



**STANDARD CONTRACT  
 GMU-DR0404-25-02**

This Contract entered on this 2nd day of September, 2025 (Effective Date) by Awesome Films LLC hereinafter called "Contractor" (located at 3426 Bethoven Street, Pittsburgh, PA 15219-3944) and George Mason University hereinafter called "Mason," "George Mason," or "University".

- I. WITNESSETH** that the Contractor and George Mason, in consideration of the mutual covenants, promises and agreement herein contained, agree as follows:
- II. SCOPE OF CONTRACT:** The Contractor shall provide video production services for the Intercollegiate Athletics (ICA) department of George Mason University as set forth in the Contract documents.

During the term of this Contract, Contractor may issue Statements of Work ("SOW") to modify the scope of the engagement or otherwise change the work to be performed under this Contract. All SOW's must be on a form approved by George Mason prior to the start of this Contract. Any SOW that does not conform to the pre-approved SOW form shall be void even if approved by George Mason. Additionally, the SOW shall be limited to modifications to the scope of the engagement or other changes to the work to be performed under this Contract; any other terms contained in a SOW shall be void and have no effect even if approved by George Mason. Other than changes to the scope of the engagement or the work to be performed under this Contract, Contractor may not change, modify, add, supersede, or remove any term from this Contract through a SOW.

- III. PERIOD OF CONTRACT:** Two years from the Effective Date with four (4) successive one-year renewal options.
- IV. PRICE SCHEDULE:** The pricing specified in this section represents the complete list of charges from the Contractor specific to George Mason. George Mason shall not be liable for any additional charges.

**Pricing Details: Available in Attachment A – Rate Sheet.**

- V. CONTRACT ADMINISTRATION:** Mark LaFrance, Associate AD, Digital Marketing & Media, Intercollegiate Athletics, shall serve as Contract Administrator for this Contract and shall use all powers under the Contract to enforce its faithful performance. The Contract Administrator shall determine the amount, quality and acceptability of work and shall decide all other questions in connection with the work. All direction and order from George Mason shall be transmitted through the Contract Administrator, however, the Contract Administrator shall have no authority to approve changes which shall alter the concept or scope or change the basis for compensation.
- VI. METHOD OF PAYMENT:** Paymode-X, Net30. Contractor shall submit invoices directly to [acctpay@gmu.edu](mailto:acctpay@gmu.edu) with a copy to the Contract Administrator. Invoices will be paid Net 30 after goods received, services rendered, or receipt in George Mason's Accounts Payable email box, [acctpay@gmu.edu](mailto:acctpay@gmu.edu), whichever is later. Invoices must reference a Purchase Order number to be considered valid.
- VII. THE CONTRACT DOCUMENTS SHALL CONSIST OF (In order of precedence):**
- A. This signed Contract;
  - B. Attachment A: Rate Sheet (attached);
  - C. Negotiation Responses dated August 18, 2025 (attached);
  - D. RFP No. GMU-DR0404-25, in its entirety (attached);
  - E. Contractor's proposal dated June 23, 2025 (attached).

- VIII. GOVERNING RULES:** This Contract is governed by the provisions of the Restructured Higher Education Financial and Administrative Operations Act, Chapter 10 (§ 23.1-1000 et seq.) of Title 23.1 of the Code of Virginia, and the "*Governing Rules*" and the *Purchasing Manual for Institutions of Higher Education and their Vendors*. Documents may be viewed at: <https://vascupp.org>.

**IX. CONTRACT PARTICIPATION:** It is the intent of this Contract to allow for cooperative procurement. Accordingly, any public body, public or private health or educational institutions, or affiliated corporations may access this Contract if authorized by the Contractor.

Participation in this Contract is strictly voluntary. If authorized by the Contractor, the contract will be extended to the entities indicated above to purchase goods and services in accordance with contract terms. As a separate contractual relationship, the participating entity will place its own orders directly with the Contractor(s) and shall fully and independently administer its use of the contract(s) to include contractual disputes, invoicing and payments without direct administration from the University. No modification of this Contract or execution of a separate agreement is required to participate; however, the participating entity and the Contractor may modify the terms and conditions of the contract to accommodate specific governing laws, regulations, policies, and business goals required by the participating entity. Any such modification will apply solely between the participating entity and the Contractor.

The University may request the Contractor provide semi-annual usage reports for all entities accessing the Contract. The University shall not be held liable for any costs or damages incurred by any other participating entity as a result of any authorization by the Contractor to extend the Contract. It is understood and agreed that the University is not responsible for the acts or omissions of any entity and will not be considered in default of the contract no matter the circumstances.

Use of this Contract does not preclude any participating entity from using other contracts or competitive processes as needed.

**X. STANDARD TERMS AND CONDITIONS:**

- A. APPLICABLE LAW AND CHOICE OF FORUM: This Contract shall be construed, governed, and interpreted pursuant to the laws of the Commonwealth of Virginia. All disputes arising under this Contract shall be brought before an appropriate court in the Commonwealth of Virginia.
  
- B. ANTI-DISCRIMINATION: By entering into this Contract Contractor certifies to the Commonwealth that they will conform to the provisions of the Federal Civil Rights Act of 1964, as amended, as well as the Virginia Fair Employment Contracting Act of 1975, as amended, where applicable, the Virginians with Disabilities Act, the Americans with Disabilities Act and §§ 9&10 of the *Governing Rules*. If the award is made to a faith-based organization, the organization shall not discriminate against any recipient of goods, services, or disbursements made pursuant to the Contract on the basis of the recipient's religion, religious belief, refusal to participate in a religious practice, or on the basis of race, age, color, gender or national origin and shall be subject to the same rules as other organizations that contract with public bodies to account for the use of the funds provided; however, if the faith-based organization segregates public funds into separate accounts, only the accounts and programs funded with public funds shall be subject to audit by the public body. (*Governing Rules*, § 36).

In every contract over \$10,000 the provisions in 1. and 2. below apply:

- 1. During the performance of this Contract, the Contractor agrees as follows:
  - a. The Contractor will not discriminate against any employee or applicant for employment because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment, except where there is a bona fide occupational qualification reasonably necessary to the normal operation of the Contractor. The Contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.
  - b. The Contractor, in all solicitations or advertisements for employees placed by or on behalf of the Contractor, will state that such Contractor is an equal opportunity employer.
  - c. Notices, advertisements and solicitations placed in accordance with federal law, rule or regulation shall be deemed sufficient for the purpose of meeting these requirements.
  
- 2. The Contractor will include the provisions of 1. above in every subcontract or purchase order over \$10,000, so that the provisions will be binding upon each subcontractor or Contractor.

- C. ANTITRUST: By entering into this Contract, the Contractor conveys, sells, assigns, and transfers to the Commonwealth of Virginia all rights, title and interest in and to all causes of action it may now have or hereafter acquire under the antitrust laws of the United States and the Commonwealth of Virginia, relating to the particular goods or services purchased or acquired by the Commonwealth of Virginia under this Contract.
- D. ASSIGNMENT: Neither party will assign or otherwise transfer its rights or obligations under this Contract without both parties' prior written consent. Any attempted assignment, transfer, or delegation without such consent is void.
- E. AUDIT: The Contractor shall retain all books, records, and other documents relative to this Contract during the contract period and for five (5) years after final payment. George Mason, its authorized agents, and/or state auditors shall have full access to and the right to examine any of said materials during said period.
- F. AVAILABILITY OF FUNDS: It is understood and agreed between the parties herein that the University shall be bound hereunder only to the extent of the funds available or which may hereafter become available for the purpose of this Contract.
- G. AUTHORIZED SIGNATURES: The signatory for each Party certifies that he or she is an authorized agent to sign on behalf such Party.
- H. BACKGROUND CHECKS: Prior to any of Contractors employees, agents, or subcontractors (collectively "Personnel") performing services on any George Mason campus, Contractor shall, at its sole expense, obtain comprehensive background checks on all Personnel. Such background checks shall include, at minimum: a review of the Personnel's records to include social security number search, local and federal criminal records (any misdemeanor convictions and/or felony convictions), the Sex Offender Registry, and the SanctionsBase+ Search or equivalent. In addition, for sensitive financial work or when operating a motor vehicle in the performance of duties for George Mason, the background investigation shall include a credit report or motor vehicle check, respectively. Contractor warrants that all such Personnel have successfully passed these background checks and are qualified to perform the contracted services. Contractor shall maintain records of all background checks and make them available to George Mason upon request. George Mason reserves the right to deny access to its premises to any Personnel based on the results of these background checks or for any other reason at George Mason's sole discretion. Contractor shall immediately remove any Personnel from George Mason's premises upon George Mason's request. Signature on this Contract confirms your compliance with this requirement.
- I. CANCELLATION OF CONTRACT: George Mason reserves the right to cancel this Contract, in part or in whole, without penalty, for any reason, upon 60 days written notice to the Contractor. Upon written notice of cancellation from George Mason, George Mason shall be fully released from any further obligation under the Contract and Contractor agrees to directly refund all payments, for services not already performed, to George Mason, including any pre-paid deposits, within 14 days. Any contract cancellation notice shall not relieve the Contractor of the obligation to deliver and/or perform on all outstanding orders issued prior to the effective date of cancellation.
- J. CHANGES TO THE CONTRACT: Changes can be made to this Contract in any of the following ways:
  - 1. The parties may agree in writing to modify the scope of this Contract.
  - 2. George Mason may order changes within the general scope of Contract at any time by written notice to Contractor. Changes within the scope of this Contract include, but are not limited to, things such as services to be performed, the method of packing or shipment, and the place of delivery or installation. Contractor shall comply with the notice upon receipt. Contractor shall be compensated for any additional costs incurred as the result of such order and shall give George Mason a credit for any savings. Said compensation shall be determined by one of the following methods:
    - a. By mutual agreement between the parties in writing; or
    - b. By agreeing upon a unit price or using a unit price set forth in the contract, if the work to be done can be expressed in units, and the Contractor accounts for the number of units of work performed, subject to the George Mason's right to audit Contractor's records and/or to determine the correct

number of units independently; or

- c. By ordering Contractor to proceed with the work and keep a record of all costs incurred and savings realized. A markup for overhead and profit may be allowed if provided by Contract. The same markup shall be used for determining a decrease in price as the result of savings realized. Contractor shall present George Mason with all vouchers and records of expenses incurred and savings realized. George Mason shall have the right to audit the records of Contractor as it deems necessary to determine costs or savings. Any claim for an adjustment in price under this provision must be asserted by written notice to George Mason within thirty (30) days from the date of receipt of the written order from George Mason. If the Parties fail to agree on an amount of adjustment, the question of an increase or decrease in the Contract price or time for performance shall be resolved in accordance with the procedures for resolving disputes provided by the Disputes Clause of this Contract or, if there is none, in accordance with the disputes provisions of the Commonwealth of Virginia Purchasing Manual for Institutions of Higher Education and Their Contractors. Neither the existence of a claim nor a dispute resolution process, litigation or any other provision of this Contract shall excuse the Contractor from promptly complying with the changes ordered by George Mason or with the performance of this Contract generally.

K. CLAIMS: Contractual claims, whether for money or other relief, shall be submitted in writing no later than 60 days after final payment. However, written notice of the Contractor's intention to file a claim shall be given at the time of the occurrence or beginning of the work upon which the claim is based. Nothing herein shall preclude a contract from requiring submission of an invoice for final payment within a certain time after completion and acceptance of the work or acceptance of the goods. Pendency of claims shall not delay payment of amounts agreed due in the final payment.

1. The Contractor must submit written claim to:  
Chief Procurement Officer  
George Mason University  
4400 University Drive, MSN 3C5  
Fairfax, VA 22030
2. The Contractor must submit any unresolved claim in writing no later than 60 days after final payment to the Chief Procurement Officer.
3. Upon receiving the written claim, the Chief Procurement Officer will review the written materials relating to the claim and will mail their decision to the Contractor within 60 days after receipt of the claim.
4. The Contractor may appeal the Chief Procurement Officer's decision in accordance with §55 of the *Governing Rules*.

L. COLLECTION AND ATTORNEY'S FEES: The Contractor shall pay to George Mason any reasonable attorney's fees or collection fees, at the maximum allowable rate permitted under Virginia law, incurred in enforcing this Contract or pursuing and collecting past-due amounts under this Contract.

M. COMPLIANCE: All goods and services provided to George Mason shall be done so in accordance with any and all applicable local, state, federal, and international laws, regulations and/or requirements and any industry standards, including but not limited to: the Family Educational Rights and Privacy Act (FERPA), Health Insurance Portability and Accountability Act (HIPAA) and Health Information Technology for Economic and Clinical Health Act (HITECH), Government Data Collection and Dissemination Practices Act, Gramm-Leach-Bliley Financial Modernization Act (GLB), Payment Card Industry Data Security Standards (PCI-DSS), Americans with Disabilities Act (ADA), and Federal Export Administration Regulations. Any Contractor personnel visiting George Mason facilities will comply with all applicable George Mason policies regarding access to, use of, and conduct within such facilities. George Mason's policies can be found at <https://universitypolicy.gmu.edu/all-policies/> and any facility specific policies can be obtained from the facility manager.

N. CONFIDENTIALITY OF PERSONALLY IDENTIFIABLE INFORMATION: The Contractor shall ensure that personally identifiable information ("PII") which is defined as any information that by itself or when combined with other information can be connected to a specific person and may include but is not limited to personal identifiers such

as name, address, phone, date of birth, Social Security number, student or personal identification numbers, driver's license numbers, state or federal identification numbers, biometric information, religious or political affiliation, non-directory information, and any other information protected by state or federal privacy laws, will be collected and held confidential and in accordance with this agreement, during and following the term of this Contract, and will not be divulged without the individual's and George Mason's written consent and only in accordance with federal law or the Code of Virginia.

O. CONFLICT OF INTEREST: Contractor represents to George Mason that its entering into this Contract with George Mason and its performance through its agents, officers and employees does not and will not involve, contribute to nor create a conflict of interest prohibited by Virginia State and Local Government Conflict of Interests Act (Va. Code 2.2-3100 *et seq*), the Virginia Ethics in Public Contracting Act (§57 of the *Governing Rules*), the Virginia Governmental Frauds Act (Va. Code 18.2 – 498.1 *et seq*) or any other applicable law or regulation.

P. CONTINUITY OF SERVICES:

1. The Contractor recognizes that the services under this Contract are vital to George Mason and must be continued without interruption and that, upon contract expiration, a successor, either George Mason or another contractor, may continue them. The Contractor agrees:
  - a. To exercise its best efforts and cooperation to affect an orderly and efficient transition to a successor;
  - b. To make all George Mason owned facilities, equipment, and data available to any successor at an appropriate time prior to the expiration of the contract to facilitate transition to successor; and
  - c. That the University Procurement Officer shall have final authority to resolve disputes related to the transition of the contract from the Contractor to its successor.
2. The Contractor shall, upon written notice from the Procurement Officer, furnish phase-in/phase-out services for up to ninety (90) days after this Contract expires and shall negotiate in good faith a plan with the successor to execute the phase-in/phase-out services. This plan shall be subject to the Procurement Officer's approval.
3. The Contractor shall be reimbursed for all reasonable, pre-approved phase-in/phase-out costs (i.e., costs incurred within the agreed period after contract expiration that result from phase-in, phase-out operations). All phase-in/phase-out work fees must be approved by the Procurement Officer in writing prior to commencement of said work.

Q. DEBARMENT STATUS: As of the Effective Date, the Contractor certifies that it is not currently debarred by the Commonwealth of Virginia from submitting bids or proposals on contracts for the type of services covered by this Contract, nor is the Contractor an agent of any person or entity that is currently so debarred.

R. DEFAULT: In the case of failure to deliver goods or services in accordance with Contract terms and conditions, George Mason, after due oral or written notice, may procure them from other sources and hold Contractor responsible for any resulting additional purchase and administrative costs. This remedy shall be in addition to any other remedies which George Mason may have.

S. DRUG-FREE WORKPLACE: Contractor has, and shall have in place during the performance of this Contract, a drug-free workplace policy (DFWP), which it provides in writing to all its employees, vendors, and subcontractors, and which specifically prohibits the following on company premises, during work-related activities, or while conducting company business: the sale, purchase, manufacture, dispensation, distribution possession, or use of any illegal drug under federal law (including marijuana). For purposes of this section, "drug-free workplace" covers all sites at which work is done by Contractor in connection with this Contract.

T. ENTIRE CONTRACT: This Contract constitutes the entire understanding of the Parties with respect to the subject matter herein and supersedes all prior oral or written contracts with respect to the subject matter herein. This Contract can be modified or amended only by a writing signed by all of the Parties.

U. EXPORT CONTROL:

1. **Munitions Items**: If the Contractor is providing any items, data or services under this order that are controlled by the Department of State, Directorate of Defense Trade Controls, International Traffic in Arms Regulations ("ITAR"), or any items, technology or software controlled under the "600 series" classifications of the Bureau

of Industry and Security's Commerce Control List ("CCL") (collectively, "Munitions Items"), prior to delivery, Contractor must:

- a. notify George Mason (by sending an email to [export@gmu.edu](mailto:export@gmu.edu)), and
- b. receive written authorization for shipment from George Mason's Director of Export Controls.

The notification provided by the Contractor must include the name of the George Mason point of contact, identify and describe each ITAR or CCL-controlled commodity, provide the associated U.S. Munitions List (USML) category number(s) or Export Control Classification Number, and indicate whether or not the determination was reached as a result of a commodity jurisdiction determination, or self-classification process. The Contractor promises that if it fails to obtain the required written pre-authorization approval for shipment to George Mason of any Munitions Item, it will reimburse George Mason for any fines, legal costs and other fees imposed for any violation of export controls regarding the Munition Item that are reasonably related to the Contractor's failure to provide notice or obtain George Mason's written pre-authorization.

2. **Dual-Use Items:** If the Contractor is providing any dual-use items, technology or software under this order that are listed on the CCL in a series other than a "600 series", Contractor must (i) include the Export Control Classification Number (ECCN) on the packing or other transmittal documentation traveling with the item(s) and, (ii) send a description of the item, its ECCN, and the name of the George Mason point of contact to: [export@gmu.edu](mailto:export@gmu.edu) .

- V. **FORCE MAJEURE:** George Mason shall be excused from any and all liability for failure or delay in performance of any obligation under this Contract resulting from any cause not within the reasonable control of George Mason, which includes but is not limited to acts of God, fire, flood, explosion, earthquake, or other natural forces, war, civil unrest, accident, any strike or labor disturbance, travel restrictions, acts of government, disease, pandemic, or contagion, whether such cause is similar or dissimilar to any of the foregoing. Upon written notification from George Mason that such cause has occurred, Contractor agrees to directly refund all payments to George Mason, for services not yet performed, including any pre-paid deposits within 14 days.
- W. **FUTURE GOODS AND SERVICES:** George Mason reserves the right to have Contractor provide additional goods and/or services that may be required by George Mason during the term of this Contract. Any such goods and/or services will be provided by the Contractor under the same pricing, terms and conditions of this Contract. Such additional goods and/or services may include other products, components, accessories, subsystems or related services that are newly introduced during the term of the contract. Such newly introduced additional goods and/or services will be provided to George Mason at Favored Customer pricing, terms and conditions.
- X. **GRANT OF RIGHTS:** In the event that the services which is the subject of this Contract is copyrightable subject matter, Contractor and the University hereby agree that for the purposes of the Contract the photographs and videos (hereinafter referred to as "Photographs-Videos") shall be a work-made-for-hire and the property of the University. The University shall have the right to secure copyright protection for the Photographs-Videos. In the event that the Photographs-Videos are not copyrightable subject matter, or for any reason cannot legally be a work-made-for-hire then, and in such event, the Contractor hereby assigns all right, title, and interest to said Photographs-Videos to the University and agrees to execute all documents required to evidence such assignment. Without limiting the foregoing, Contractor gives and grants to the University the right to exclusive use of all Photographs-Videos prepared by the Contractor pursuant to this Contract, in all media and types of advertising and promotion of the University. The University shall have the unlimited right to exploit the Photographs-Videos as it sees fit, including the right to alter or rearrange the Photographs-Videos, throughout the United States and its territories and possessions. The University's rights shall be exclusive, and the Contractor will not use, license, or permit the use of the Photographs-Videos for any other purpose except as part of Contractor's portfolio. The Contractor may also not copyright or trademark any Photographs-Videos produced for the University without prior written consent.
- Y. **IMMIGRATION REFORM AND CONTROL ACT OF 1986:** By entering into this Contract Contractor certifies that they do not and will not during the performance of this Contract employ illegal alien workers or otherwise violate the provisions of the federal Immigration Reform and Control Act of 1986.
- Z. **INDEMNIFICATION:** Contractor agrees to indemnify, defend and hold harmless George Mason University, the Commonwealth of Virginia, its officers, agents, and employees from any claims, damages and actions of any kind or

nature, whether at law or in equity, arising from or caused by the use of any materials, goods, or equipment of any kind or nature furnished by the Contractor/any services of any kind or nature furnished by the Contractor, provided that such liability is not attributable to the sole negligence of George Mason or to the failure of George Mason to use the materials, goods, or equipment in the manner already and permanently described by the Contractor on the materials, goods or equipment delivered. Contractor understands and acknowledges that George Mason has not agreed to provide any indemnification or save harmless agreements running to Contractor.

AA. INDEPENDENT CONTRACTOR: The Contractor is not an employee of George Mason, but is engaged as an independent contractor. The Contractor shall indemnify and hold harmless the Commonwealth of Virginia, George Mason, and its employees and agents, with respect to all withholding, Social Security, unemployment compensation and all other taxes or amounts of any kind relating to the Contractor's performance of this Contract. Nothing in this Contract shall be construed as authority for the Contractor to make commitments which will bind George Mason or to otherwise act on behalf of George Mason, except as George Mason may expressly authorize in writing.

