will invoice Mason for pre-approved, verified in-market advertising, plus fees and services within the agreed scope of work.
- d. Invoices must separate advertising/media buy spend from any additional fees.
- e. Provide monthly YTD budget review and reporting analytics meetings to assess campaign performance and identify optimizations.

Contrast Creative does not execute standard media buys on the behalf of our clients. If GMU were to contract Contrast Creative for advertising and media buying, we would propose the following:

- 1. **Based on the provided scope of work, campaign goals and total spend, Contrast Creative would develop a marketing plan that included a media buy recommendation along with anticipated reach, lead opportunities and conversion values.**
 - 2. **GMU would then make any media buys based on Contrast Creative's recommendations.**
 - 3. **Contrast Creative would assist as needed in the development and delivery of the creative needed to fulfill the media buys. We can also assist as needed in monitoring and determining success based on analytics and KPIs established in the marketing plan.**
5. Mason does not have the ability to make electronic payment through ACH. If awarded a contract, will you agree to electronic payment through Paymode-X?

Net 30 Payment Terms. Vendor will enroll in Paymode-X where all payments will be made electronically to the vendor's bank account. For additional information or to sign up for electronic payments, go to <http://www.paymode.com/gmu>. There is no charge to the vendor for enrolling in this service.

Contrast Creative agrees to payment through Paymode-X.

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

Contrast Creative acknowledges, agrees and understands that GMU cannot guarantee a minimum amount of business.



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7. Do you agree to sign Mason's Standard Contract (RFP Attachment B – Sample Contract) if awarded a contract?

Contrast Creative agrees to sign GMU's Standard Contract if awarded a contract.

Thank you for the opportunity to share our responses.

Sincerely,

Kathleen McDonald

President
Contrast Creative, Inc.
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