BB. INFORMATION TECHNOLOGY ACCESS ACT: Computer and network security is of paramount concern at George Mason. George Mason wants to ensure that computer/network hardware and software does not compromise the security of its IT environment. Contractor agrees to use commercially reasonable measures in connection with any offering your company makes to avoid any known threat to the security of the IT environment at George Mason.

All e-learning and information technology developed, purchased, upgraded or renewed by or for the use of George Mason shall comply with all applicable University policies, Federal and State laws and regulations including but not limited to Section 508 of the Rehabilitation Act (29 U.S.C. 794d), the Information Technology Access Act, §§2.2-3500 through 2.2-3504 of the Code of Virginia, as amended, and all other regulations promulgated under Title II of The Americans with Disabilities Act which are applicable to all benefits, services, programs, and activities provided by or on behalf of the University. The Contractor shall also comply with the Web Content Accessibility Guidelines (WCAG) 2.1 AA. For more information please visit <http://ati.gmu.edu>, under Policies and Procedures.

CC. INSURANCE: The Contractor shall maintain all insurance necessary with respect to the services provided to George Mason. The Contractor further certifies that they will maintain the insurance coverage during the entire term of the Contract and that all insurance is to be placed with insurers with a current reasonable A.M. Best's rating authorized to sell insurance in the Commonwealth of Virginia by the Virginia State Corporation Commission. The Commonwealth of Virginia and George Mason University shall be named as an additional insured. By requiring such minimum insurance, George Mason shall not be deemed or construed to have assessed the risk that may be applicable to the Contractor. The Contractor shall assess its own risks and, if it deems appropriate and/or prudent, maintain higher limits and/or broader coverage. The Contractor is not relieved of any liability or other obligations assumed or pursuant to this Contract by reason of its failure to obtain or maintain insurance in sufficient amounts, duration, or types.

1. Commercial General Liability Insurance in an amount not less than one million dollars (\$1,000,000) per occurrence for bodily injury or property damage, personal injury and advertising injury, products and completed operations coverage;
2. Workers Compensation Insurance in an amount not less than that prescribed by statutory limits; and, as applicable;
3. Commercial Automobile Liability Insurance applicable to bodily injury and property damage, covering owned, non-owned, leased, and hired vehicles in an amount not less than one million dollars (\$1,000,000) per occurrence; and
4. An umbrella/excess policy in an amount not less than five million dollars (\$5,000,000) to apply over and above Commercial General Liability, Employer's Liability, and Commercial Automobile Liability Insurance.

DD. INTELLECTUAL PROPERTY: Contractor warrants and represents that it will not violate or infringe any intellectual property right or any other personal or proprietary right and shall indemnify and hold harmless George Mason against any claim of infringement of intellectual property rights which may arise under this Contract.

Unless expressly agreed to the contrary in writing, all goods, products, materials, documents, reports, writings, video images, photographs or papers of any nature including software or computer images prepared or provided by

Contractor (or its subcontractors) for George Mason will not be disclosed to any other person or entity without the written permission of George Mason.

Work Made for Hire. Contractor warrants to George Mason that George Mason will own all rights, title and interest in any and all intellectual property rights created in the performance or otherwise arising from the Contract and will have full ownership and beneficial use thereof, free and clear of claims of any nature by any third party including, without limitation, copyright or patent infringement claims. Contractor agrees to assign and hereby assigns all rights, title, and interest in any and all intellectual property created in the performance or otherwise arising from the Contract, and will execute any future assignments or other documents needed for George Mason to document, register, or otherwise perfect such rights. Notwithstanding the foregoing, for research collaboration pursuant to subcontracts under sponsored research Contracts administered by the University's Office of Sponsored Programs, intellectual property rights will be governed by the terms of the grant or contract to George Mason to the extent such grant or contract requires intellectual property terms to apply to subcontractors.

- EE. NON-DISCRIMINATION: All parties to this Contract agree to not discriminate on the basis of race, color, religion, national origin, sex, pregnancy, childbirth or related medical conditions, age (except where sex or age is a bona fide occupational qualification, marital status or disability).
- FF. NON-EXCLUSIVITY: Nothing herein is intended nor shall be construed as creating any exclusive arrangement with Contractor. This Contract will not restrict or prohibit George Mason from acquiring the same or similar goods and/or services from other entities or sources.
- GG. PAYMENT TO SUBCONTRACTORS: Contractor shall take the following actions upon receiving payment from George Mason: (1) pay the subcontractor within seven days for the proportionate share of the total payment received from George Mason attributable to the work performed by the subcontractor under that Contract; or (2) notify George Mason and subcontractor within seven days, in writing, of its intention to withhold all or a part of the subcontractor's payment with the reason for non-payment. The Contractor shall collect the appropriate Tax Identification Number (Either SSN# or EIN#) based on the entity type of the subcontractor. The Contractor shall pay interest to subcontractors on all amounts owed by the Contractor that remain unpaid after seven days following receipt by the Contractor of payment from George Mason for work performed by the subcontractor under that contract, except for amounts withheld as allowed by prior notification. Unless otherwise provided under the terms of this Contract, interest shall accrue to subcontractors at the rate of one percent per month. The Contractor shall include in each of its subcontracts a provision requiring each subcontractor to include or otherwise be subject to the same payment and interest requirements with respect to each lower-tier subcontractor. A contractor's obligation to pay an interest charge to a subcontractor may not be construed to be an obligation of George Mason. A contract modification may not be made for the purpose of providing reimbursement for such interest charge. A cost reimbursement claim may not include any amount for reimbursement for such interest charge.
- HH. PUBLICITY: Contractor shall not use, in its external advertising, marketing programs, or promotional efforts, any data, name, insignia, trademarks, pictures or other representation of the University or its employees except on the specific written authorization in advance by the University. The University must receive all requests for authorization in writing no later than ten (10) days in advance of the use date.
- II. REMEDIES: If the Contractor breaches this Contract, in addition to any other rights or remedies, George Mason may terminate this Contract without prior notice.
- JJ. RENEWAL OF CONTRACT: This Contract may be renewed by George Mason for four (4) successive one-year renewal options under the terms and conditions of this Contract except as stated in 1. and 2. below. Price increases may be negotiated only at the time of renewal. Written notice of the University's intention to renew shall be given approximately 90 days prior to the expiration date of each contract period.
1. If the University elects to exercise the option to renew the Contract for an additional one-year period, the Contract price(s) for the additional one year shall not exceed the lesser of the Contract price(s) of the original Contract increased/decreased by more than the percentage increase/decrease of the "other goods and services" category of the CPI-U section of the Consumer Price Index of the United States Bureau of Labor Statistics for the latest twelve months for which statistics are available, or 2%, whichever is lower.
  2. If during any subsequent renewal periods, the University elects to exercise the option to renew the Contract,

the Contract price(s) for the subsequent renewal period shall not exceed the lesser of the Contract price(s) of the previous renewal period increased/decreased by more than the percentage increase/decrease of the “other goods and services” category of the CPI-U section of the Consumer Price Index of the United States bureau of Labor Statistics for the latest twelve months for which statistics are available, or 2%, whichever is lower.

- KK. REPORTING OF CRIMES, ACCIDENTS, FIRES AND OTHER EMERGENCIES: Any George Mason Employee, including contracted service providers, who is not a staff member in Counseling and Psychological Services (CAPS) or a pastoral counselor, functioning within the scope of that recognition, is considered a “Campus Security Authority (CSA).” CSAs must promptly report all crimes and other emergencies occurring on or near property owned or controlled by George Mason to the Department of Police & Public Safety or local police and fire authorities by dialing 9-1-1. At the request of a victim or survivor, identifying information may be excluded from a report (e.g., names, initials, contact information, etc.). Please visit the following website for more information and training: <http://police.gmu.edu/clery-act-reporting/campus-security-authority-csa/>.”
- LL. RESPONSE TO LEGAL ORDERS, DEMANDS, OR REQUESTS FOR DATA: Except as otherwise expressly prohibited by law, Contractor will: i) immediately notify George Mason of any subpoenas, warrants, or other legal orders, demands or requests received by Contractor seeking University Data; ii) consult with George Mason regarding its response; iii) cooperate with George Mason’s reasonable requests in connection with efforts by George Mason to intervene and quash or modify the legal order, demand or request; and iv) upon George Mason’s request, provide George Mason with a copy of its response.
- If George Mason receives a subpoena, warrant, or other legal order, demand (including request pursuant to the Virginia Freedom of Information Act) or request seeking University Data maintained by Contractor, George Mason will promptly provide a copy to Contractor. Contractor will promptly supply George Mason with copies of data required for George Mason to respond, and will cooperate with George Mason’s reasonable requests in connection with its response.
- MM. SEVERABILITY: Should any portion of this Contract be declared invalid or unenforceable for any reason, such portion is deemed severable from the Contract and the remainder of this Contract shall remain fully valid and enforceable.
- NN. SOVEREIGN IMMUNITY: Nothing in this Contract shall be deemed a waiver of the sovereign immunity of the Commonwealth of Virginia and of George Mason.
- OO. SUBCONTRACTS: No portion of the work shall be subcontracted without prior written consent from George Mason. In the event that the Contractor desires to subcontract some part of the work specified herein, the Contractor shall furnish George Mason the names, qualifications and experience of their proposed subcontractors. The Contractor shall, however, remain fully liable and responsible for the work to be done by its subcontractor(s) and shall assure compliance with all requirements of this Contract. This paragraph applies to, but is not limited to, subcontractor(s) who process University Data.
- PP. SWaM CERTIFICATION: Contractor agrees to fully support the Commonwealth of Virginia and George Mason’s efforts related to SWaM goals. Upon contract execution, Contractor, if eligible, shall submit all required documents necessary to achieve SWaM certification to the Department of Small Business and Supplier Diversity within 90 days. If Contractor is currently SWaM certified, Contractor agrees to maintain their certification for the duration of this Contract and shall submit all required renewal documentation at least 30 days prior to existing SWaM expiration at <https://www.sbsd.virginia.gov/>.
- QQ. UNIVERSITY DATA: University Data includes all George Mason owned, controlled, or collected PII and any other information that is not intentionally made available by George Mason on public websites, including but not limited to business, administrative and financial data, intellectual property, and patient, student and personnel data. Contractor agrees to the following regarding University Data it may collect or process as part of this Contract:
1. Contractor will use University Data only for the purpose of fulfilling its duties under the Contract and will not share such data with or disclose it to any third party without the prior written consent of George Mason, except as required by the Contract or as otherwise required by law. University Data will only be processed by Contractor to the extent necessary to fulfill its responsibilities under the Contract or as otherwise directed by George Mason.

2. University Data, including any back-ups, will not be accessed, stored, or transferred outside the United States without prior written consent from George Mason. Contractor will provide access to University Data only to its employees and subcontractors who need to access the data to fulfill Contractor's obligations under the Contract. Contractor will ensure that employees who perform work under the Contract have read, understood, and received appropriate instruction as to how to comply with the data protection provisions of the Contract and to maintain the confidentiality of the University Data.
3. The parties agree that as between them, all rights including all intellectual property rights in and to University Data shall remain the exclusive property of George Mason, and Contractor has a limited, nonexclusive license to use the University Data as provided in the Contract solely for the purpose of performing its obligations under the Contract. The Contract does not give a party any rights, implied or otherwise, to the other party's data, content, or intellectual property, except as expressly stated in the Contract.
4. Contractor will take reasonable measures, including audit trails, to protect University Data against deterioration or degradation of data quality and authenticity. Contractor shall be responsible for ensuring that University Data, per the Virginia Public Records Act, is preserved, maintained, and accessible throughout their lifecycle, including converting and migrating electronic data as often as necessary so that information is not lost due to hardware, software, or media obsolescence or deterioration.
5. Contractor shall notify George Mason within three business days if it receives a request from an individual under any applicable law regarding PII about the individual, including but not limited to a request to view, access, delete, correct, or amend the information. Contractor shall not take any action regarding such a request except as directed by George Mason.
6. If Contractor will have access to University Data that includes "education records" as defined under the Family Educational Rights and Privacy Act (FERPA), the Contractor acknowledges that for the purposes of the Contract it will be designated as a "school official" with "legitimate educational interests" in the University education records, as those terms have been defined under FERPA and its implementing regulations, and the Contractor agrees to abide by the limitations and requirements imposed on school officials. Contractor will use the education records only for the purpose of fulfilling its duties under the Contract for George Mason's and its end user's benefit, and will not share such data with or disclose it to any third party except as provided for in the Contract, required by law, or authorized in writing by the University.
7. George Mason may require that George Mason and Contractor complete a Data Processing Addendum ("DPA"). If a DPA is completed, Contractor agrees that the information in the DPA is accurate. Contractor will only collect or process University Data that is identified in the DPA and will only handle that data (e.g., type of processing activities, storage, security, disclosure) as described in the DPA. If Contractor intends to do anything regarding University Data that is not reflected in the DPA, Contractor must request an amendment to the DPA and may not take the intended action until the amendment is approved and documented by George Mason.

RR. UNIVERSITY DATA SECURITY: Data security is of paramount concern to George Mason. Contractor will utilize, store and process University Data in a secure environment in accordance with commercial best practices, including appropriate administrative, physical, and technical safeguards, to secure such data from unauthorized access, disclosure, alteration, and use. Such measures will be no less protective than those used to secure Contractor's own data of a similar type, and in no event less than reasonable in view of the type and nature of the data involved. At a minimum, Contractor shall use industry-standard and up-to-date security tools and technologies such as anti-virus protections and intrusion detection methods to protect University Data.

1. Immediately upon becoming aware of circumstances that could have resulted in unauthorized access to or disclosure or use of University Data, Contractor will notify George Mason, fully investigate the incident, and cooperate fully with George Mason's investigation of and response to and remediation of the incident. Except as otherwise required by law, Contractor will not provide notice of the incident directly to individuals who's PII was involved, regulatory agencies, or other entities, without prior written permission from George Mason.
2. George Mason reserves the right in its sole discretion to perform audits of Contractor, at George Mason's expense, to ensure compliance with all obligations regarding University Data. Contractor shall reasonably

cooperate in the performance of such audits. Contractor will make available to George Mason all information necessary to demonstrate compliance with its data processing obligations. Failure to adequately protect University Data or comply with the terms of this Contract with regard to University Data may be grounds to terminate this Contract.

SS. UNIVERSITY DATA UPON TERMINATION OR EXPIRATION: Upon termination or expiration of the Contract, Contractor will ensure that all University Data are securely returned or destroyed as directed by George Mason in its sole discretion within 180 days of the request being made. Transfer to George Mason or a third party designated by George Mason shall occur within a reasonable period of time, and without significant interruption in service. Contractor shall ensure that such transfer/migration uses facilities and methods that are compatible with the relevant systems of George Mason or its transferee, and to the extent technologically feasible, that George Mason will have reasonable access to University Data during the transition. In the event that George Mason requests destruction of its data, Contractor agrees to destroy all data in its possession and in the possession of any subcontractors or agents to which the Contractor might have transferred University Data. Contractor agrees to provide documentation of data destruction to the University.

Contractor will notify the University of any impending cessation of its business and any contingency plans. This includes immediate transfer of any previously escrowed assets and University Data and providing George Mason access to Contractor’s facilities to remove and destroy George Mason-owned assets and University Data. Contractor shall implement its exit plan and take all necessary actions to ensure a smooth transition of service with minimal disruption to George Mason. Contractor will also provide a full inventory and configuration of servers, routers, other hardware, and software involved in service delivery along with supporting documentation, indicating which if any of these are owned by or dedicated to George Mason. Contractor will work closely with its successor to ensure a successful transition to the new equipment, with minimal downtime and effect on George Mason, all such work to be coordinated and performed in advance of the formal, final transition date.

TT. UNIVERSITY REVIEW/APPROVAL: All goods, services, products, design, etc. produced by the Contractor for or on behalf of George Mason are subject to George Mason’s review and approval.

UU. WAIVER: The failure of a party to enforce any provision in this Contract shall not be deemed to be a waiver of such right.

**Awesome Films LLC**

DocuSigned by:  
  
51C41A4A2FA548C...


Signature

Name: Diane Rankin

Title: General Manager

Date: 9/3/2025

**George Mason University**

DocuSigned by:  
  
E1DA89EA373640A...

Signature

Name: Clifford Shore

Title: Chief Procurement Officer

Date: 9/3/2025

**ATTACHMENT A: RATE CARD**

**awesome films**  
 VIDEO AGENCY

**Rate Card**

For your information our rate card rates follow.

If volume work is planned, we will work with Mason to offer up to a 20% discount off our rate card costs.

**Creative | Strategy**

Creative Director	\$125.00 / hour
Writer	\$85.00 / hour
Producer	\$100.00 / hour

**Locations Production**

Creative Director	\$125.00 / hour
Writer	\$85.00 / hour
Producer	\$100.00 / hour
Director of Photography	\$125.00 / hour
Lighting Director	\$100.00 / hour
Audio	\$85.00 / hour
Grip	\$65.00 / hour

**Equipment**

Camera	\$500.00 / day
Lighting Package	\$250.00 / day
Audio Package	\$250.00 / day

**Post Production**

Editing	\$100.00 / hour
Motion Graphics	\$100.00 / hour
Sound Production	\$100.00 / hour
Music Licensing	Depended on use. Volume package pricing can be acquired or we will use Mason's APM license

Final File, Project Archive	No charge - Included in Editing costs
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Purchasing Department  
4400 University Drive, MS 3C1, Fairfax, VA 22030  
Phone: 703.993.2580; <http://fiscal.gmu.edu/purchasing/>

August 18, 2025

Ms. Diane Rankin  
General Manager – [diane.rankin@theawesomefilms.com](mailto:diane.rankin@theawesomefilms.com)  
Awesome Films  
3426 Bethoven Street  
Pittsburgh, PA 15219

SUBJECT: Round 2 Negotiations: RFP GMU-DR0404-25 – Video Productions for Athletics

Dear Ms. Rankin,

We have reached the point in the evaluation process where we are ready to start negotiations/clarifications as provided for in Section XIII, B of the subject RFP. Therefore, we would appreciate your response to the following:

1. We are requesting that Awesome Films re-visit their pricing at this time. Per the Request for Proposal, we require offerors to provide hourly rates for their labor categories and services. It is acceptable if you want to offer a firm fixed price for certain types of services but we would like to see a breakdown of what those lump sum fees include and what the estimated hours and categories are included in that fixed fee are (as an example: “Video Player Headshots with Animated info/stats \$5,000 - \$7,000” needs additional breakdown). Please provide a breakdown of the lump sum amounts you have offered on Pages 22-23 based on your rate categories and rate card on Page 24. 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 Awesome Films provide reduced rates for services?

Please also clarify your lump sum amount of \$2,927 for “Travel” on page 22 of your proposal. Travel should only be paid on a reimbursement basis in accordance with GSA per diem rates. Are you adding an additional fee for travel above the reimbursement cost?

**Awesome Films:**

Thank you for the opportunity to revisit our pricing to provide the cost breakdown details. As a SWaM partner, we always provide the individual line item costs to our Virginia clients and should have done this important step in our RFP response. We appreciate your need for clarity and transparency, especially as a public institution. Our goal is always to be a collaborative and flexible partner, and we’re happy to provide the detailed breakdown you requested.

In reviewing the incredible momentum within Mason Athletics, we saw an opportunity to suggest additional content ideas that could help elevate your already strong narrative. Your mission to inspire and transform lives through the power of sports deeply aligns with our own, and we understand the importance of video not only as a recruitment tool, but as a means of building affinity with alumni, fans, and the broader community.

Many of the line items listed on page 23 of our response were suggested as additional ideas based on our deep experience in collegiate athletics. These items weren't part of the core RFP deliverables, so we initially included ballpark figures to give a sense of scope if any of the ideas were of interest to you. We've provided a full breakdown of estimated hours for the run outs, brand anthem and the additional items to consider based on our rate card (page 24).

We're always looking for ways to add value and be a true partner. If multiple deliverables are selected, we're happy to offer reduced package pricing and will work with you to explore additional strategies that create cost efficiencies.

You will find the cost breakdowns beginning on page 3 and continuing through page 7.

### **Travel**

Just to make sure the second part of your question doesn't get overlooked, we want to address the travel costs upfront before diving into the cost breakdowns.

The \$2,927 listed on page 22 is not an added fee, it was simply our best estimate of what travel might cost, based on your policies. We included it thinking you wanted anticipated travel expenses reflected in the proposal response. For the breakdown that follow, we removed the travel costs from the total.

We understand and fully comply with Mason's requirement that all travel be reimbursed at actual cost according to GSA per diem rates, with no markup added.

## Cost Breakdowns

Men's and Women's Basketball Run Outs \$30,480.00\*  
 (approx. \$15,240.00 / team, includes season updates)

### Cost Details

Discovery \$2,400.00  
 Creative 10 hours @ \$125  
 Producer 14 hours @ \$100

Creative Development | Scripting \$4,750.00  
 [2]+ Concepts, Script writing, revisions

Storyboard | Rip-o-matic  
 Creative 20 hours @ \$125 \$2,500  
 Scripting 10 hours @ \$85 \$850  
 Edit 6 hours @ \$100 \$600  
 Graphic Design 8 hours @ \$100 \$800

Location Production \$11,550.00

Pre-production planning, Scout | Project Management

On-location + Personnel travel - ½ day set, 1 day location [multiple stations]  
 - Multiple cameras, lighting and ancillary equipment

Location Production  
 o Prep / Planning 8 hours @ \$100 (Producer) \$800  
 6 hours @ \$125 (Creative) \$750  
 o On site Labor 15 hours @ \$125 (Camera) \$1875  
 15 hours @ \$125 (Camera 2/Director) \$1875  
 15 hours @ \$100 (Producer) \$1500  
 15 hours @ \$100 (Lighting Director) \$1500  
 15 hours @ \$85 (Grip) \$1275  
 o Equipment 1.5 @ \$500 (Camera X 2) \$1500  
 1.5 @ \$375 (Lighting package + additional) \$750

Post Production \$11,780.00

Edit, Motion Graphics Color Correction

Sound Production: Music | Audio Enhancement Highlight updates

Post Production  
 o Creative 16 hours @ \$125 \$2000  
 o Edit 44 hours @ \$100 \$4400  
 18 hours revisions @ \$100 \$1800  
 o Graphics 20 hours @ \$100 \$2000  
 o Sound 12 hours @ \$100 \$1200  
 Music License – Venue + Online -2 cut @ \$190 \$380

### \*Travel Additional

Anticipated Travel based on Mason's policies and GSA rates \$2,927.00

Not included in estimate.

Hotel, Per diem, Transportation

- o Scout / On-site meeting: 2 people, one day
- o Location: 4-person crew for 2 days

All travel will follow Mason's policies and GSA per diem rates.

- o Hotel \$183 - \$275/night | Mileage – \$0.70/mile | Per Diem - \$92.00 and travel day \$69.00

Brand Video

Please find the breakdown of costs below for the Brand Video.

Northern Virginia's Team \$9,500 - \$14,500\*

A strategic, anthem type video.

Interviews, b-roll and supplied content to create a compelling story. A production range is provided since we currently do not know the number of interviews.

Creative	10 – 15 hours@ \$125	\$1250 - \$1875
Location Production		
o Prep / Planning	4 - 8hours @ \$100	\$400 - \$800
o On site Labor	8 - 12 hours @ \$125 (Camera)	\$1000 - \$1500
	8-12 hours @ \$100 (Producer)	\$800 - \$1200
	8-12hours @ \$85 (Audio/Grip)	\$680 - \$1020
o Equipment		
	1-1.5 @ \$500 (Camera)	\$500 - \$750
	1-1.5 @ \$250 (Lighting)	\$250 - \$375
	1-1.5 @ \$250 (Audio)	\$250 - \$375
Post Production		
o Edit	24 -36 hours@ \$100	\$2400 - \$3600
	4 - 8hours revision @ \$100	\$400 - \$800
o Graphics	8 - 12 hours @ \$100	\$800 - \$1200
o Sound	4 - 6 hours @ \$100	\$400 - \$600
	o music selection, mix/edit, enhancement	
Music License for online use	2 cut @ \$185	\$370

*\*Travel additional*

**Additional Deliverables to Consider**

In Game Entertainment

**Video Player Headshots with Animated info/stats \$5,000 - \$7,000**

*Pricing is per team.*

*Content will be captured during Run Out Location Production*

Initial Concept Design (1)

Creative 4 – 8 hours@ \$125 \$500 - \$1000

Post Production

o Graphics 10 hours @ \$100 \$1000

Individual Player Execution (15)

Post Production

o Edit 5 hours@ \$100 \$500

o Graphics 30 - 45 hours @ \$100 \$3000 - \$4500

**[3-4] Personality Segments with Players**

**\$5,000 - \$7,000\***

Additional Camera + Equipment to capture as a separate station will be needed  
During run out location production:

Labor: Camera	8 hours @ \$125	\$1000
Equipment: Camera	\$500	\$500
Creative	4 – 6 hours@ \$125	\$500 - \$750
Post Production		
o Edit	20 – 25 hours@\$100	\$2000 - \$2500
o Graphics	5 - 15 hours @ \$100	\$500 - \$1500
o Sound	2-4 hours @ \$100	\$200 - \$400
o Music license	3-4 cuts @\$95 (in venue)	\$285 - \$380

**[6-8] Scoreboard Fan Engagement Graphics**

**\$3000 - \$5,500**

*These can include the players or be built with b-roll and graphics only*

Creative	4 – 8 hours @ \$125	\$500 - \$1000
Post Production		
o Edit	5 – 10 hours @ \$100	\$500
o Graphics	20 - 30 hours @ \$100	\$2000 - \$3500

**Feature Content for Social and Website**

*Cost includes additional location production. We will partner with you to capture as much content as possible during location production to allow you to have footage to leverage throughout the season and to reduce cost per deliverable.*

**Hometown Visits | Player Stories**

**\$4500\* / story**

Creative	3 hours@\$125	\$375
Location Production		
o Prep / Planning	2 hours @ \$100	\$200
o On site Labor	4 hours @ \$125 (Camera)	\$500
	4hours @ \$100 (Producer)	\$400
	4hours @ \$85 (Audio/Grip)	\$340
o Equipment	½ day full camera package @ \$1000	\$500
Post Production		
o Edit	12 hours@\$100	\$1100
	3 hours revision @ \$100	\$300
o Graphics	2 hours @ \$100	\$200
o Sound	3 hours @ \$100	\$300
	o music selection, mix/edit, enhancement	
Music License for online use	1 cut @ \$185	\$185

**Coach Segments – Personality + Vision**

**\$3500\* / story**

Note: We recognize time with the coaches will be limited and only account for ¼ day of production – 2 hours. This will not stand alone and would be added on to another project in need of location production.

Creative	3 hours@\$125	\$375
Location Production		
o Prep / Planning	3 hours @ \$100	\$300
o On site Labor	2 hours @ \$125 (Camera)	\$250
	2hours @ \$100 (Producer)	\$200
	2hours @ \$85 (Audio/Grip)	\$170
o Equipment	1/4-day full camera package @ \$1000	\$250

Post Production		
o Edit	10 hours@\$100	\$1000
	4 hours revision @ \$100	\$400
o Graphics	2 hours @ \$100	\$200
o Sound	2 hours @ \$100	\$200
	o music selection, mix/edit, enhancement	
Music License for online use	1 cut @ \$185	\$185

**Fan Promotions – Show excitement of game day**

**\$2000 - \$3500\*/each**

Locations Production		
Labor on-site		
o Camera	\$125 @ 8 hours	\$1000
Equipment		
o Camera	1 day @ \$500	\$500
Post Production		
o Edit	5 -10 hours@\$100	\$500 - \$1000
	2 hours revision @ \$100	\$200
o Graphics	2 hours @ \$100	\$200
o Sound	1 hours @ \$100	\$100
	o music selection, mix/edit, enhancement	
Music License for online use	1 cut @ \$185	\$185

**Key Game Recaps / Highlights**

**\$2500 - \$3500\*/game**

Locations Production		
Labor on-site		
o Camera	\$125 @ 8 hours	\$1000
Equipment		
o Camera	1 day @ \$500	\$500
Post Production		
o Edit	5 -10 hours@\$100	\$500 - \$1000
	1 hours revision @ \$100	\$100
o Graphics	2 - 6 hours @ \$100	\$200 - \$600
o Sound	2 hours @ \$100	\$200
	o music selection, mix/edit, enhancement	
Music License for online use	1 cut @ \$185	\$185

Note: We can streamline the location production costs if you want to create the Fan Promotions and Game Recaps.

Location Production Only

**For traditional interview / b-roll shoots**

**\$3,980.00\***

Preproduction Planning		
o Creative / Producer	\$125 @ 4 hours	\$500.00
Labor on-site		
o Camera	\$125 @ 8 hours	\$1000
o Producer	\$100 @ 8 hours	\$800
o Audio / Grip	\$85 @ 8 hours	\$680
Equipment		
o Camera	1 day @ \$500	\$500
o Lighting	1 day @ \$250	\$250
o Audio	1 day @ \$250	\$250

**Game Day Highlights**

**\$1500.00\***

Labor on-site

o Camera \$125 @ 8 hours

\$1000

Equipment

o Camera 1 day @ \$500

\$500

*\*Travel additional*

Mason: Agreed. Mason is requesting that Awesome Films provide a separate and finalized rate sheet to be used for the Contract document.

- Please clarify if the “Equipment” Rates on Page 24 of your proposal include labor to deliver, install/setup and run that equipment or if labor is billed separately from the “Equipment” rate. What is included in each “Equipment” rate (Camera, Lighting Package, Audio Package).

**Awesome Films:**

Thanks for the opportunity to clarify. On our rate card (Page 24), labor and equipment costs are listed separately.

**Labor** covers the personnel needed to deliver, set up, and operate the equipment on site, typically including a videographer, producer, and audio/grip. Their time is billed at an hourly rate, and they handle everything from lighting to recording during the shoot.

**Equipment** rates reflect the use of our production gear onsite, either for a full day (8 hours, with no charge for an hour lunch break) or a half day (4 hours). Here's what's included in each package:

- o Camera Package Camera body, tripod, media cards, and basic accessories
- o Lighting Package Standard lighting gear for interviews or b-roll (LEDs, HMIs, AC cables, flex fills, etc.). If a shoot requires specialized lighting or dramatic effects, we'll discuss that during creative planning.
- o Audio Package On-site recording equipment like boom mics, lavaliers, and mixers

As an example, a typical location shoot day (interviews + b-roll) that comes in around \$4,000 would include a mix of labor and equipment. Here is a breakdown of costs:

■ Preproduction Planning		
o Creative	\$125 @ 4 hours	\$500.00
■ Labor on-site		
o Camera	\$125 @ 8 hours	\$1000
o Producer	\$100 @ 8 hours	\$800
o Audio / Grip	\$85 @ 8 hours	\$680
■ Equipment		
o Camera	1 day @ \$500	\$500
o Lighting	1 day @ \$250	\$250
o Audio	1 day @ \$250	\$250

Mason: Agreed. This negotiation response is accepted and considered complete.

3. Can Awesome Films please provide an estimate for the total cost of a 2–3-minute feature story video? (i.e., a basketball player that has started their own business)

**Awesome Films:**

For a 2–3-minute feature story, like highlighting a basketball player who started their own business, we'd estimate a budget that includes a half-day shoot, pre-production planning, scripting from authentic soundbites, and full post-production (editing, graphics, and sound).

This approach allows us to:

- o Interview the player
- o Potentially include others who can speak to his journey and impact
- o Capture compelling b-roll of the player on campus, on the court and at the business.

It's designed to be thoughtful, efficient, and impactful to showcase the full scope of the story both on and off the court.

<b>Player Stories</b>		<b>\$4385* / story</b>
Breakdown:		
Creative	3 hours@ \$125	\$375
Location Production		
o Prep / Planning	2 hours @ \$100	\$200
o On site Labor	4 hours @ \$125 (Camera)	\$500
	4hours @ \$100 (Producer)	\$400
	4hours @ \$85 (Audio/Grip)	\$340
o Equipment	½ day full camera package @ \$1000	\$500
Post Production		
o Edit	10 hours@ \$100	\$1000
	3 hours revision @ \$100	\$300
o Graphics	2 hours @ \$100	\$200
o Sound	2 hours @ \$100	\$200
	o music selection, mix/edit, enhancement	
Music License for online use	2cut/s @ \$185	\$370

\*Travel additional

**Please note:**

This is only one way to approach a feature story.

If budget is an issue, we can easily create a solution that allows us to capture stories quickly and easily while still creating awesome messaging. We will tailor the solution and scope to fit your needs and budget.

Mason: Agreed. This negotiation response is accepted and considered complete.

4. If Mason elected to do several feature videos during a 2–3-day production shoot, can Awesome Films offer a bulk rate discount? If yes, please provide the discounted rate for consideration.

**Awesome Films:**

Yes, we can offer a bulk rate discount. For multi-day productions with several feature videos, we're able to extend up to a 20% partnership discount based on the volume and scope of deliverables.

We're also open to collaborating on a series-style structure for the feature stories. This approach not only helps streamline production and storytelling, but also maximizes efficiency and keeps content engaging, consistent, and on brand.

We will find the right balance between creative impact and budget.

Mason: Agreed. This negotiation response is accepted and considered complete.

5. Would Awesome Films consider using Mason Athletics' Application Performance Management (APM) subscription for music licensing?

**Awesome Films:**

Absolutely! We can use Mason Athletics' APM subscription for music licensing. Just provide us with access and any guidelines you'd like us to follow.

Mason: Agreed. This negotiation response is accepted and considered complete.

6. Can Awesome Films please confirm if the pricing of a feature video includes scripting?

**Awesome Films:**

Scripting is currently included in our pricing under the "creative" line item. This allows our team to develop the concept and craft messaging that aligns with your goals. We'll collaborate with you to determine the best storytelling approach for each deliverable, whether it's voiceover narration or authentic interviews with players, coaches, or staff.

Mason: Agreed. This negotiation response is accepted and considered complete.

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

**Awesome Films:**

Yes, we understand and agree that George Mason University is not obligated to guarantee a minimum amount of business.

Mason: Agreed. This negotiation response is accepted and considered complete.

8. Does Awesome Films have any additional value-added services that would benefit Mason that was not expressed in the proposal submission?

**Awesome Films:**

Yes, Awesome Films offers several value-added services beyond what was outlined in the proposal.

Our foundation is in collegiate athletics, and we bring far more than production expertise. We bring a strategic mindset that functions like an agency, without the agency overhead.

From day one, we invest in understanding your teams, your goals, and your audiences. That level of insight ensures every piece of content is not only creative, but purposeful and built to capture attention, inspire action, and strengthen connection with recruits, fans, donors, and the greater Mason community.

We treat every project as a true partnership. That means collaborating with your team to shape a plan that aligns with your priorities and your budget. We don't nickel and dime for revisions, and we work until it's right, because we're as committed to the outcome as you are. We've also structured our travel approach to be cost-conscious, intentionally not charging for our personnel travel time, ensuring our pricing is competitive for you.

In addition to the core deliverables, we've built in thoughtful extras, like a ticket spot for each team at no additional cost. But the greatest value we bring is in the intangibles: the ability to move quickly, think strategically, and create content that feels not just high-quality but authentically, unmistakably Mason.

Mason: Agreed. This negotiation response is accepted and considered complete.

9. Can Awesome Films further define the section of its proposal submission called "Feature Content for Social & Website Production"?

**Awesome Films:**

We're happy to further define the "Feature Content for Social & Website Production" section of our proposal.

These content recommendations are designed to deepen emotional connection with Mason Athletics by spotlighting the people, passion, and energy that make your programs truly special. With 500 student-athletes across 22 NCAA Division I sports and record-breaking seasons for both men's and women's basketball, Mason is experiencing a defining era in its athletic history. These videos go beyond game highlights; they tell authentic, people-centered stories that reflect your values of student focus, educational excellence, and transformational experience.

The goal is to create engaging, shareable content that strengthens your brand, fuels connection with recruits, fans, donors, and alumni, and keeps audiences invested throughout the season and beyond. Currently, we recommended:

- **Hometown Visits & Player Stories** Humanizing your athletes by showing where they come from and what drives them. These stories inspire pride and create personal connections with your audience.
- **Coach Segments** Offering a platform for your coaches to share their personality, leadership, and vision which is crucial for recruiting, fan engagement, and donor confidence. With Head Coach Vanessa Blair-Lewis leading the women's program to a school-record 27 wins and its first A-10 Championship and NCAA appearance, and Head Coach Tony Skinn ('06) earning A-10 Coach of the Year honors while guiding the men's team to historic program milestones, these segments provide an incredible opportunity to showcase not just their success, but the culture they're building at Mason.
- **Fan Promotions** Capturing the electricity of Mason game day to show recruitments the game day excitement, grow attendance, and celebrate community.
- **Key Game Recaps / Highlights** Not just scores and stats, but immersive segments that emphasize the crowd energy and atmosphere, making fans feel they're part of

something bigger than the game and recruits see the energy of game day environments.

We've seen tremendous success with this type of content across other collegiate programs. It's a proven way to elevate your digital presence, amplify your storytelling priorities, and bring Mason's championship culture to life for audiences both on and off campus.

Mason: Agreed. This negotiation response is accepted and considered complete.

10. Confirm your organization will not add additional terms and conditions any scope/statement of work (SOW), quote, or proposal issued to Mason. Mason should not be required to sign a separate SOW, quote, or proposal and each shall be limited to an outline or description of the work to be performed under each specific engagement. Mason's issuance of a Purchase Order is considered confirmation of the engagement.

**Awesome Films:**

We're aligned with Mason's process. We won't add any extra terms, and we will treat the Purchase Order as confirmation of engagement.

Mason: Agreed. This negotiation response is accepted and considered complete.

Please advise if you have any questions or need clarification before responding.

Your email response no later than 1:00PM ET on August 20, 2025 will be greatly appreciated.

Regards,

Davena Reynolds, VCO  
Senior Buyer | Purchasing

# awesome films

## VIDEO AGENCY

### Rate Card

For your information our rate card rates follow.

If volume work is planned, we will work with Mason to offer up to a 20% discount off our rate card costs.

#### Creative | Strategy

Creative Director	\$125.00 / hour
Writer	\$85.00 / hour
Producer	\$100.00 / hour

#### Locations Production

Creative Director	\$125.00 / hour
Writer	\$85.00 / hour
Producer	\$100.00 / hour
Director of Photography	\$125.00 / hour
Lighting Director	\$100.00 / hour
Audio	\$85.00 / hour
Grip	\$65.00 / hour

#### Equipment

Camera	\$500.00 / day
Lighting Package	\$250.00 / day
Audio Package	\$250.00 / day

#### Post Production

Editing	\$100.00 / hour
Motion Graphics	\$100.00 / hour
Sound Production	\$100.00 / hour
Music Licensing	Depended on use. Volume package pricing can be acquired or we will use Mason's APM license
Final File, Project Archive	No charge - Included in Editing costs



Purchasing Department
4400 University Drive, MS 3C1, Fairfax, VA 22030
Phone: 703.993.2580; http://fiscal.gmu.edu/purchasing/



REQUEST FOR PROPOSALS
GMU-DR0404-25

ISSUE DATE: May 19, 2025
TITLE: Video Productions for Athletics
PRIMARY PROCUREMENT OFFICER: Davena Reynolds, Senior Buyer
SECONDARY PROCUREMENT OFFICER: Erin Rauch, Assistant Director

QUESTIONS/INQUIRIES: Submit all inquiries through Mason's Bonfire Portal, no later than 4:00 PM Eastern Time (ET) on May 27, 2025. All questions must be submitted through Mason's Bonfire portal. For assistance with technical questions related to Bonfire, contact Support@GoBonfire.com or visit Bonfire's help forum at https://vendorsupport.gobonfire.com/hc/en-us. Responses to questions will be posted to Mason's Bonfire portal and by 5:00 PM ET on May 29, 2025.

PROPOSAL DUE DATE AND TIME: June 23, 2025 @ 2:00 PM ET. ATTENTION: PROPOSALS WILL NOT BE ACCEPTED VIA EMAIL, MAIL, THROUGH eVA OR IN PERSON. SEE SECTION XII.A.1 FOR DETAILS ON ELECTRONIC PROPOSAL SUBMISSION.

IMPORTANT! All communication with Offerors will take place in Bonfire, to include negotiations. Mason can only message individuals at your organization that have interacted in Bonfire for this specific RFP. Please ensure the appropriate person to handle negotiations and other RFP communication has individually logged into the system and either downloaded documents, submitted your proposal or asked a question.

In Compliance With This Request For Proposal And To All The Conditions Imposed Therein And Hereby Incorporated By Reference, The Undersigned Offers And Agrees To Furnish The Goods/Services In Accordance With The Attached Signed Proposal Or As Mutually Agreed Upon By Subsequent Negotiations.

Name and Address of Firm:

Legal Name: \_\_\_\_\_ Date: \_\_\_\_\_

DBA: \_\_\_\_\_

Address: \_\_\_\_\_

By: \_\_\_\_\_
Signature

FEI/FIN No. \_\_\_\_\_

Name: \_\_\_\_\_

Fax No. \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone No. \_\_\_\_\_

SWaM Certified: Yes: \_\_\_\_\_ No: \_\_\_\_\_ (See Section VII. SWaM CERTIFICATION for complete details).

SWaM Certification Number: \_\_\_\_\_

Check the box next to the option that applies to your proposal submission. See section IV. Final Contract for additional information.

- Option 1: Full Acceptance:
1. We have reviewed Mason's Standard Contract and all related documents.
2. We have no proposed changes.
3. We understand that if we are advanced to negotiations, no contract exceptions, redlines, vendor documents, or additional terms will be considered, unless proposed by Mason.
Option 2: Proposed Exceptions and/or Additional Documents Submitted:
1. We have reviewed Mason's Standard Contract and all related documents.
2. We have included a list of proposed exceptions and/or redlined contract documents with our proposal.
3. We understand that if we are advanced to negotiations, no additional contract exceptions, redlines, vendor documents, or additional terms will be considered beyond what has been submitted with our proposal, unless proposed by Mason.

This public body does not discriminate against faith-based organizations in accordance with the Governing Rules, § 36 or against a Bidder/Offeror because of race, religion, color, sex, national origin, age, disability, or any other prohibited by state law relating to discrimination in employment.

## OFFEROR PROPOSAL SUBMISSION CHECKLIST

Offerors responding to this RFP should use this checklist to ensure all requested documents are completed and submitted with their proposal.

- RFP Cover Page, accurately filled in and signed with checked off box confirming your proposal contains any exceptions to Mason's Standard Contract and all terms and conditions or subsequent Statements of Work that could apply over the life of any resulting contract.
- All addenda, if any were issued and a signature line is included.
- Attachment A - Small Business Subcontracting Plan. This is a requirement for all Offerors.
- Exceptions (if any) to Mason's Standard Contract.
- Any Statements of Work or supplemental document(s) Mason may be required to sign or that could potentially be incorporated into a final contract or apply during the term of a resulting contract.
- Any agreement that Mason would be required to sign with a third party.
- State your payment preference as required in Bonfire. Only select one payment option.
- Ensure your proposal contains all information listed and answers all questions outlined in Section XII.B. Specific Requirements. Your proposal must include a response to each of these 4 questions listed at the end of this section.
  1. Are you and/or your subcontractor currently involved in litigation with any party?
  2. Please list any investigation or action from any state, local, federal or other regulatory body (OSHA, IRS, DOL, etc.) related to your firm or any subcontractor in the last three years.
  3. Please list all lawsuits that involved your firm or any subcontractor in the last three years.
  4. In the past ten (10) years has your firm's name changed? If so, please provide a reason for the change.
- If your proposal contains proprietary information, you must submit a second copy in accordance with Section XII.A.1. General Requirements and Section XII.A.2.d. that outlines the specific submission format.

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- I. **PURPOSE:** The purpose of this Request for Proposal (RFP) is to solicit proposals to establish a contract through competitive negotiations with one or more qualified vendors to provide video production services for the Intercollegiate Athletics (ICA) department of George Mason University. George Mason University (herein after referred to as “Mason,” or “University”) is a public institution of higher education and agency of the Commonwealth of Virginia.
- II. **PURCHASING MANUAL/GOVERNING RULES:** This solicitation and any resulting contract shall be subject to the provisions of the Commonwealth of Virginia *Purchasing Manual for Institutions of Higher Education and their Vendor's*, and any revisions thereto, and the *Governing Rules*, which are hereby incorporated into this contract in their entirety. A copy of both documents is available for review at: <https://vascupp.org>
- III. **COMMUNICATION:** Communications regarding the Request For Proposals shall be formal from the date of issuance until a contract has been awarded. Unless otherwise instructed offerors are to communicate with only the Procurement Officers listed on the cover page. Offerors are not to communicate with any other employees of Mason.
- IV. **FINAL CONTRACT:** ATTACHMENT B to this solicitation is Mason’s standard two-party contract. It is the intent of this solicitation to base the final contractual documents off of Mason’s standard two-party contract and Mason’s General Terms and Conditions as outlined in Attachment B – Standard Contract. Any exceptions to our standard contract and General Terms and Conditions must be denoted in your RFP response. Other documents may be incorporated into the final contract, either by way of attachment or by reference, but in all cases this contract document and Mason’s General Terms and Conditions shall jointly take precedence over all other documents and will govern the terms and conditions of the contract.

As a public institution of higher education and agency of the Commonwealth of Virginia, Mason cannot agree to any of the following terms in any documents:

- A. An express or implied waiver of sovereign immunity.
- B. An agreement to indemnify, defend or hold harmless any entity.
- C. An agreement to maintain insurance.
- D. An agreement providing for binding arbitration.
- E. An agreement providing for the payment of attorneys' fees, costs of collection, or liquidated damages.
- F. Waiver of jury trial.
- G. Choice of law or venue other than the Commonwealth of Virginia.

Contracts will only be issued to the FEI/FIN Number and Firm listed on the signed cover page submitted in your RFP response. Joint proposals will not be accepted.

Note: The Offeror must include any and all terms and conditions, additional documents, and/or statements of work that could potentially be incorporated into a final contract or apply during the term of a resulting contract. As outlined in Attachment B – Standard Contract, Statements of Work (“SOW”) for specific engagements may only include the work to be performed during scope of the specific engagement. Additional terms and conditions will not be accepted on any SOW submitted during the course of the contract. All SOW’s must be on a form approved by Mason prior to the start of the contract.

In addition to the above note, the Offeror must submit with their proposal any agreement that Mason would be required to sign with a third party.

- V. **ADDITIONAL USERS:** It is the intent of this solicitation and resulting contract(s) to allow for cooperative procurement. Accordingly, any public body, public or private health or educational institutions, or affiliated corporations may access any resulting contract if authorized by the contractor.

Participation in this cooperative procurement is strictly voluntary. If authorized by the Contractor(s), the resultant contract(s) will be extended to the entities indicated above to purchase goods and services in accordance with contract terms. As a separate contractual relationship, the participating entity will place its own orders directly with the Contractor(s) and shall fully and independently administer its use of the contract(s) to include contractual disputes, invoicing and payments without direct administration from the University. No modification of this contract or execution of a separate agreement is required to participate; however, the participating entity and the Contractor may modify the terms and conditions of the contract to accommodate specific governing laws, regulations, policies, and business goals required by the participating entity. Any such modification will apply solely between the participating entity and the contractor.

The University may require the Contractor provide semi-annual usage reports for all entities accessing the contract. The University shall not be held liable for any costs or damages incurred by any other participating entity as a result of any authorization by the Contractor to extend the contract. It is understood and agreed that the University is not responsible for the acts or omissions of any entity and will not be considered in default of the contract no matter the circumstances.

Use of the resulting contract(s) does not preclude any participating entity from using other contracts or competitive processes as needed.

**VI. eVA BUSINESS-TO-GOVERNMENT VENDOR REGISTRATION:** The eVA Internet electronic procurement solution, website portal [www.eVA.virginia.gov](http://www.eVA.virginia.gov), streamlines and automates government purchasing activities in the Commonwealth. The eVA portal is the gateway for vendors to conduct business with state agencies and public bodies. All vendors desiring to provide goods and/or services to the Commonwealth shall participate in the eVA Internet eProcurement solution by completing the free eVA Vendor Registration. All bidders or offerors agree to self-register in eVA and pay the Vendor Transaction Fees prior to being awarded a contract. Registration instructions and transaction fees may be viewed at: <https://eva.virginia.gov/>

**VII. SWaM CERTIFICATION:** Vendor agrees to fully support the Commonwealth of Virginia and Mason's efforts related to SWaM goals. Upon contract execution, eligible vendors (as determined by Mason and the Virginia Department of Small Business and Supplier Diversity) shall submit all required documents necessary to achieve SWaM certification to the Department of Small Business and Supplier Diversity within 90 days. Vendors currently SWaM certified agree to maintain their certification for the duration of the contract and shall submit all required renewal documentation at least 30 days prior to existing SWaM expiration. <https://www.sbsd.virginia.gov/>

**VIII. SMALL BUSINESS SUBCONTRACTING PLAN:** All potential offerors are required to fill out and submit Attachments A with their proposal.

Note: Invoices shall only be submitted to Mason by the entity awarded a contract. Subcontractors cannot submit invoices to Mason under any resulting contract.

**IX. PERIOD OF PERFORMANCE:** Two (2) years from Effective Date of contract with four (4) successive one-year renewal options (or as negotiated).

**X. BACKGROUND:** In an effort to unite communities by developing champions with a mission to inspire and transform lives through the power of sports, the Intercollegiate Athletics (ICA) at George Mason University serves 500 student-athletes in 22 NCAA Division I sports. Mason is a proud member of the Atlantic 10 Conference with 17 Conference Championships, NCAA Championships in Women's Soccer and Men's Indoor Track, an NCAA Final Four appearance with Men's Basketball, and over 30 individual National Champions. At Mason we are student-focused, education-centered, and committed to providing transformational experiences for our student-athletes and staff. Our five priorities are Student-Athlete Experience, Competition, Resources, Storytelling & Engagement, and Championship Culture.

During the 2024-2025 season, the Mason men's and women's basketball programs have ascended to national prominence after some of the most successful seasons in program history. Head coach Vanessa Blair-Lewis led the women's basketball program to a school-record 27 wins and the first A-10 Championship and NCAA Tournament appearance in school history. Meanwhile, A-10 Coach of the Year Tony Skinn ('06) led the men's basketball team to a school record-tying 27 overall wins, the program's first-ever A-10 regular season championship, a program-best 15 A-10 wins and the program's first NIT victory since 2004.

ICA requires and utilizes videography and video production services to communicate the strength and vitality of the sports programs, as a recruitment tool and to foster stronger relationships with alumni.

**XI. STATEMENT OF NEEDS:** Mason is seeking a contractor to provide an introductory video for both the Men's and Women's Basketball teams on an annual basis. Mason may also require a contractor to provide key strategic videos throughout the year, as needed. The contractor should be able to meet the requirements outlined below.

A. Create and develop introductory videos for the Men's and Women's basketball teams that are between one and one and a half (1-1 ½) minutes in length, featuring dramatic music, cinematography, and showcase the athletic prowess and agility of the athletes. One introductory video each the Men's and Women's basketball teams will be required per season.

B. Videography services may include but is not limited to:

1. Video editing services.
2. Scriptwriting services.
3. Interviewing skills.
4. Execution of video shoots with lighting and effects.
5. Video graphics and/or animation.
6. Voice over and/or sound effects.
7. Recording with aerial drones and other unique effects.

C. Proficiency in post-production technical skills and use of editing software for multiple edits and updates to the initial

introductory video throughout the season (usually 3-4 per year, i.e. after non-conference play, midway through A-10 play, etc.).

- D. Ability to execute feedback from university athletics staff and showcase the vision of Mason's creative team while maintaining deadlines and operating within budget parameters.
- E. Contractor shall abide by George Mason Athletics Brand Guidelines: [https://gomason.com/documents/2025/2/27/2024\\_George\\_Mason\\_Athletics\\_BRAND\\_GUIDELINES\\_FINAL\\_1-2025.pdf?path=ath](https://gomason.com/documents/2025/2/27/2024_George_Mason_Athletics_BRAND_GUIDELINES_FINAL_1-2025.pdf?path=ath) and will work with the Associate Athletic Director for Digital Media & Marketing to ensure all visual elements adhere to the department's brand standards.
- F. Ability to integrate closed-captioning into videos when requested.

## **XII. PROPOSAL PREPARATION AND SUBMISSION REQUIREMENTS:**

### **A. GENERAL REQUIREMENTS:**

- 1. **RFP Response:** In order to be considered, Offerors must submit a complete response to Mason's Purchasing Office prior to the due date and time stated in this RFP. Offerors are required to submit one (1) signed copy of the entire proposal including all attachments and proprietary information. If the proposal contains proprietary information, then submit two (2) proposals must be submitted; one (1) with proprietary information included and one (1) with proprietary information removed (see 2.d. below for details on how to submit a redacted proposal). The Offeror shall make no other distribution of the proposals.

At the conclusion of the RFP process proposals with proprietary information removed (redacted versions) shall be provided to requestors in accordance with Virginia's Freedom of Information Act. Offerors will not be notified of the release of this information.

An Offeror may not request any of the following be proprietary and/or confidential in their proposal:

- a. Pricing or any calculation used to determine pricing;
- b. A notation or footer on the bottom of every page with "proprietary and confidential;"
- c. Entire contents of company history or executive summary;
- d. A case study, social media post, or billboard already available to the public;
- e. Name of company or firm listed as a reference;
- f. Any resulting Statement of Work (SOW), Order Form, or Invoice.

**ELECTRONIC PROPOSAL SUBMISSION: ATTENTION: PROPOSALS WILL NOT BE ACCEPTED VIA EMAIL, MAIL, THROUGH eVA, OR IN PERSON. Mason will only accept electronic proposal submissions via Bonfire for this Request for Proposals.**

### **The following shall apply:**

- a. You must register with Bonfire and submit your proposal, and it must be received prior to the submission deadline, by submitting through the online Bonfire portal at <https://gmu.bonfirehub.com>.
- b. The Offeror must ensure the proposals are uploaded and submitted through Bonfire sufficiently in advance of the proposal deadline. **Plan Ahead: It is the Offeror's responsibility to ensure that electronic proposal submissions have sufficient time to make its way through Bonfire's submission portal. Mason recommends you submit your proposal the day prior to the due date.**
- c. Submissions by other methods will not be accepted. Minimum system requirements: Microsoft Edge, Google Chrome, Safari, or Mozilla Firefox. JavaScript and browser cookies must be enabled.
- d. Respondents should contact Bonfire at [support@gobonfire.com](mailto:support@gobonfire.com) for technical questions related to submission or visit Bonfire's help forum at <https://vendorsupport.gobonfire.com/hc/en-us>.
- e. Submission materials should be prepared in the file formats listed under Requested Information for this opportunity in the Bonfire Portal. The maximum upload file size is 1000 MB. Documents should not be embedded within uploaded files, as the embedded files will not be accessible or evaluated.

- f. All solicitation schedules are subject to change.
- g. Go to Mason's Bonfire Portal for all updates and schedule changes. <https://gmu.bonfirehub.com>
- h. All communication with Offerors will take place in Bonfire, to include negotiations. Mason can only message Offerors that have interacted with this specific RFP. Please ensure the appropriate person to handle negotiations and other RFP notifications has submitted the Offerors proposal in Bonfire.

2. Proposal Presentation:

- a. Proposals shall be signed by an authorized representative of the Offeror. All information requested must be submitted. Failure to submit all information requested may result in your proposal being scored low.
- b. Proposals should be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirement of the RFP. Emphasis should be on completeness and clarity of content.
- c. Proposals should be organized in the order in which the requirements are presented in the RFP. All pages of the proposal should be numbered. Each paragraph in the proposal should reference the paragraph number corresponding section of the RFP. It is also helpful to cite the paragraph number, sub letter and repeat the text of the requirement as it appears in the RFP. The proposal should contain a table of contents which cross references the RFP requirements. Information which the Offeror desires to present that does not fall within any of the requirement of the RFP should be inserted at the appropriate place or be attached at the end of the proposal and designated as additional material.

A WORD version of this RFP will be provided upon request.

- d. Except as provided, once an award is announced, all proposals submitted in response to this RFP will be open to inspection by any citizen, or interested person, firm or corporation, in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by a firm prior to or as part of its proposal will not be subject to public disclosure under the Virginia Freedom of Information Act only under the following circumstances: (1) the appropriate information is clearly identified by some distinct method such as highlighting or underlining; (2) only the specific words, figures, or paragraphs that constitute trade secrets or proprietary information are identified; and (3) a summary page is supplied immediately following the proposal title page that includes (a) the information to be protected, (b) the section(s)/page number(s) where this information is found in the proposal, and (c) a statement why protection is necessary for each section listed. A statement simply noting "trade secret" is not a sufficient reason for redaction. The firm must also provide a separate attachment of the proposal with the trade secrets and/or proprietary information redacted. *If all of these requirements are not met, then the firm's entire proposal will be available for public inspection.*

**IMPORTANT: A firm may not request that its entire proposal be treated as a trade secret or proprietary information, nor may a firm request that its pricing/fees be treated as a trade secret or proprietary information, or otherwise be deemed confidential. If after given a reasonable time, the Offeror refuses to withdraw the aforementioned designation, the proposal will be rejected.**

- 3. Oral Presentation: Offerors who submit a proposal in response to this RFP **may be** required to give an oral presentation/demonstration of their proposal/product to Mason. This will provide an opportunity for the Offeror to clarify or elaborate on their proposal. Performance during oral presentations may affect the final award decision. If required, oral presentations will be scheduled at the appropriate time.

Mason will expect that the person or persons who will be working on the project to make the presentation so experience of the Offeror's staff can be evaluated prior to making selection. Oral presentations are an option of Mason and may or may not be conducted; therefore, it is imperative all proposals should be complete.

- B. SPECIFIC REQUIREMENTS: Proposals should be as thorough and detailed as possible to allow Mason to properly evaluate the Offeror's capabilities and approach toward providing the required services. Offerors should submit the following items as a complete proposal.

1. Procedural information:

- a. Return signed cover page and all addenda, if any, signed and completed as required.
  - b. Return Attachment A - Small Business Subcontracting Plan.
  - c. Exceptions (if any) to Mason’s two-party contract, Attachment B.
  - d. Any SOW or supplemental document Mason may be required to sign. See section IV. Final Contract
  - e. State your payment preference as required in Bonfire. (See section XV.)
2. Executive Summary: Submit an executive summary at the beginning of the proposal response not to exceed 2 pages.
  3. Qualifications and Experience: Describe your experience, qualifications and success in providing the services described in the Statement of Needs to include the following:
    - a. Background and brief history of your company.
    - b. Names, qualifications and experience of personnel to be assigned to work with Mason.
    - c. No fewer than three (3) references that demonstrate the Offeror’s qualifications, preferably from other comparable collegiate athletic higher education institutions your company is/has provided services with and that are similar in size and scope to that which has been described herein. Include a contact name, contact title, phone number, and email for each reference and indicate the length of service.
    - d. Demonstrate experience working with Division I collegiate athletics programs. Provide creative samples from previous Division I athletics programs.
  4. Specific Plan (Methodology): Explain your specific plans for providing the proposed services outlined in the Statement of Needs including:
    - a. Your approach to providing the services described herein.
    - b. Describe your storyboard and ideate concepts when working with the Mason creative team.
    - c. Provide specific details of the ideation, story-boarding, communication with Mason Athletics creative team. List the type of equipment and crew needed for an all-day (8-hour) cinematic shoot (roughly 3-4 hours per team). Include itemized pricing for a full-day production.
    - d. Provide a sample video that showcasing special effects and cinematography giving details as to the ideation, storyboarding, general marketing strategies, rate card and list of required crew members.
  5. Proposed Pricing: Provide hourly rates for all services described herein. Include all fees necessary to provide the services outlined in the Statement of Needs. Mason will not accept undisclosed fees that are added to invoices.

Rates must include travel-related expenses if Offeror is traveling within a 50-mile radius of Mason's Fairfax campus. If Offeror is traveling from outside a 50-mile radius of the Fairfax Campus, travel will only be reimbursed in accordance with Mason's polices, <http://fiscal.gmu.edu/travel/>, and GSA per diem rates.
  6. In your proposal response please address the following:
    - a. Are you and/or your subcontractor currently involved in litigation with any party?
    - b. Please list any investigation or action from any state, local, federal or other regulatory body (OSHA, IRS, DOL, etc.) related to your firm or any subcontractor in the last three years.
    - c. Please list all lawsuits that involved your firm or any subcontractor in the last three years.
    - d. In the past ten (10) years has your firm’s name changed? If so please provide a reason for the change.

**XIII. INITIAL EVALUATION CRITERIA AND SUBSEQUENT AWARD:**

- A. INITIAL EVALUATION CRITERIA: Proposals shall be initially evaluated and ranked using the following criteria:

	<u>Description of Criteria</u>	<u>Maximum Point Value</u>
1.	Quality of products/services offered and suitability for the intended purpose	25
2.	Qualifications and experiences of offeror in providing the goods/services, including references specific to collegiate athletics	20
3.	Specific plans or methodology to be used to provide the	

	services	25
4.	Price Offered	20
5.	Offeror is certified as a small, minority, or women-owned business (SWaM) with Virginia SBSB at the proposal due date & time.	10
	Total Points Available:	100

B. **AWARD:** **Following the initial scoring by the evaluation committee**, at least two or more top ranked offerors may be contacted for oral presentations/demonstrations or advanced directly to the negotiations stage. ***If oral presentations are conducted Mason will then determine, in its sole discretion, which offerors will advance to the negotiations phase.*** Negotiations shall then be conducted with each of the offerors so selected. Price shall be considered, but need not be the sole determining factor. After negotiations have been conducted with each offeror so selected, Mason shall select the offeror which, in its sole discretion has made the best proposal, and shall award the contract to that offeror. When the terms and conditions of multiple awards are so provided in the Request for Proposal, awards may be made to more than one offeror. Should Mason determine in writing and in its sole discretion that only one offeror has made the best proposal, a contract may be negotiated and awarded to that offeror. Mason is not required to furnish a statement of the reasons why a particular proposal was not deemed to be the most advantageous (*Governing Rules §49.D.*).

**XIV. CONTRACT ADMINISTRATION:** Upon award of the contract, Mason shall designate, in writing, the name of the Contract Administrator who shall work with the contractor in formulating mutually acceptable plans and standards for the operations of this service. The Contract Administrator shall use all powers under the contract to enforce its faithful performance. The Contract Administrator shall determine the amount, quality and acceptability of work and shall decide all other questions in connection with the work. All direction and order from Mason shall be transmitted through the Contract Administrator, or their designee(s) however, the Contract Administrator shall have no authority to approve changes which shall alter the concept or scope of the work or change the basis for compensation to the contractor.

**XV. PAYMENT TERMS / METHOD OF PAYMENT:**

*PLEASE NOTE: THE VENDOR MUST REFERENCE THE PURCHASE ORDER NUMBER ON ALL INVOICES SUBMITTED FOR PAYMENT.*

Option #1- Payment to be mailed in 10 days-Mason will make payment to the vendor under 2%/10 Net 30 payment terms. Invoices should be submitted via email to the designated Accounts Payable email address which is [acctpay@gmu.edu](mailto:acctpay@gmu.edu).

The 10-day payment period begins the first business day after receipt of proper invoice or receipt of goods, whichever occurs last. A paper check will be mailed on or before the 10<sup>th</sup> day.

Option #2- To be paid in 20 days. The vendor may opt to be paid through our Virtual Payables credit card program. The vendor shall submit an invoice and will be paid via credit card on the 20<sup>th</sup> day from receipt of a valid invoice. The vendor will incur standard credit card interchange fees through their processor. All invoices should be sent to:

George Mason University  
 Accounts Payable Department  
 4400 University Drive, Mailstop 3C1  
 Fairfax, VA 22030  
 Voice: 703.993.2580 | Fax: 703.993.2589  
 e-mail: [AcctPay@gmu.edu](mailto:AcctPay@gmu.edu)

Option#3- Net 30 Payment Terms. Vendor will enroll in Paymode-X where all payments will be made electronically to the vendor's bank account. To sign up for electronic payments, please contact the Paymode-X Enrollment Team at 1-800-331-0974 or email [enrollment@paymode-x.com](mailto:enrollment@paymode-x.com). The enrollment team can assist you with any questions about the enrollment process and setting up the membership.

**Please state your payment preference in your proposal response.**

**XVI. SOLICITATION TERMS AND CONDITIONS:**

A. **ANNOUNCEMENT OF AWARD:** Upon the award or the announcement of the decision to award a contract over \$200,000, as a result of this solicitation, Mason will publicly post such notice on the DGS/DPS eVA web site

(<https://eva.virginia.gov/>) for a minimum of 10 days.

- B. **BEST AND FINAL OFFER (BAFO):** At the conclusion of negotiations, the offeror(s) may be asked to submit in writing, a best and final offer (BAFO). After the BAFO is submitted, no further negotiations shall be conducted with the offeror(s).
  - C. **CONFLICT OF INTEREST:** By submitting a proposal the contractor warrants that they have fully complied with the Virginia Conflict of Interest Act; furthermore certifying that they are not currently an employee of the Commonwealth of Virginia.
  - D. **DEBARMENT STATUS:** By submitting a proposal, offerors certify that they are not currently debarred by the Commonwealth of Virginia from submitting bids or proposals on contracts for the type of goods and/or services covered by this solicitation, nor are they an agent of any person or entity that is currently so debarred.
  - E. **ETHICS IN PUBLIC CONTRACTING:** By submitting a proposal, offerors certify that their proposal is made without collusion or fraud and that they have not offered or received any kickbacks or inducements from any other offeror, supplier, manufacturer or subcontractor in connection with their proposal, and that they have not conferred on any public employee having official responsibility for this procurement transaction any payment, loan, subscription, advance, deposit of money, services or anything of more than nominal value, present or promised, unless consideration of substantially equal or greater value was exchanged.
  - F. **LATE PROPOSALS:** To be considered for selection, proposals must be received in Mason's Bonfire Portal by the designated date and hour. The official time used in the receipt of proposals is the proposal due date and hour in Mason's Bonfire Portal. Proposals submitted after the due date and time has expired will not be accepted nor considered. Mason is not responsible for any delays related to Bonfire's website or vendor registration process. It is the responsibility of the offeror to ensure that their proposal is submitted by the designated date and hour.
  - G. **MANDATORY USE OF MASON FORM AND TERMS AND CONDITIONS:** Failure to submit a proposal on the official Mason form provided for that purpose may be a cause for rejection of the proposal. Modification of or additions to the General Terms and Conditions of this solicitation may be cause for rejection of the proposal; however, Mason reserves the right to decide, on a case-by-case basis, in its sole discretion, whether to reject such a proposal.
  - H. **OBLIGATION OF OFFEROR:** It is the responsibility of each offeror to inquire about and clarify any requirements of this solicitation that are not understood. Mason will not be bound by oral explanations as to the meaning of specifications or language contained in this solicitation. Therefore, all inquiries must be in writing and submitted as instructed on page 1 of this solicitation. By submitting a proposal, the offeror covenants and agrees that they have satisfied themselves, from their own investigation of the conditions to be met, that they fully understand their obligation and that they will not make any claim for, or have right to cancellation or relief from the resulting contract because of any misunderstanding or lack of information.
  - I. **QUALIFICATIONS OF OFFERORS:** Mason may make such reasonable investigations as deemed proper and necessary to determine the ability of the offeror to perform the services/furnish the goods and the offeror shall furnish to Mason all such information and data for this purpose as may be requested. Mason reserves the right to inspect the offeror's physical facilities prior to award to satisfy questions regarding the offeror's capabilities. Mason further reserves the right to reject any proposal if the evidence submitted by, or investigations of, such offeror fails to satisfy Mason that such offeror is properly qualified to carry out the obligations of the resulting contract and to provide the services and/or furnish the goods contemplated therein.
  - J. **RFP DEBRIEFING:** In accordance with §49 of the *Governing Rules* Mason is not required to furnish a statement of the reasons why a particular proposal was not deemed to be the most advantageous. However, upon request we will provide a scoring/ranking summary and the award justification memo from the evaluation committee. Formal debriefings are generally not offered.
  - K. **TESTING AND INSPECTION:** Mason reserves the right to conduct any test/inspection it may deem advisable to assure goods and services conform to the specifications.
- XVII. RFP SCHEDULE (Subject to Change):** Go to Mason's Bonfire Portal for all updates and schedule changes. <https://gmu.bonfirehub.com>

**ATTACHMENT A**  
**SMALL BUSINESS SUBCONTRACTING PLAN**  
**TO BE COMPLETED BY OFFEROR**

Offerors must advise any portion of this contract that will be subcontracted. All potential offerors are required to include this document with their proposal in order to be considered responsive.

**Small Business:** "Small business (including micro)" means a business which holds a certification as such by the Virginia Department of Small Business and Supplier Diversity (DSBSD) on the due date and time for proposals. This shall also include DSBSD certified women- owned and minority-owned businesses and businesses with DSBSD service disabled veteran owned status when they also hold a DSBSD certification as a small business on the proposal due date. Currently, DSBSD offers small business certification and micro business designation to firms that qualify.

Certification applications are available through DSBSD online at [www.SBSD.virginia.gov](http://www.SBSD.virginia.gov) (Customer Service).

**Offeror Name:** \_\_\_\_\_

**Preparer Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Who will be doing the work:**  **I plan to use subcontractors**  **I plan to complete all work**

**Instructions**

- A. If you are certified by the DSBSD as a micro/small business, complete Section A of this form.
- B. If the "I plan to use subcontractors" box is checked, complete Section B of this form. For the proposal to be considered and the offeror to be declared responsive, the offeror shall identify the portions of the contract that will be subcontracted to any subcontractor, to include DSBSD certified small business for the initial contract period in relation to the offeror's total price for the initial contract period in Section B.

**Section A**

If your firm is certified by the DSBSD provide your certification number and the date of certification.

Certification Number: \_\_\_\_\_ Certification Date: \_\_\_\_\_

**Section B**

If the "I plan to use subcontractors" box is checked, populate the requested information below, per subcontractor to show your firm's plans for utilization of any subcontractor, to include DSBSD-certified small businesses, in the performance of this contract for the initial contract period in relation to the offeror's total price for the initial contract period. Certified small businesses include but are not limited to DSBSD-certified women-owned and minority-owned businesses and businesses with DSBSD service disabled veteran-owned status that have also received the DSBSD small business certification. Include plans to utilize small businesses as part of joint ventures, partnerships, subcontractors, suppliers, etc. It is important to note that these proposed participation will be incorporated into the subsequent contract and will be a requirement of the contract. Failure to obtain the proposed participation dollar value or percentages may result in breach of the contract.

**Plans for Utilization of Any subcontractor, to include DSBSD-Certified Small Businesses, for this Procurement**

**Subcontract #1**

Company Name: \_\_\_\_\_ SBSBD Cert #: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_ SBSBD Certification: \_\_\_\_\_  
 Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_  
 Value % or \$ (Initial Term): \_\_\_\_\_ Contact Address: \_\_\_\_\_  
 Description of Work: \_\_\_\_\_

**Subcontract #2**

Company Name: \_\_\_\_\_ SBSBD Cert #: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_ SBSBD Certification: \_\_\_\_\_  
 Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_  
 Value % or \$ (Initial Term): \_\_\_\_\_ Contact Address: \_\_\_\_\_  
 Description of Work: \_\_\_\_\_

**Subcontract #3**

Company Name: \_\_\_\_\_ SBSBD Cert #: \_\_\_\_\_

Contact Name: \_\_\_\_\_ SBSD Certification: \_\_\_\_\_  
Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_  
Value % or \$ (Initial Term): \_\_\_\_\_ Contact Address: \_\_\_\_\_  
Description of Work: \_\_\_\_\_

**Subcontract #4**

Company Name: \_\_\_\_\_ SBSD Cert #: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ SBSD Certification: \_\_\_\_\_  
Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_  
Value % or \$ (Initial Term): \_\_\_\_\_ Contact Address: \_\_\_\_\_  
Description of Work: \_\_\_\_\_

**Subcontract #5**

Company Name: \_\_\_\_\_ SBSD Cert #: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ SBSD Certification: \_\_\_\_\_  
Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_  
Value % or \$ (Initial Term): \_\_\_\_\_ Contact Address: \_\_\_\_\_  
Description of Work: \_\_\_\_\_



Purchasing Department  
 4400 University Drive, MS 3C1, Fairfax, VA 22030  
 Phone: 703.993.2580; <http://fiscal.gmu.edu/purchasing/>

**ATTACHMENT B – STANDARD CONTRACT**

**Note: Other documents may be incorporated into this document, either by way of attachment or by reference, but in all cases this contract document shall take precedence over all other documents and will govern the terms and conditions of the contract.**

This Contract entered on this \_\_\_\_ day of \_\_\_\_\_, 2025 (Effective Date) by \_\_\_\_\_ hereinafter called “Contractor” (located at \_\_\_\_\_) and George Mason University hereinafter called “Mason,” “University”.

**I. WITNESSETH** that the Contractor and Mason, in consideration of the mutual covenants, promises and agreement herein contained, agree as follows:

**II. SCOPE OF CONTRACT:** The Contractor shall provide \_\_\_\_\_ for the \_\_\_\_\_ of George Mason University as set forth in the Contract documents.

During the term of this Contract, Contractor may issue Statements of Work (“SOW”) to modify the scope of the engagement or otherwise change the work to be performed under this Contract. All SOW’s must be on a form approved by Mason prior to the start of this Contract. Any SOW that does not conform to the pre-approved SOW form shall be void even if approved by Mason. Additionally, the SOW shall be limited to modifications to the scope of the engagement or other changes to the work to be performed under this Contract; any other terms contained in a SOW shall be void and have no effect even if approved by Mason. Other than changes to the scope of the engagement or the work to be performed under this Contract, Contractor may not change, modify, add, supersede, or remove any term from this Contract through a SOW.

**III. PERIOD OF CONTRACT:** One year from the Effective Date with four (4) successive one-year renewal options. *(or as negotiated)*

**IV. PRICE SCHEDULE:** The pricing specified in this section represents the complete list of charges from the Contractor. Mason shall not be liable for any additional charges.

*Negotiated price schedule will be inserted here.*

**V. CONTRACT ADMINISTRATION:** \_\_\_\_\_ shall serve as Contract Administrator for this Contract and shall use all powers under the Contract to enforce its faithful performance. The Contract Administrator shall determine the amount, quality and acceptability of work and shall decide all other questions in connection with the work. All direction and order from Mason shall be transmitted through the Contract Administrator, however, the Contract Administrator shall have no authority to approve changes which shall alter the concept or scope or change the basis for compensation.

**VI. METHOD OF PAYMENT:** *As selected from RFP Payment Term Options / Method of Payment.* Contractor shall submit invoices directly to [acctpay@gmu.edu](mailto:acctpay@gmu.edu) and copy the Contract Administrator. Invoices must reference a Mason Purchase Order number to be considered valid. Invoices will only be accepted if submitted after services rendered or goods received. All invoice will be paid Net 30 *(or as selected in Payment Terms / Method of Payment)*, after receipt of invoice in the accounts payable email inbox.

**VII. THE CONTRACT DOCUMENTS SHALL CONSIST OF (In order of precedence):**

- A. This signed form;
- B. Negotiation Response(s) dated XXXXX (attached);
- C. RFP No. GMU-XXXX-XX, in its entirety (attached);
- D. Contractor’s proposal dated XXXXXX (attached);
- E. Contractor’s Statement of Work template (attached).

**VIII. GOVERNING RULES:** This Contract is governed by the provisions of the Restructured Higher Education Financial and Administrative Operations Act, Chapter 10 (§ 23.1-1000 et seq.) of Title 23.1 of the Code of Virginia, and the “*Governing Rules*” and the *Purchasing Manual for Institutions of Higher Education and their Vendors*. Documents may be viewed at: <https://vascupp.org>.

**IX. CONTRACT PARTICIPATION:** It is the intent of this Contract to allow for cooperative procurement. Accordingly, any public body, public or private health or educational institutions, or affiliated corporations may access this Contract if authorized

by the Contractor.

Participation in this Contract is strictly voluntary. If authorized by the Contractor, the contract will be extended to the entities indicated above to purchase goods and services in accordance with contract terms. As a separate contractual relationship, the participating entity will place its own orders directly with the Contractor and shall fully and independently administer its use of the contract to include contractual disputes, invoicing and payments without direct administration from the University. No modification of this Contract or execution of a separate agreement is required to participate; however, the participating entity and the Contractor may modify the terms and conditions of the contract to accommodate specific governing laws, regulations, policies, and business goals required by the participating entity. Any such modification will apply solely between the participating entity and the Contractor.

The University may request the Contractor provide semi-annual usage reports for all entities accessing the Contract. The University shall not be held liable for any costs or damages incurred by any other participating entity as a result of any authorization by the Contractor to extend the Contract. It is understood and agreed that the University is not responsible for the acts or omissions of any entity and will not be considered in default of the contract no matter the circumstances.

Use of this Contract does not preclude any participating entity from using other contracts or competitive processes as needed.

**X. STANDARD TERMS AND CONDITIONS:**

- A. APPLICABLE LAW AND CHOICE OF FORUM: This Contract shall be construed, governed, and interpreted pursuant to the laws of the Commonwealth of Virginia. All disputes arising under this Contract shall be brought before an appropriate court in the Commonwealth of Virginia.
  
- B. ANTI-DISCRIMINATION: By entering into this Contract, Contractor certifies to the Commonwealth that they will conform to the provisions of the Federal Civil Rights Act of 1964, as amended, as well as the Virginia Fair Employment Contracting Act of 1975, as amended, where applicable, the Virginians with Disabilities Act, the Americans with Disabilities Act and §§ 9&10 of the *Governing Rules*. If Contractor is a faith-based organization, the organization shall not discriminate against any recipient of goods, services, or disbursements made pursuant to the Contract on the basis of the recipient's religion, religious belief, refusal to participate in a religious practice, or on the basis of race, age, color, gender or national origin and shall be subject to the same rules as other organizations that contract with public bodies to account for the use of the funds provided; however, if the faith-based organization segregates public funds into separate accounts, only the accounts and programs funded with public funds shall be subject to audit by the public body. (*Governing Rules*, § 36).

In every contract over \$10,000 the provisions in 1. and 2. below apply:

- 1. During the performance of this Contract, the Contractor agrees as follows:
  - a. The Contractor will not discriminate against any employee or applicant for employment because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment, except where there is a bona fide occupational qualification reasonably necessary to the normal operation of the Contractor. The Contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.
  - b. The Contractor, in all solicitations or advertisements for employees placed by or on behalf of the Contractor, will state that such Contractor is an equal opportunity employer.
  - c. Notices, advertisements and solicitations placed in accordance with federal law, rule or regulation shall be deemed sufficient for the purpose of meeting these requirements.
  
- 2. The Contractor will include the provisions of 1. above in every subcontract or purchase order over \$10,000, so that the provisions will be binding upon each subcontractor or Contractor.
  
- C. ANTITRUST: By entering into this Contract, the Contractor conveys, sells, assigns, and transfers to the Commonwealth of Virginia all rights, title and interest in and to all causes of action it may now have or hereafter acquire under the antitrust laws of the United States and the Commonwealth of Virginia, relating to the particular goods or services purchased or acquired by the Commonwealth of Virginia under this Contract.
  
- D. ASSIGNMENT: Neither party will assign or otherwise transfer its rights or obligations under this Contract without both parties' prior written consent. Any attempted assignment, transfer, or delegation without such consent is void.

- E. AUDIT: The Contractor shall retain all books, records, and other documents relative to this Contract for five (5) years after final payment, or until audited by the Commonwealth of Virginia, whichever is sooner. Mason, its authorized agents, and/or state auditors shall have full access to and the right to examine any of said materials during said period.
- F. AVAILABILITY OF FUNDS: It is understood and agreed between the parties herein that Mason shall be bound hereunder only to the extent of the funds available or which may hereafter become available for the purpose of this Contract.
- G. AUTHORIZED SIGNATURES: The signatory for each Party certifies that he or she is an authorized agent to sign on behalf such Party.
- H. BACKGROUND CHECKS: Prior to any of Contractors employees, agents, or subcontractors (collectively "Personnel") performing services on any Mason campus, Contractor shall, at its sole expense, obtain comprehensive background checks on all Personnel. Such background checks shall include, at minimum: a review of the Personnel's records to include social security number search, local and federal criminal records (any misdemeanor convictions and/or felony convictions), the Sex Offender Registry, and the SanctionsBase+ Search or equivalent. In addition, for sensitive financial work or when operating a motor vehicle in the performance of duties for Mason, the background investigation shall include a credit report or motor vehicle check, respectively. Contractor warrants that all such Personnel have successfully passed these background checks and are qualified to perform the contracted services. Contractor shall maintain records of all background checks and make them available to Mason upon request. Mason reserves the right to deny access to its premises to any Personnel based on the results of these background checks or for any other reason at Mason's sole discretion. Contractor shall immediately remove any Personnel from Mason's premises upon Mason's request. Signature on this Contract confirms your compliance with this requirement.
- I. CANCELLATION OF CONTRACT: Mason reserves the right to cancel this Contract, in part or in whole, without penalty, for any reason, upon 60 days written notice to the Contractor. Upon written notice of cancellation from Mason, Mason shall be fully released from any further obligation under the Contract and Contractor agrees to directly refund all payments, for services not already performed, to Mason, including any pre-paid deposits, within 14 days. Any contract cancellation notice shall not relieve the Contractor of the obligation to deliver and/or perform on all outstanding orders issued prior to the effective date of cancellation.
- J. CHANGES TO THE CONTRACT: Changes can be made to this Contract in any of the following ways:
  - 1. The parties may agree in writing to modify the scope of this Contract.
  - 2. Mason may order changes within the general scope of Contract at any time by written notice to Contractor. Changes within the scope of this Contract include, but are not limited to, things such as services to be performed, the method of packing or shipment, and the place of delivery or installation. Contractor shall comply with the notice upon receipt. Contractor shall be compensated for any additional costs incurred as the result of such order and shall give Mason a credit for any savings. Said compensation shall be determined by one of the following methods:
    - a. By mutual agreement between the parties in writing; or
    - b. By agreeing upon a unit price or using a unit price set forth in the contract, if the work to be done can be expressed in units, and the contractor accounts for the number of units of work performed, subject to the Mason's right to audit Contractor's records and/or to determine the correct number of units independently; or
    - c. By ordering Contractor to proceed with the work and keep a record of all costs incurred and savings realized. A markup for overhead and profit may be allowed if provided by the Contract. The same markup shall be used for determining a decrease in price as the result of savings realized. Contractor shall present Mason with all vouchers and records of expenses incurred and savings realized. Mason shall have the right to audit the records of Contractor as it deems necessary to determine costs or savings. Any claim for an adjustment in price under this provision must be asserted by written notice to Mason within thirty (30) days from the date of receipt of the written order from Mason. If the Parties fail to agree on an amount of adjustment, the question of an increase or decrease in the contract price or time for performance shall be resolved in accordance with the procedures for resolving disputes provided by the Disputes Clause of this Contract or, if there is none, in accordance with the disputes provisions of the Commonwealth of Virginia Purchasing Manual for Institutions of Higher Education and Their Contractors. Neither the existence of a claim nor a dispute resolution process, litigation or any other provision of this Contract shall excuse the Contractor from promptly complying with the changes ordered by Mason or with the performance of the contract generally.

- K. CLAIMS: Contractual claims, whether for money or other relief, shall be submitted in writing no later than 60 days after final payment. However, written notice of the Contractor's intention to file a claim shall be given at the time of the occurrence or beginning of the work upon which the claim is based. Nothing herein shall preclude a contract from requiring submission of an invoice for final payment within a certain time after completion and acceptance of the work or acceptance of the goods. Pendency of claims shall not delay payment of amounts agreed due in the final payment.
1. The Contractor must submit written claim to:  
Chief Procurement Officer  
George Mason University  
4400 University Drive, MSN 3C5  
Fairfax, VA 22030
  2. The Contractor must submit any unresolved claim in writing no later than 60 days after final payment to the Chief Procurement Officer.
  3. Upon receiving the written claim, the Chief Procurement Officer will review the written materials relating to the claim and will mail their decision to the Contractor within 60 days after receipt of the claim.
  4. The Contractor may appeal the Chief Procurement Officer's decision in accordance with §55 of the *Governing Rules*.
- L. COLLECTION AND ATTORNEY'S FEES: The Contractor shall pay to Mason any reasonable attorney's fees or collection fees, at the maximum allowable rate permitted under Virginia law, incurred in enforcing this Contract or pursuing and collecting past-due amounts under this Contract.
- M. COMPLIANCE: All goods and services provided to Mason shall be done so in accordance with any and all applicable local, state, federal, and international laws, regulations and/or requirements and any industry standards, including but not limited to: the Family Educational Rights and Privacy Act (FERPA), Health Insurance Portability and Accountability Act (HIPAA) and Health Information Technology for Economic and Clinical Health Act (HITECH), Government Data Collection and Dissemination Practices Act, Gramm-Leach-Bliley Financial Modernization Act (GLB), Payment Card Industry Data Security Standards (PCI-DSS), Americans with Disabilities Act (ADA), and Federal Export Administration Regulations. Any Contractor personnel visiting Mason facilities will comply with all applicable Mason policies regarding access to, use of, and conduct within such facilities. Mason's policies can be found at <https://universitypolicy.gmu.edu/all-policies/> and any facility specific policies can be obtained from the facility manager.
- N. CONFIDENTIALITY OF PERSONALLY IDENTIFIABLE INFORMATION: The Contractor shall ensure that personally identifiable information ("PII") which is defined as any information that by itself or when combined with other information can be connected to a specific person and may include but is not limited to personal identifiers such as name, address, phone, date of birth, Social Security number, student or personal identification numbers, driver's license numbers, state or federal identification numbers, biometric information, religious or political affiliation, non-directory information, and any other information protected by state or federal privacy laws, will be collected and held confidential and in accordance with this Contract, during and following the term of this Contract, and will not be divulged without the individual's and Mason's written consent and only in accordance with federal law or the Code of Virginia.
- O. CONFLICT OF INTEREST: Contractor represents to Mason that its entering into this Contract with Mason and its performance through its agents, officers and employees does not and will not involve, contribute to nor create a conflict of interest prohibited by Virginia State and Local Government Conflict of Interests Act (Va. Code 2.2-3100 *et seq*), the Virginia Ethics in Public Contracting Act (§57 of the *Governing Rules*), the Virginia Governmental Frauds Act (Va. Code 18.2 – 498.1 *et seq*) or any other applicable law or regulation.
- P. CONTINUITY OF SERVICES:
1. The Contractor recognizes that the services under this Contract are vital to Mason and must be continued without interruption and that, upon Contract expiration, a successor, either Mason or another contractor, may continue them. The Contractor agrees:
    - a. To exercise its best efforts and cooperation to affect an orderly and efficient transition to a successor;
    - b. To make all Mason owned facilities, equipment, and data available to any successor at an appropriate time prior to the expiration of the Contract to facilitate transition to successor; and
    - c. That the University Procurement Officer shall have final authority to resolve disputes related to the transition of the Contract from the Contractor to its successor.

2. The Contractor shall, upon written notice from the Procurement Officer, furnish phase-in/phase-out services for up to ninety (90) days after this Contract expires and shall negotiate in good faith a plan with the successor to execute the phase-in/phase-out services. This plan shall be subject to the Procurement Officer's approval.
  3. The Contractor shall be reimbursed for all reasonable, pre-approved phase-in/phase-out costs (i.e., costs incurred within the agreed period after Contract expiration that result from phase-in, phase-out operations). All phase-in/phase-out work fees must be approved by the Procurement Officer in writing prior to commencement of said work.
- Q. **DEBARMENT STATUS:** As of the Effective Date, the Contractor certifies that it is not currently debarred by the Commonwealth of Virginia from submitting bids or proposals on contracts for the type of services covered by this Contract, nor is the Contractor an agent of any person or entity that is currently so debarred.
- R. **DEFAULT:** In the case of failure to deliver goods or services in accordance with this Contract, Mason, after due oral or written notice, may procure them from other sources and hold Contractor responsible for any resulting additional purchase and administrative costs. This remedy shall be in addition to any other remedies which Mason may have.
- S. **DRUG-FREE WORKPLACE:** Contractor has, and shall have in place during the performance of this Contract, a drug-free workplace policy (DFWP), which it provides in writing to all its employees, vendors, and subcontractors, and which specifically prohibits the following on company premises, during work-related activities, or while conducting company business: the sale, purchase, manufacture, dispensation, distribution possession, or use of any illegal drug under federal law (including marijuana). For purposes of this section, "drug-free workplace" covers all sites at which work is done by Contractor in connection with this Contract.
- T. **ENTIRE CONTRACT:** This Contract constitutes the entire understanding of the Parties with respect to the subject matter herein and supersedes all prior oral or written contracts with respect to the subject matter herein. This Contract can be modified or amended only by a writing signed by all of the Parties.
- U. **EXPORT CONTROL:**
1. **Munitions Items:** If the Contractor is providing any items, data or services under this order that are controlled by the Department of State, Directorate of Defense Trade Controls, International Traffic in Arms Regulations ("ITAR"), or any items, technology or software controlled under the "600 series" classifications of the Bureau of Industry and Security's Commerce Control List ("CCL") (collectively, "Munitions Items"), prior to delivery, Contractor must:
    - a. notify Mason (by sending an email to [export@gmu.edu](mailto:export@gmu.edu)), and
    - b. receive written authorization for shipment from Mason's Director of Export Controls.

The notification provided by the Contractor must include the name of the Mason point of contact, identify and describe each ITAR or CCL-controlled commodity, provide the associated U.S. Munitions List (USML) category number(s) or Export Control Classification Number, and indicate whether or not the determination was reached as a result of a commodity jurisdiction determination, or self-classification process. The Contractor promises that if it fails to obtain the required written pre-authorization approval for shipment to Mason of any Munitions Item, it will reimburse Mason for any fines, legal costs and other fees imposed for any violation of export controls regarding the Munition Item that are reasonably related to the Contractor's failure to provide notice or obtain Mason's written pre-authorization.
  2. **Dual-Use Items:** If the Contractor is providing any dual-use items, technology or software under this order that are listed on the CCL in a series other than a "600 series", Contractor must (i) include the Export Control Classification Number (ECCN) on the packing or other transmittal documentation traveling with the item(s) and, (ii) send a description of the item, its ECCN, and the name of the Mason point of contact to: [export@gmu.edu](mailto:export@gmu.edu).
- V. **FORCE MAJEURE:** Mason shall be excused from any and all liability for failure or delay in performance of any obligation under this Contract resulting from any cause not within the reasonable control of Mason, which includes but is not limited to acts of God, fire, flood, explosion, earthquake, or other natural forces, war, civil unrest, accident, any strike or labor disturbance, travel restrictions, acts of government, disease, pandemic, or contagion, whether such cause is similar or dissimilar to any of the foregoing. Upon written notification from Mason that such cause has occurred, Contractor agrees to directly refund all payments to Mason, for services not yet performed, including any pre-paid deposits within 14 days.

- W. FUTURE GOODS AND SERVICES: Mason reserves the right to have Contractor provide additional goods and/or services that may be required by Mason during the term of this Contract. Any such goods and/or services will be provided by the Contractor under the same pricing, terms and conditions of this Contract. Such additional goods and/or services may include other products, components, accessories, subsystems or related services that are newly introduced during the term of the Contract. Such newly introduced additional goods and/or services will be provided to Mason at Favored Customer pricing, terms and conditions.
- X. GRANT OF RIGHTS: In the event that the services which is the subject of this Contract is copyrightable subject matter, Contractor and the University hereby agree that for the purposes of the Contract the photographs and videos (hereinafter referred to as "Photographs-Videos") shall be a work-made-for-hire and the property of the University. The University shall have the right to secure copyright protection for the Photographs-Videos. In the event that the Photographs-Videos are not copyrightable subject matter, or for any reason cannot legally be a work-made-for-hire then, and in such event, the Contractor hereby assigns all right, title, and interest to said Photographs-Videos to the University and agrees to execute all documents required to evidence such assignment. Without limiting the foregoing, Contractor gives and grants to the University the right to exclusive use of all Photographs-Videos prepared by the Contractor pursuant to this Contract, in all media and types of advertising and promotion of the University. The University shall have the unlimited right to exploit the Photographs-Videos as it sees fit, including the right to alter or rearrange the Photographs-Videos, throughout the United States and its territories and possessions. The University's rights shall be exclusive, and the Contractor will not use, license, or permit the use of the Photographs-Videos for any other purpose except as part of Contractor's portfolio. The Contractor may also not copyright or trademark any Photographs-Videos produced for the University without prior written consent.
- Y. IMMIGRATION REFORM AND CONTROL ACT OF 1986: By entering into this Contract Contractor certifies that they do not and will not during the performance of this Contract employ illegal alien workers or otherwise violate the provisions of the federal Immigration Reform and Control Act of 1986.
- Z. INDEMNIFICATION: Contractor agrees to indemnify, defend and hold harmless Mason, the Commonwealth of Virginia, its officers, agents, and employees from any claims, damages and actions of any kind or nature, whether at law or in equity, arising from or caused by the use of any materials, goods, or equipment of any kind or nature furnished by the Contractor/any services of any kind or nature furnished by the Contractor, provided that such liability is not attributable to the sole negligence of Mason or to the failure of Mason to use the materials, goods, or equipment in the manner already and permanently described by the Contractor on the materials, goods or equipment delivered. Contractor understands and acknowledges that Mason has not agreed to provide any indemnification or save harmless agreements running to Contractor.
- AA. INDEPENDENT CONTRACTOR: The Contractor is not an employee of Mason, but is engaged as an independent contractor. The Contractor shall indemnify and hold harmless the Commonwealth of Virginia, Mason, and its employees and agents, with respect to all withholding, Social Security, unemployment compensation and all other taxes or amounts of any kind relating to the Contractor's performance of this Contract. Nothing in this Contract shall be construed as authority for the Contractor to make commitments which will bind Mason or to otherwise act on behalf of Mason, except as Mason may expressly authorize in writing.
- BB. INFORMATION TECHNOLOGY ACCESS ACT: Computer and network security is of paramount concern at Mason. Mason wants to ensure that computer/network hardware and software does not compromise the security of its IT environment. Contractor agrees to use commercially reasonable measures in connection with any offering your company makes to avoid any known threat to the security of the IT environment at Mason.

All e-learning and information technology developed, purchased, upgraded or renewed by or for the use of Mason shall comply with all applicable University policies, Federal and State laws and regulations including but not limited to Section 508 of the Rehabilitation Act (29 U.S.C. 794d), the Information Technology Access Act, §§2.2-3500 through 2.2-3504 of the Code of Virginia, as amended, and all other regulations promulgated under Title II of The Americans with Disabilities Act which are applicable to all benefits, services, programs, and activities provided by or on behalf of the University. The Contractor shall also comply with the Web Content Accessibility Guidelines (WCAG) 2.0. For more information, please visit <http://ati.gmu.edu>, under Policies and Procedures.

- CC. INSURANCE: The Contractor shall maintain all insurance necessary with respect to the services provided to Mason. The Contractor further certifies that they will maintain the insurance coverage during the entire term of the Contract and that all insurance is to be placed with insurers with a current reasonable A.M. Best's rating authorized to sell insurance in the Commonwealth of Virginia by the Virginia State Corporation Commission. The Commonwealth of Virginia and Mason shall be named as an additional insured. By requiring such minimum insurance, Mason shall not be deemed or construed to have assessed the risk that may be applicable to the Contractor. The Contractor shall assess its own risks and, if it deems appropriate and/or prudent, maintain higher limits and/or broader coverage. The

Contractor is not relieved of any liability or other obligations assumed or pursuant to this Contract by reason of its failure to obtain or maintain insurance in sufficient amounts, duration, or types.

1. Commercial General Liability Insurance in an amount not less than one million dollars (\$1,000,000) per occurrence for bodily injury or property damage, personal injury and advertising injury, products and completed operations coverage;
2. Workers Compensation Insurance in an amount not less than that prescribed by statutory limits; and, as applicable;
3. Commercial Automobile Liability Insurance applicable to bodily injury and property damage, covering owned, non-owned, leased, and hired vehicles in an amount not less than one million dollars (\$1,000,000) per occurrence; and
4. An umbrella/excess policy in an amount not less than five million dollars (\$5,000,000) to apply over and above Commercial General Liability, Employer's Liability, and Commercial Automobile Liability Insurance.

DD. INTELLECTUAL PROPERTY: Contractor warrants and represents that it will not violate or infringe any intellectual property right or any other personal or proprietary right and shall indemnify and hold harmless Mason against any claim of infringement of intellectual property rights which may arise under this Contract.

1. Unless expressly agreed to the contrary in writing, all goods, products, materials, documents, reports, writings, video images, photographs or papers of any nature including software or computer images prepared or provided by Contractor (or its subcontractors) for Mason will not be disclosed to any other person or entity without the written permission of Mason.
2. Work Made for Hire. Contractor warrants to Mason that Mason will own all rights, title and interest in any and all intellectual property rights created in the performance or otherwise arising from the Contract and will have full ownership and beneficial use thereof, free and clear of claims of any nature by any third party including, without limitation, copyright or patent infringement claims. Contractor agrees to assign and hereby assigns all rights, title, and interest in any and all intellectual property created in the performance or otherwise arising from the Contract, and will execute any future assignments or other documents needed for Mason to document, register, or otherwise perfect such rights. Notwithstanding the foregoing, for research collaboration pursuant to subcontracts under sponsored research contracts administered by the University's Office of Sponsored Programs, intellectual property rights will be governed by the terms of the grant or contract to Mason to the extent such grant or contract requires intellectual property terms to apply to subcontractors.

EE. NON-DISCRIMINATION: All parties to this Contract agree to not discriminate on the basis of race, color, religion, national origin, sex, pregnancy, childbirth or related medical conditions, age (except where sex or age is a bona fide occupational qualification, marital status or disability).

FF. NON-EXCLUSIVITY: Nothing herein is intended nor shall be construed as creating any exclusive arrangement with Contractor. This Contract will not restrict or prohibit Mason from acquiring the same or similar goods and/or services from other entities or sources.

GG. PAYMENT TO SUBCONTRACTORS: The Contractor shall take the following actions upon receiving payment from Mason: (1) pay the subcontractor within seven days for the proportionate share of the total payment received from Mason attributable to the work performed by the subcontractor under that Contract; or (2) notify Mason and subcontractor within seven days, in writing, of its intention to withhold all or a part of the subcontractor's payment with the reason for non-payment. The Contractor shall collect the appropriate Tax Identification Number (Either SSN# or EIN#) based on the entity type of the subcontractor. The Contractor shall pay interest to subcontractors on all amounts owed by the Contractor that remain unpaid after seven days following receipt by the Contractor of payment from Mason for work performed by the subcontractor under that contract, except for amounts withheld as allowed by prior notification. Unless otherwise provided under the terms of this Contract, interest shall accrue to subcontractors at the rate of one percent per month. The Contractor shall include in each of its subcontracts a provision requiring each subcontractor to include or otherwise be subject to the same payment and interest requirements with respect to each lower-tier subcontractor. A contractor's obligation to pay an interest charge to a subcontractor may not be construed to be an obligation of Mason. A contract modification may not be made for the purpose of providing reimbursement for such interest charge. A cost reimbursement claim may not include any amount for reimbursement for such interest charge.

HH. PUBLICITY: Contractor shall not use, in its external advertising, marketing programs, or promotional efforts, any

data, name, insignia, trademarks, pictures or other representation of the University or its employees except on the specific written authorization in advance by the University. The University must receive all requests for authorization in writing no later than ten (10) days in advance of the use date.

- II. **REMEDIES:** If the Contractor breaches this Contract, in addition to any other rights or remedies, Mason may terminate this Contract without prior notice.
- JJ. **RENEWAL OF CONTRACT:** This Contract may be renewed by Mason for four (4) successive one-year renewal options under the terms and conditions of this Contract except as stated in 1. and 2. below. Price increases may be negotiated only at the time of renewal. Written notice of the University's intention to renew shall be given approximately 90 days prior to the expiration date of each contract period.
1. If the University elects to exercise the option to renew the Contract for an additional one-year period, the Contract price(s) for the additional one year shall not exceed the Contract price(s) of the original Contract increased/decreased by more than the percentage increase/decrease of the "other goods and services" category of the CPI-U section of the Consumer Price Index of the United States Bureau of Labor Statistics for the latest twelve months for which statistics are available or 2%, whichever is lower.
  2. If during any subsequent renewal periods, the University elects to exercise the option to renew the Contract, the Contract price(s) for the subsequent renewal period shall not exceed the Contract price(s) of the previous renewal period increased/decreased by more than the percentage increase/decrease of the "other goods and services" category of the CPI-U section of the Consumer Price Index of the United States bureau of Labor Statistics for the latest twelve months for which statistics are available, or 2%, whichever is lower.
- KK. **REPORTING OF CRIMES, ACCIDENTS, FIRES AND OTHER EMERGENCIES:** Any Mason Employee, including contracted service providers, who is not a staff member in Counseling and Psychological Services (CAPS) or a pastoral counselor, functioning within the scope of that recognition, is considered a "Campus Security Authority (CSA)." CSAs must promptly report all crimes and other emergencies occurring on or near property owned or controlled by Mason to the Department of Police & Public Safety or local police and fire authorities by dialing 9-1-1. At the request of a victim or survivor, identifying information may be excluded from a report (e.g., names, initials, contact information, etc.). Please visit the following website for more information and training: <http://police.gmu.edu/clery-act-reporting/campus-security-authority-csa/>."
- LL. **RESPONSE TO LEGAL ORDERS, DEMANDS, OR REQUESTS FOR DATA:** Except as otherwise expressly prohibited by law, Contractor will: i) immediately notify Mason of any subpoenas, warrants, or other legal orders, demands or requests received by Contractor seeking University Data; ii) consult with Mason regarding its response; iii) cooperate with Mason's reasonable requests in connection with efforts by Mason to intervene and quash or modify the legal order, demand or request; and iv) upon Mason's request, provide Mason with a copy of its response.
- If Mason receives a subpoena, warrant, or other legal order, demand (including request pursuant to the Virginia Freedom of Information Act) or request seeking University Data maintained by Contractor, Mason will promptly provide a copy to Contractor. Contractor will promptly supply Mason with copies of data required for Mason to respond, and will cooperate with Mason's reasonable requests in connection with its response.
- MM. **SEVERABILITY:** Should any portion of this Contract be declared invalid or unenforceable for any reason, such portion is deemed severable from the Contract and the remainder of this Contract shall remain fully valid and enforceable.
- NN. **SOVEREIGN IMMUNITY:** Nothing in this Contract shall be deemed a waiver of the sovereign immunity of the Commonwealth of Virginia and of Mason.
- OO. **SUBCONTRACTS:** No portion of the work shall be subcontracted without prior written consent from Mason. In the event that the Contractor desires to subcontract some part of the work specified herein, the Contractor shall furnish Mason the names, qualifications and experience of their proposed subcontractors. The Contractor shall, however, remain fully liable and responsible for the work to be done by its subcontractor(s) and shall assure compliance with all requirements of this Contract. This paragraph applies to, but is not limited to, subcontractor(s) who process University Data.
- PP. **SWaM CERTIFICATION:** Contractor agrees to fully support the Commonwealth of Virginia and Mason's efforts related to SWaM goals. Upon contract execution, Contractor (as determined by Mason and the Virginia Department of Small Business and Supplier Diversity) shall submit all required documents necessary to achieve SWaM certification to the Department of Small Business and Supplier Diversity within 90 days. If Contractor is currently

SWaM certified, Contractor agrees to maintain their certification for the duration of the Contract and shall submit all required renewal documentation at least 30 days prior to existing SWaM expiration at <https://www.sbsd.virginia.gov/>.

QQ. UNIVERSITY DATA: University Data includes all Mason owned, controlled, or collected PII and any other information that is not intentionally made available by Mason on public websites, including but not limited to business, administrative and financial data, intellectual property, and patient, student and personnel data. Contractor agrees to the following regarding University Data it may collect or process as part of this Contract:

1. Contractor will use University Data only for the purpose of fulfilling its duties under the Contract and will not share such data with or disclose it to any third party without the prior written consent of Mason, except as required by the Contract or as otherwise required by law. University Data will only be processed by Contractor to the extent necessary to fulfill its responsibilities under the Contract or as otherwise directed by Mason.
2. University Data, including any back-ups, will not be accessed, stored, or transferred outside the United States without prior written consent from Mason. Contractor will provide access to University Data only to its employees and subcontractors who need to access the data to fulfill Contractor's obligations under the Contract. Contractor will ensure that employees who perform work under the Contract have read, understood, and received appropriate instruction as to how to comply with the data protection provisions of the Contract and to maintain the confidentiality of the University Data.
3. The parties agree that as between them, all rights including all intellectual property rights in and to University Data shall remain the exclusive property of Mason, and Contractor has a limited, nonexclusive license to use the University Data as provided in the Contract solely for the purpose of performing its obligations under the Contract. The Contract does not give a party any rights, implied or otherwise, to the other party's data, content, or intellectual property, except as expressly stated in the Contract.
4. Contractor will take reasonable measures, including audit trails, to protect University Data against deterioration or degradation of data quality and authenticity. Contractor shall be responsible for ensuring that University Data, per the Virginia Public Records Act, is preserved, maintained, and accessible throughout their lifecycle, including converting and migrating electronic data as often as necessary so that information is not lost due to hardware, software, or media obsolescence or deterioration.
5. Contractor shall notify Mason within three business days if it receives a request from an individual under any applicable law regarding PII about the individual, including but not limited to a request to view, access, delete, correct, or amend the information. Contractor shall not take any action regarding such a request except as directed by Mason.
6. If Contractor will have access to University Data that includes "education records" as defined under the Family Educational Rights and Privacy Act (FERPA), the Contractor acknowledges that for the purposes of the Contract it will be designated as a "school official" with "legitimate educational interests" in the University education records, as those terms have been defined under FERPA and its implementing regulations, and the Contractor agrees to abide by the limitations and requirements imposed on school officials. Contractor will use the education records only for the purpose of fulfilling its duties under the Contract for Mason's and its end user's benefit, and will not share such data with or disclose it to any third party except as provided for in the Contract, required by law, or authorized in writing by the University.

RR. UNIVERSITY DATA SECURITY: Data security is of paramount concern to Mason. Contractor will utilize, store and process University Data in a secure environment in accordance with commercial best practices, including appropriate administrative, physical, and technical safeguards, to secure such data from unauthorized access, disclosure, alteration, and use. Such measures will be no less protective than those used to secure Contractor's own data of a similar type, and in no event less than reasonable in view of the type and nature of the data involved. At a minimum, Contractor shall use industry-standard and up-to-date security tools and technologies such as anti-virus protections and intrusion detection methods to protect University Data.

1. Immediately upon becoming aware of circumstances that could have resulted in unauthorized access to or disclosure or use of University Data, Contractor will notify Mason, fully investigate the incident, and cooperate fully with Mason's investigation of and response to and remediation of the incident. Except as otherwise required by law, Contractor will not provide notice of the incident directly to individuals who's PII was involved, regulatory agencies, or other entities, without prior written permission from Mason.
2. Mason reserves the right in its sole discretion to perform audits of Contractor, at Mason's expense, to ensure compliance with all obligations regarding University Data. Contractor shall reasonably cooperate in the

performance of such audits. Contractor will make available to Mason all information necessary to demonstrate compliance with its data processing obligations. Failure to adequately protect University Data or comply with the terms of this Contract with regard to University Data may be grounds to terminate this Contract.

SS. UNIVERSITY DATA UPON TERMINATION OR EXPIRATION: Upon termination or expiration of the Contract, Contractor will ensure that all University Data are securely returned or destroyed as directed by Mason in its sole discretion within 180 days of the request being made. Transfer to Mason or a third party designated by Mason shall occur within a reasonable period of time, and without significant interruption in service. Contractor shall ensure that such transfer/migration uses facilities and methods that are compatible with the relevant systems of Mason or its transferee, and to the extent technologically feasible, that Mason will have reasonable access to University Data during the transition. In the event that Mason requests destruction of its data, Contractor agrees to destroy all data in its possession and in the possession of any subcontractors or agents to which the Contractor might have transferred University Data. Contractor agrees to provide documentation of data destruction to the University.

Contractor will notify the University of any impending cessation of its business and any contingency plans. This includes immediate transfer of any previously escrowed assets and University Data and providing Mason access to Contractor’s facilities to remove and destroy Mason-owned assets and University Data. Contractor shall implement its exit plan and take all necessary actions to ensure a smooth transition of service with minimal disruption to Mason. Contractor will also provide a full inventory and configuration of servers, routers, other hardware, and software involved in service delivery along with supporting documentation, indicating which if any of these are owned by or dedicated to Mason. Contractor will work closely with its successor to ensure a successful transition to the new equipment, with minimal downtime and effect on Mason, all such work to be coordinated and performed in advance of the formal, final transition date.

TT. UNIVERSITY REVIEW/APPROVAL: All goods, services, products, design, etc. produced by the Contractor for or on behalf of Mason are subject to Mason’s review and approval.

UU. WAIVER: The failure of a party to enforce any provision in this Contract shall not be deemed to be a waiver of such right.

**Contractor Name**

**George Mason University**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

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V I D E O   A G E N C Y

Response to  
George Mason University  
GMU-DR0404-25 - Video Production for Athletics

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## VIDEO AGENCY

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## VIDEO AGENCY

### Signed Cover Page



Purchasing Department  
4400 University Drive, MS 3C1, Fairfax, VA 22030  
Phone: 703.993.2580; <http://fiscal.gmu.edu/purchasing/>



#### REQUEST FOR PROPOSALS GMU-DR0404-25

**ISSUE DATE:** May 19, 2025  
**TITLE:** Video Productions for Athletics  
**PRIMARY PROCUREMENT OFFICER:** Davena Reynolds, Senior Buyer  
**SECONDARY PROCUREMENT OFFICER:** Erin Rauch, Assistant Director

**QUESTIONS/INQUIRIES:** Submit all inquiries through [Mason's Bonfire Portal](#), no later than 4:00 PM Eastern Time (ET) on May 27, 2025. **All questions must be submitted through Mason's Bonfire portal.** For assistance with technical questions related to Bonfire, contact [Support@GoBonfire.com](mailto:Support@GoBonfire.com) or visit Bonfire's help forum at <https://vendorsupport.gobonfire.com/hc/en-us>. Responses to questions will be posted to Mason's Bonfire portal and by 5:00 PM ET on May 29, 2025.

**PROPOSAL DUE DATE AND TIME:** June 23, 2025 @ 2:00 PM ET. ATTENTION: PROPOSALS WILL NOT BE ACCEPTED VIA EMAIL, MAIL, THROUGH eVA OR IN PERSON. SEE SECTION XII.A.1 FOR DETAILS ON ELECTRONIC PROPOSAL SUBMISSION.

**IMPORTANT!** All communication with Offerors will take place in Bonfire, to include negotiations. Mason can only message individuals at your organization that have interacted in Bonfire for this specific RFP. Please ensure the appropriate person to handle negotiations and other RFP communication has individually logged into the system and either downloaded documents, submitted your proposal or asked a question.

**In Compliance With This Request For Proposal And To All The Conditions Imposed Therein And Hereby Incorporated By Reference, The Undersigned Offers And Agrees To Furnish The Goods/Services In Accordance With The Attached Signed Proposal Or As Mutually Agreed Upon By Subsequent Negotiations.**

**Name and Address of Firm:**

Legal Name: Awesome Films

Date: June 23, 2025 \_\_\_\_\_

DBA: Awesome Films

Address: 3426 Bethoven Street

By:   
Signature

Pittsburgh, PA 15219

FEI/FIN No. 47-4487613

Name: Diane Rankin

Fax No. \_\_\_\_\_

Title: General Manager

Email: diane.rankin@theawesomefilms.com

Telephone No. 412.841.9984

SWaM Certified: Yes:  No: \_\_\_\_\_ (See Section VII. SWaM CERTIFICATION for complete details).

SWaM Certification Number: 721716

**Check the box next to the option that applies to your proposal submission. See section IV. Final Contract for additional information.**

- Option 1: Full Acceptance:**
1. We have reviewed Mason's Standard Contract and all related documents.
  2. We have no proposed changes.
  3. We understand that if we are advanced to negotiations, no contract exceptions, redlines, vendor documents, or additional terms will be considered, unless proposed by Mason.

- Option 2: Proposed Exceptions and/or Additional Documents Submitted:**
1. We have reviewed Mason's Standard Contract and all related documents.
  2. We have included a list of proposed exceptions and/or redlined contract documents with our proposal.
  3. We understand that if we are advanced to negotiations, no additional contract exceptions, redlines, vendor documents, or additional terms will be considered beyond what has been submitted with our proposal, unless proposed by Mason.

This public body does not discriminate against faith-based organizations in accordance with the *Governing Rules, § 36* or against a Bidder/Offeror because of race, religion, color, sex, national origin, age, disability, or any other prohibited by state law relating to discrimination in employment.

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## Attachment A

### ATTACHMENT A SMALL BUSINESS SUBCONTRACTING PLAN TO BE COMPLETED BY OFFEROR

Offerors must advise any portion of this contract that will be subcontracted. All potential offerors are required to include this document with their proposal in order to be considered responsive.

**Small Business:** "Small business (including micro)" means a business which holds a certification as such by the Virginia Department of Small Business and Supplier Diversity (DSBSD) on the due date and time for proposals. This shall also include DSBSD certified women- owned and minority-owned businesses and businesses with DSBSD service disabled veteran owned status when they also hold a DSBSD certification as a small business on the proposal due date. Currently, DSBSD offers small business certification and micro business designation to firms that qualify.

Certification applications are available through DSBSD online at [www.SBSD.virginia.gov](http://www.SBSD.virginia.gov) (Customer Service).

**Offeror Name:** Awesome Films

**Preparer Name:** Diane Rankin **Date:** 6/23/25

**Who will be doing the work:**  I plan to use subcontractors  I plan to complete all work

#### Instructions

- A. If you are certified by the DSBSD as a micro/small business, complete Section A of this form.
- B. If the "I plan to use subcontractors" box is checked, complete Section B of this form. For the proposal to be considered and the offeror to be declared responsive, the offeror shall identify the portions of the contract that will be subcontracted to any subcontractor, to include DSBSD certified small business for the initial contract period in relation to the offeror's total price for the initial contract period in Section B.

#### Section A

If your firm is certified by the DSBSD provide your certification number and the date of certification.

**Certification Number:** 721716 **Certification Date:** 9/26/2022

#### Section B

If the "I plan to use subcontractors" box is checked, populate the requested information below, per subcontractor to show your firm's plans for utilization of any subcontractor, to include DSBSD-certified small businesses, in the performance of this contract for the initial contract period in relation to the offeror's total price for the initial contract period. Certified small businesses include but are not limited to DSBSD-certified women-owned and minority-owned businesses and businesses with DSBSD service-disabled veteran-owned status that have also received the DSBSD small business certification. Include plans to utilize small businesses as part of joint ventures, partnerships, subcontractors, suppliers, etc. It is important to note that these proposed participation will be incorporated into the subsequent contract and will be a requirement of the contract. Failure to obtain the proposed participation dollar value or percentages may result in breach of the contract.

#### Plans for Utilization of Any subcontractor, to include DSBSD-Certified Small Businesses, for this Procurement

##### Subcontract #1

Company Name: \_\_\_\_\_ SBSD Cert #: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_ SBSD Certification: \_\_\_\_\_  
 Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_  
 Value % or \$ (Initial Term): \_\_\_\_\_ Contact Address: \_\_\_\_\_  
 Description of Work: \_\_\_\_\_

##### Subcontract #2

Company Name: \_\_\_\_\_ SBSD Cert #: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_ SBSD Certification: \_\_\_\_\_  
 Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_  
 Value % or \$ (Initial Term): \_\_\_\_\_ Contact Address: \_\_\_\_\_  
 Description of Work: \_\_\_\_\_

##### Subcontract #3

Company Name: \_\_\_\_\_ SBSD Cert #: \_\_\_\_\_

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VIDEO AGENCY

## Welcome

[23 June 2025]

Davena Reynolds, Senior Buyer  
George Mason University  
Purchasing Department  
4400 University Drive, MS 3C1  
Fairfax, VA 22030

Davena,

Thank you for the opportunity to submit our proposal in response to RFP No. GMU-DR0404-25 for video production services for George Mason University Athletics. At Awesome Films, we don't just create videos—we build partnerships rooted in trust, creativity, and a shared commitment to excellence.

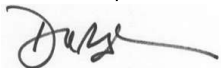
We understand the vision: cinematic, adrenaline-pumping intro videos that showcase the power, speed, and pride of George Mason's Men's and Women's Basketball teams along with additional strategic video content that will be determined.

At Awesome Films, we know the intro videos are more than just highlights—they're the heartbeat of the arena. The right intro video sets the tone, builds anticipation, and creates a visceral connection between the players, the fans, and the GMU brand. You're not just looking for content; you're looking for *impact*—and that's exactly what we deliver. We approach each video with a creative mindset, athletic intensity, and a commitment to excellence that mirrors what happens on the court.

Why Awesome? We collaborate like teammates, adapt quickly to changing needs, and never let budget limitations get in the way of creative success. We don't charge for every tweak or revision because we believe in building something great *together*. From preseason hype to midseason updates and additional video strategic content, we're all in—ready to produce cinematic, powerful content that fires up Patriot Nation and brings your vision to life.

We'd be honored to support George Mason Athletics with this important project and welcome the opportunity to discuss our proposal in further detail.

Sincerely,



Diane Rankin  
General Manager, Awesome Films

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## VIDEO AGENCY

### Executive Summary

George Mason University's Intercollegiate Athletics (ICA) is driven by a powerful mission: to unite communities and transform lives through the power of sports. Supporting more than 500 student-athletes across 22 NCAA Division I teams, Mason is a proud member of the Atlantic 10 Conference with a championship legacy and a commitment to excellence on and off the court.

Following a record-setting 2024–2025 season—where both the men's and women's basketball programs reached new heights—the Intercollegiate Athletics (ICA) is seeking a creative partner to help build on this momentum and showcase its rising national profile. To elevate the fan experience, recruit top talent, and amplify the Mason brand, the university requires cinematic introductory videos for both basketball programs that energize audiences, reflect the athletic prowess of its teams, and align with the university's mission and identity.

Awesome Films is uniquely positioned to meet this need. Partnering with collegiate athletic teams across the country, we know how to engage fans, recruit top talent, and leverage video content to its fullest potential. It is in our DNA. With over 30 Emmy Awards and a proven track record of delivering high-impact sports content for collegiate programs, we offer the full range of production capabilities required for this project: scriptwriting, directing, cinematography, motion graphics, sound design, drone operation, and expert post-production. Our in-house team, is experienced in producing game-day content that captures intensity, fuels engagement, and tells a story that resonates.

Beyond creating one-minute cinematic videos for the start of each season, we are equipped to provide updated edits throughout the year to reflect key milestones such as conference play and postseason moments and we are ready to tell the story of the Men's and Women's Basketball teams with additional strategic content. We are collaborative, flexible, and committed to upholding George Mason Athletics' brand standards, ensuring every visual element reinforces the program's identity and values.

We will capture the championship culture, spirit, and story of George Mason Basketball. We're ready to deliver content that inspires fans, engages recruits, and celebrates the legacy and future of Patriot Nation.

#### **Legal & Compliance Disclosures**

- Awesome Films is not currently involved in any litigation with any party.
- There have been no investigations or actions from any local, state, federal, or regulatory bodies (OSHA, IRS, DOL, etc.) involving our firm or subcontractors in the past three years or ever.
- There have been no lawsuits involving our firm or subcontractors in the past three years.
- Our firm has not changed its name in the past ten years.

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## VIDEO AGENCY

### Qualifications and Experience

#### Background

#### Company Overview

We're Awesome Films—and yes, we know the name is bold. But it reflects exactly how we approach our work: with creativity, intensity, and a drive to deliver results that are nothing short of exceptional. Based in Pittsburgh, PA, Awesome Films is a full-service creative agency and video production company with a clear mission: to inspire audiences, elevate brands, and provide our clients with world-class work and a truly collaborative experience.

We specialize in creating powerful, story-driven content that leaves a lasting impression—from high-energy sports intros and cinematic documentaries to commercials, digital campaigns, and television specials. Our work has aired nationally on NBC Sports, Big Ten Network, ACC Network, MSG, SNY, AT&T Sports, Netflix, and HBO Canada. We've also been featured at top-tier events like the Toronto and New York International Film Festivals.

But what truly sets us apart—especially for a project like this—is our sports experience and ability to deliver elite-level content even on leaner budgets. We've gone head-to-head with major league teams and powerhouse universities—and won. Our Emmy-winning work for the University of Pittsburgh and Penn State Hockey has outshined productions from the NHL. Our campaign for the University of South Florida topped those from Texas and Alabama, all with a fraction of their budget.

With more than **30 Emmy Awards**, including Best Sports Series, Best One-Time Special, and Best Director, we've proven time and again that we can compete—and win—at the highest level.

What does this mean for George Mason? It means you're getting a partner who knows how to capture athletic intensity, build cinematic energy, and deliver intro videos and content that set the tone for your program. A team that's agile, passionate, and fully committed to bringing your game day experience and your stories to life in a way that's bold, memorable, and on brand.

We don't just make great videos. We make great partners. And we'd be honored to bring that level of dedication to Patriot Nation.

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## VIDEO AGENCY

### Project Team

Our team includes 13 incredibly talented creatives who aren't just experts in video—they're **passionate storytellers, thoughtful collaborators, and genuinely good people.** From the very first brainstorm to the final cut, we're all in—working together to make your projects unique and the client experience awesome.

Unlike many agencies that rely heavily on freelancers, our team is fully in-house. That means you won't just see the work—we'll be the people you see, talk to, and collaborate with throughout the entire process. We believe that's how the best work gets made: **with consistency, care, and strong relationships built on trust.**

So, here's your chance to get to know us a little better. Below, you'll find a quick snapshot of the core team members who will be by your side on this project.

#### **Michael Messner – Partner + Creative**

Mike is a seasoned creative lead with more than 20 Emmy Awards and a portfolio that spans collegiate athletic broadcast shows, athletic intro videos, national branding campaigns, capital campaigns, recruiting films, and documentaries. He brings both vision and precision to his role as Partner at



Awesome, consistently producing content that connects emotionally and performs strategically. A Penn State graduate with a background in communications, Mike has built a career rooted in intentional storytelling. His credits include work on Netflix's *The Last Gladiators* with director Alex Gibney, and the award-winning autism documentary *The Neighbor Next Door*. He thrives at the intersection of narrative and impact, crafting stories that not only look good—they resonate.

Mike's leadership style is calm, focused, and collaborative. He sees the big picture while ensuring the details are just right. Off set, he's a youth hockey coach and was named the first-ever Distinguished Alumni by Penn State Hockey. With Mike, you get a storyteller, strategist, and teammate who brings substance—and a sense of purpose—to every project.

#### **Frick Weber – Executive Producer**

Frick is the creative engine powering many of Awesome's most impactful productions. With 25+ years of experience, he's a true production all-star developing, directing, shooting, and editing work that has earned numerous Emmys and Telly Awards.



Frick's background includes a degree from Penn State and a lifelong love of visual storytelling. Whether he's leading a capital campaign video or a high-energy athletics

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## VIDEO AGENCY

intro, he brings a signature blend of creativity, technical finesse, and emotional depth. His ability to find the soul of a story—and bring it to life in a visually compelling way—is what sets him apart. He's also a published comic book and graphic novel author, a music video producer for his son's Boston-based rock band, and the unofficial documentarian of his daughter's athletic achievements in lacrosse, wrestling, and cheer. Frick's experience is vast, his eye is sharp, and his work reflects a deep passion for storytelling that always shines through.

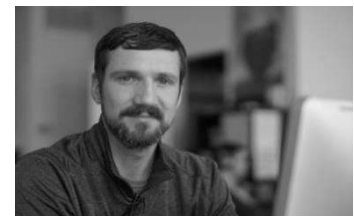
### **Diane Rankin – General Manager**

With three decades of experience in marketing and communications, Diane brings a strategic mindset and client-first philosophy to everything she does. From major brand refreshes and capital campaigns to multi-platform video projects, she's led initiatives that deliver measurable impact and long-term value. At Awesome Films, Diane leads client services and oversees strategic development, ensuring every project is grounded in clear goals and thoughtful execution. She is known for her sharp insight, strong leadership, and ability to guide teams through complex timelines with ease. A Grove City College alum, Diane balances her professional passion with personal pride—cheering on her daughters (a collegiate golfer and competitive cheerleader) and enjoying life with her two sweet shichons, Winnie and Watson. Her leadership is steady, her standards are high, and her commitment to excellence shows in every client relationship.



### **Jason Mortimer – Lead Videographer**

Jason is a seasoned videographer and director with a gift for capturing both the action and the emotion of a story. With shoots in 49 states and countless Emmy Awards to his name, he's built a reputation for being calm, creative, and always prepared. Jason's expertise extends beyond the lens—he's an exceptional on-set director. His relaxed, professional demeanor puts people at ease and brings out their best, ensuring on-camera moments feel confident, natural, and polished. He's also a technical problem-solver with a "can-build-anything" mindset. Whether it's designing a one-of-a-kind camera rig or figuring out a complex shoot setup, Jason always finds a way. A Penn State alum with a degree in film and video (and a minor in World Literature), Jason is equally comfortable in fast-paced field shoots or fine-tuning the details in post. His work ethic, talent, and adaptability make him one of the most valuable players on any set.



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## VIDEO AGENCY

### **Jeff Stich – Videographer | Drone Pilot**

Jeff is the ultimate behind-the-scenes pro—dependable, skilled, and always ready to roll. As a videographer and licensed drone pilot, he brings both versatility and precision to every shoot. His calm, can-do attitude makes him a go-to team member on everything from major campaign videos to travel-heavy productions. With over 100,000 miles traveled with the Awesome team, Jeff has filmed across the country—and even internationally. He's worked as a cameraman, grip, drone operator, and support producer, often switching hats seamlessly to keep things running smoothly. His attention to detail and quiet confidence brings a steadying presence to fast-paced environments. Jeff's technical expertise shines in his smooth camera work and elevated aerial footage, captured legally and expertly thanks to his drone pilot certification. A Penn State grad with a degree in film and video production, Jeff delivers not just great shots, but great energy—keeping crews focused and clients confident from the first frame to the last.



### **Mike Szivos – Art Director | Lead Motion Designer**

Mike Szivos brings artistic vision and technical mastery to every frame. As Awesome's Lead Motion Designer and Art Director, he transforms creative concepts into eye-catching, purposeful motion graphics that elevate any story. With more than 20 years of experience, Mike's work spans branding campaigns, national television, and international broadcasts—including projects for History Channel, Discovery, and National Geographic.



He holds a B.A. in Visual Effects and Motion Graphics from the Art Institute of Pittsburgh and a master's in media arts and technology from Duquesne University. With a foundation in both design and strategy, Mike creates graphics that do more than move—they communicate, guiding viewers and adding polish to the overall narrative. Mike is the teammate you want when timelines are tight, and expectations are high. His ability to translate complex messages into visually compelling motion makes him a standout in his field—and a major asset to every project team.

**awesome films**  
VIDEO AGENCY

Division I References

Kevin MacConnell

Chief of Staff, Rutgers Football

**Rutgers University** | Highpoint Stadium, 1 Scarlet Knight Way, Piscataway, NJ 08854

[kmac@scarletknights.com](mailto:kmac@scarletknights.com) | [o] 732.445.8897

Length of Service – 10 years+

Brian Siegrist – Associate AD, Communications

**University of South Florida** | 4202 E. Fowler Avenue | ATH 100 | Tampa, Florida 33620

[siegrist@usf.edu](mailto:siegrist@usf.edu) | [o] 813.974.4086

Length of Service – 8 years

Jim Natchman – Assistant Athletic Director

**Penn State University Athletics** | 138 Jordan Center | University Park, PA 16802

[jfn3@psu.edu](mailto:jfn3@psu.edu) | [o] 814.865.7897

Length of Service – 10 years+

Matthew Panto – Assoc. Ex. Director, Strategic Communications & Ext. Relations

**The Ivy League** | 228 Alexander Street, 2nd Floor | Princeton, NJ 08540

[o] 609-258-6426 | [e] [mpanto@princeton.edu](mailto:mpanto@princeton.edu)

Length of Service – 10 years

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## VIDEO AGENCY

### Experience and Samples

#### Collegiate Athletics Content Creation

For more than 30 years, our team has been producing brand consistent creative strategies and content to supplement marketing, recruiting and fundraising efforts for collegiate athletics and higher education institutions. Our team thrives on the energy and schedule of collegiate sports, and you won't find another group of individuals that are more committed to your overall success. Our work stands out through its emotion and heart. We have the talent and workflow process to create exceptional content quickly and on target. It's the passion and the desire to create stories that are unique to each university partner that drives us.

Founding team members of Awesome Films team have been creating Emmy-award winning video content for collegiate athletics since 1994 and our new young blood has taken this knowledge and applied to new technologies and experiences sought out by today's audience. We always look for innovative ways to tell a story and don't stick to methods that everyone else is doing. We do what is right for the team at the right time.

Here's a snapshot of our DI athletic clients:

Penn State University	Hockey	Relationship: 12 years+
Rutgers University	All Sports	Relationship: 12 years+
Boston College	All Sports	Relationship: 6 years
University of Pittsburgh	All Sports	Relationship: 5 years
Ivy League Conference	Men's + Women's Basketball	Relationship 10 years
University of South Florida	Football + Basketball	Relationship: 8 years

We share this list of current clients for two reasons:

- To share our experience with collegiate teams
- To show that **distance is not a factor**. With clients 15 minutes away or 15 hours away, we have strong relationships and are on campus when needed – whether it is scheduled in advance or if a need pops up quickly.

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VIDEO AGENCY

## Creative samples – Intro Videos

These samples are shared to provide a further understanding of our expertise in building brands and video content for collegiate athletics through the video intros

Note: Any sample needing a password, the **password is awesome**

[Awesome Films Run Out Compilation](#)

[Rutgers Women's Basketball Outdoor Court Intro](#)

[Rutgers University Men's Basketball - All boards](#)

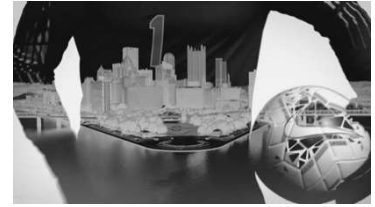
[Rutgers This is Jersey – Fan Hype](#)

[University of South Florida Football Run Out Multi Screens](#)

[Penn State Hockey Hockey Runout](#)

[Duquesne University Women's Basketball](#)

[Georgetown University Men's Basketball Run Out](#)



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VIDEO AGENCY

## Client Storytelling Samples

As the mood for run outs and intro videos is evolving to be more than just tough faces and tough plays, we share some of the storytelling segments that establish the history and tradition of athletic teams along with the hard work and commitment to make a difference. We design these segments to allow the fans to get to know more about the heart of the program and the people within the organization.

### Rutgers University

Deliverables:

Brand Strategy for Fan  
Engagement & Revenue  
Generation  
[100+] Social features  
Player Personality | In-game



The team has been a strategic partner for Rutgers Football since the first appearance of Coach Schiano and were ready to tell the story of his return. Being recognized with multiple Emmy nominations and winning the Emmy for best sports broadcast show in the mid-Atlantic region, the partnership is a great example of being there when we are needed.

Rutgers has a wonderful internal video staff that is spread thin for all the video needs. We focus on creating feature stories for the football team used for recruiting efforts and content for a 22-minute broadcast show and on social. Awesome is on campus for key strategy meetings, critical times to capture video content from coaching staff and key practices and onsite for home and some away games. We also work with a combination of content we capture, and content provided by Rutgers to create unique stories to support their brand and they key phrases – F.A.M.I.L.Y., Trust, CHOP.

Along with content for football, basketball and Olympic teams, we also focus on fan engagement campaigns to showcase all there is to do at the game day environment and we got to know the fans that cheer for Rutgers.

Note: Any sample needing a password, the **password is awesome**

### **Brand Awareness** – State of Rutgers

Strategic Social segment from Coach Schiano telling us who Rutgers is.



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### Recruiting Video - Hometown Visit

Personality segment to get to know the player, his roots, his family to give reasons to make you want to cheer him on to success. <https://vimeo.com/779674921>



### Recruiting Video – NFL Super Bowl – Isiah Pacheco

Showing a former player living the dream of playing at the Super Bowl and hearing how Rutgers and Coach Schiano made all the difference

<https://vimeo.com/797481713>



### Social Media – Spring Game promos

<https://vimeo.com/817020165>

### Fan Engagement

Energetic messages to inspire fans to want to be a part of the game day excitement and get involved with Rutgers Football. Examples:



### Thank you fans - year end

<https://vimeo.com/779674575>

### Gamemakers

<https://vimeo.com/786072003>



### Game Day Fans

<https://vimeo.com/761471222>



### Social promo - Mascot

<https://vimeo.com/786076055>

### Note:

The Rutgers relationship is a year-long contract. In the Spring, we map out the marketing communications plans and various project needs. A budget is established for fan engagement and Olympic sports support. As each season evolves, project needs evolve. We track against the established budget and make modifications to the plan as needed.

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## VIDEO AGENCY

### University of Pittsburgh

Deliverables:

Brand Strategy | Fan-raising  
Creation of All-Sports show – Pitt Beyond the Script  
[12] fall broadcast shows + [12] winter/spring webisodes  
Social Content + Runouts/Hype videos for 10 sports

Awesome was engaged to create enthusiasm around the coaches and players and designed a plan to allow viewers and fans to get to know everyone that is a part of Pitt Athletics. The television and webisode show “Pitt Beyond the Script” was born and feature stories and social media elements were part of the package. Work was distributed between Pitt’s internal video resources and Awesome for video capture. We are flexible and always three steps ahead with planning various scenarios that may happen during the week so we can build a show that represents the brand and is engaging to watch. All post production is completed at our office to allow for multiple team members to edit, enhance, color, audio mix and caption the segments and full show.



**Password for samples: awesome**

### In Game – Pitt Beyond the Script Show Promo

<https://vimeo.com/288773379>

### Beyond the Script Show Open

<https://vimeo.com/298585903>

### Brand Awareness: The Colors

<https://vimeo.com/817371355>

### AD Heather Lyke – Day in the Life Feature

<https://www.youtube.com/watch?v=sCz8jo5opkw>

### Victory Heights – New Facilities | Fund Raising <https://vimeo.com/385301860>

*Note: The Pitt Athletics relationship is a year-long contract broken into Fall and Winter/Spring deliverables.*

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## VIDEO AGENCY

### Penn State University

Deliverables:

Brand Strategy

Yearly – Communications + Marketing Plan – includes In-game entertainment, social content, player and coach, features, webisodes

Members of the Awesome team helped take Penn State Hockey from a club sport to a powerful Division 1 Big Ten team. Consistent brand messaging with an element of fun, has made Penn State Hockey a hot ticket and another awesome white out experience. We create feature content, social segments, webisodes, commercials and in-game entertainment. We also produced a long-form documentary to celebrate the opening and the 10-year anniversary of the Pegula Ice Rink. And this year, our commitment to creating targeted recruiting content, we helped lock in star recruits.

Note: Any sample needing a password, the **password is awesome**

#### Penn State Hockey Story

Behind the scenes / all access to get to know the coaches, players and fans



#### Hockey – Forever - Big 10

Champions



#### Motion Graphics Reel – Hockey

#### **Note:**

Penn State Hockey is began as a six-month relationship [October – March] to support the team during the season but has evolved into a full year relationship based on ongoing needs and demand for video content.



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## VIDEO AGENCY

### Plan | Methodology

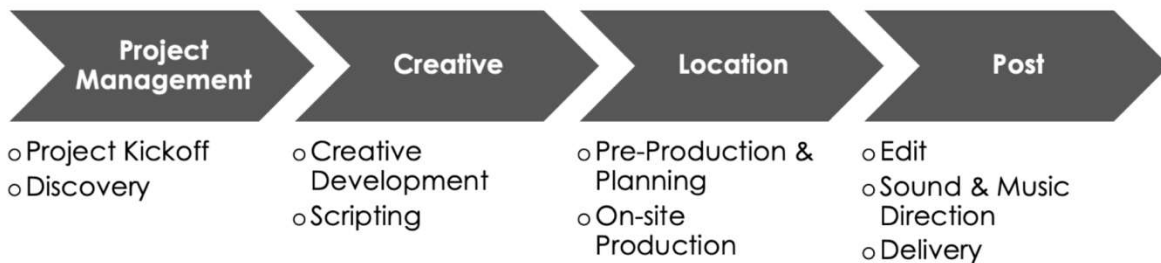
At Awesome Films, we don't believe in a one-size-fits-all formula. We believe in people-first partnerships. Our approach is rooted in collaboration, trust, and delivering exceptional work that reflects the heart of your program. When you succeed—we succeed.

With experience supporting more than 150 colleges and universities over the past three decades, we know how to design content that engages fans, recruits top talent, and tells a story that lasts beyond the final buzzer. Our team takes the time to understand your goals, audience, and game day vision—then builds a creative strategy that's tailored, efficient, and unforgettable.

For George Mason, we understand the ask: to deliver cinematic, emotionally charged intro videos for the Men's and Women's Basketball teams that reflect your championship culture and align with your brand. From creative direction and multi-location filming to editing, animation, and delivery across all formats, we're prepared to bring your vision to life—on time, on budget, and with precision.

But we also understand the broader context. These videos are part of a larger game day experience, an opportunity to hype your crowd, energize your athletes, and reinforce everything Patriot Nation stands for. We see the intro video not as a standalone piece, but as the first chapter in the story fans will feel that night.

Below is an overview of our process—from kickoff to final delivery—so you know exactly how we'll collaborate with your team to create something truly powerful for George Mason Basketball.



#### Project Kickoff

We begin with a virtual kickoff meeting to align on project goals, creative vision, timelines, deliverables, and budget expectations. We'll also discuss how these intro videos support Mason's broader fan engagement and storytelling goals. Following the meeting, we'll provide a refined production schedule and establish a weekly check-in cadence. We're happy to use your preferred project management platform (or Slack) to centralize communication and file sharing, minimizing email clutter and ensuring clarity for all stakeholders.

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### **Discovery**

This phase is all about immersing ourselves in the culture of George Mason Basketball. We want to understand the values, energy, and identity of both programs—the coaches, student-athletes, and the fans. This discovery process helps us uncover the tone, themes, and visuals that will make each video authentic and impactful. We also want to learn more about how you like to collaborate and learn more about your initial creative insights and thoughts for the projects and thoughts on additional content needed for the seasons. Discovery includes an on-site visit along with a location scout.

### **Creative Treatment**

Using insights from discovery, we'll develop creative concepts that capture the championship energy of your programs. We'll present a few treatment options, each grounded in cinematic style, dramatic pacing, and brand alignment. You'll have the opportunity to mix and match elements or suggest a new direction. All creative will align with George Mason Athletics brand guidelines and be reviewed before moving into scripting and production.

### **Script + Visual Storyboarding**

After creative direction is approved, we'll begin scripting and storyboarding. Instead of static boards, we create a moving storyboard (rip-o-matic) using sample footage and music to convey tone and emotional impact. We will create two for each team. This helps bring the concept to life early and allows the team to work with you to refine direction for visuals, graphics and music. The script may include key messaging, player shots/segments, game-day soundbites, or graphic cues. You'll review and approve this before we shoot.

### **Pre-Production Planning**

We'll scout locations on campus—including court, locker room, or other cinematic backdrops—to plan efficient production setups. Our goal is to maximize content while minimizing disruption to your student-athletes' schedules. We will design multiple production "stations" to capture dynamic footage and player personality in short, high-impact sessions. We'll also finalize lighting needs, equipment needs, scheduling, and shot lists.

### **Location Production**

Our on-site crew (typically 4–5 people) will capture content during the one day of location production, working closely with your staff to stay on schedule. All footage will be captured in 4K using broadcast-quality cameras, lenses, lighting, and sound. We provide our full list of equipment in the Appendix. Our goal is to create diverse looks that support both the intro video and any seasonal updates. A licensed drone operator will coordinate aerial footage in compliance with FAA and university protocols, if needed.

### **Post-Production**

Our in-house editors and motion designers will bring the footage to life—cutting powerful sequences, enhancing visuals, and integrating animation, graphics, and sound design. We share progress with you online with a password protected

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## VIDEO AGENCY

workspace. Once the video is final, we will format to your exact digital board specs and provide multiple updates as requested throughout the season (typically 3–4). We color-grade, caption, and optimize everything in-house for broadcast, in-venue, and digital platforms. Most edits are approved within two rounds, but we don't cap revisions—we work until it's right.

Highlight updates will be made throughout the season keeping the foundation of the video the same. If music is requested to be adjusted during the season, additional costs may incur to ensure visual structure works with the new music select.

### Sound & Music Design

Whether it's dramatic orchestration, high-energy beats, or ambient effects, we'll help select a soundtrack that fits your brand and licensing structure. If needed, we can source tracks from top-tier libraries or provide custom scoring.

### Delivery

Once approved, we'll deliver final files in all required formats for your in-arena boards, digital signage, social channels, and archival use. We'll ensure each deliverable meets spec, brand, and timing requirements so it's ready to roll on game day—and ready to fire up your players and fans.

We noted the size and formats listed in the RFP:

- Basketball intro videos: .mp4, for videoboard -1920x1080, 720p
  - Drafts should be sent in 1080p, final can be 720p for videoboard.
- Social Media (for ala carte videos): IG - 1080x1350/1080x1920; X: 1920x1080 - 1080p or 4K

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## VIDEO AGENCY

### Proposed Project Timeline

Following you will find a highline project timeline based on a July decision date. Once selected, we will refine the schedule to define specific dates for key deliverables, location production and invoicing.

#### Men's and Women's Basketball Intros

July + August 2025	Discovery   Concept Development – Intro Videos Define strategic content needed Concept Refinement   Site Scout
September 2025	Development of Project Plan - Storyboard / Rip-o-matic / Script Final Project Production Plan approved Review and approval of music select
October 2025	Setup Day + Production Shoot Post Production
Early November 2025	Final Project Delivery

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## VIDEO AGENCY

### Proposed Pricing

Following you will find our initial pricing for the Men's and Women's Basketball run out. We will partner with you to find the best solution for each team. Once a creative solution is determined, we will refine the estimate to meet project needs and budget.

Note: During creative discussions, if staging and additional lighting or specific equipment is needed, additional costs will apply. Estimates will be provided for approval.

Men's and Women's Basketball Run Outs \$33,407.00  
*(approx. \$16,700.00 / team, includes season updates)*

#### Cost Details

Discovery \$2,400.00  
 Research | Meetings

Creative Development | Scripting \$4,750.00  
 [2]+ Concepts, Script writing, revisions  
 Storyboard | Rip-o-matic

Location Production \$11,550.00  
 Pre-production planning, Scout | Project Management  
 On-location + Personnel travel  
 - ½ day set, 1 day location with athletes [set / multiple stations]  
 - Multiple cameras, lighting and ancillary equipment

Post Production \$11,780.00  
 Edit, Motion Graphics Color Correction  
 Sound Production: Music | Audio Enhancement  
 Highlight updates throughout season | Delivery

Travel \$2,927.00  
 Hotel, Per diem, Transportation  
 o Scout / On-site meeting: 2 people, one day  
 o Location: 4-person crew for 2 days

All travel will follow Mason's policies and GSA per diem rates.  
 o Hotel \$183 - \$275/night | Mileage – \$0.70/mile  
 o Per Diem - \$92.00 and travel day \$69.00

Value Add – Ticket Spots No charge  
 As a value add, Awesome will create a :30 Ticket Commercial from captured and historical assets for both Basketball teams at no additional charge. We can update the commercial for each home game to identify the opponent up to five updates for Basketball.

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## VIDEO AGENCY

### Additional Content Suggestions

Along with the Brand Video defined in the Q&A for the RFP, we provide additional cost estimates for deliverables that will build momentum and excitement for the team and season. Pricing will be refined as a package for each team if multiple deliverables requested.

#### Brand Video

Northern Virginia's Team \$9,500 - \$14,500\*

A strategic, anthem type video.

Interviews, b-roll and supplied content to create a compelling story. A production range is provided since we currently do not know the number of interviews.

*Note: During the interviews, we can capture content for additional deliverables.*

Pricing below is provided per team.

#### In Game Entertainment

Video Player Headshots with Animated info/stats \$5,000 - \$7,000

[3-4] Personality Segments with Players \$5,000 - \$7,000

[6-8] Scoreboard Fan Engagement Graphics \$3000 - \$5,500

#### Feature Content for Social and Website

*Cost includes additional location production. We will partner with you to capture as much content as possible during location production to allow you to have footage to leverage throughout the season and to reduce cost per deliverable.*

Hometown Visits | Player Stories \$4500 / story

Coach Segments – Personality + Vision \$3500 / story

Fan Promotions – Show excitement of game day \$2000 - \$3500

Key Game Recaps / Highlights \$2500 - \$3500/game

#### Location Production Only

For traditional interview / b-roll shoots \$4000\*

Game Day Highlights \$1500\*

\*Travel additional

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## VIDEO AGENCY

### Rate Card

For your information our rate card rates follow.

#### Creative | Strategy

Creative Director	\$125.00 / hour
Writer	\$85.00 / hour
Producer	\$100.00 / hour

#### Locations Production

Creative Director	\$125.00 / hour
Writer	\$85.00 / hour
Producer	\$100.00 / hour
Director of Photography	\$125.00 / hour
Lighting Director	\$100.00 / hour
Audio	\$85.00 / hour
Grip	\$65.00 / hour

#### Equipment

Camera	\$500.00 / day
Lighting Package	\$250.00 / day
Audio Package	\$250.00 / day

#### Post Production

Editing	\$100.00 / hour
Motion Graphics	\$100.00 / hour
Sound Production	\$100.00 / hour
Music Licensing	Depended on use. Volume package pricing can be acquired
Final File, Project Archive	No charge - Included in Editing costs

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V I D E O   A G E N C Y

## Conclusion

Thank you for considering Awesome Films for this opportunity. With over three decades of experience producing high-energy, story-driven content—including award-winning collegiate sports programming—we're confident in our ability to deliver powerful intro videos and strategic content that reflects the pride and passion of George Mason Basketball.

We're excited about the opportunity to collaborate with your team and produce videos that set the tone for an unforgettable season. We would be honored to play a role in elevating the game day experience and we're ready to get to work.

If you have questions or if you would like additional information, please contact:

Diane Rankin

Awesome Films

3426 Bethoven Street | Suite 2 | Pittsburgh, PA 15219

[c] 412.841.9984 | [e] [diane.rankin@theawesomefilms.com](mailto:diane.rankin@theawesomefilms.com)

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## VIDEO AGENCY

### Appendix

#### Production Equipment List

Following is the equipment we have in-house.

If additional equipment is needed for the project, we will rent what is needed.

#### CAMERAS

- 1 Sony FX3 Full-Frame Cinema Camera
- 1 Sony Alpha a7S III Mirrorless Digital Camera.
- 1 Sony PXW-FS5M2 Super 35 Camera.
- 1 Sony PXW-FS7 4K XDCAM Super 35 Camcorder.
- 1 Sony PXW-FS5 Super 35 Camera.
- 2 Sony NEX-FS700R Super 35 Camcorders.
- 1 Sony HXR-NX80 4K NXCAM.
- Zoom Lenses:
  - 2 Sony 70-200mm f2.8 GM OSS,
  - 2 Sony 24-70mm f2.8 GM II,
  - Sony 28-135mm f4,
  - Sony E PZ 18-105mm f/4 OSS,
  - Sony 18-200mm f/3.5-6.3 PZ OSS,
  - Sigma 100-400mm f/5-6.3 DG OS HSM.
- Prime Lenses:
  - 15mm SLR Magic MicroPrime Cine 3.5,
  - 2x 35mm SLR Magic MicroPrime Cine T1.3,
  - 2x 50mm SLR Magic MicroPrime Cine T1.4,
  - 75 mm SLR Magic MicroPrime Cine T1.5 ,
  - Rokinon 50mm f1.5,
  - SLR Magic Cine 35mm f1.2,
- 1 DJI Phantom 2 Quadcopter w/4K camera
- 1 DJI Mavic Pro Drone w/4K camera
- GoPro Hero 7 Black
- GoPro 5 with Karma Grip gimbal
- GoPro Max 360 Action Camera
- 2 Atomos Ninja V, 1 Atomos Ninja Flame, 1 Small HD 5" Monitors
- Hollyland Mars 300 Pro Wireless Video Transmitter
- And in addition to regular camera supports like tripods and monopods we have a suction mounts, 7' jib, 2 teleprompter systems, Zhiyun CRANE gimbal, and a 3' slider.

#### AUDIO

- Sound Devices Mix Pre-D compact field mixer
- Tascam DR-10L Micro Portable Recorder w/Lav
- Zoom F3 Portable Field Recorder

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## VIDEO AGENCY

- 2 Sony ECM-77B lav mics
- 2 Sanken CS-1 our standard boom mic
- 1 Rode NTG2 Condenser Shotgun mic
- Tram TR50 lavalier mic
- 2 Rode Wireless Go compact Wireless System
- 2 Sony UWP-D16 wireless mic system
- Tascam DR 100 recorder
- ISOVOX 2 Portable Vocal Isolation Booth
- All necessary XLR cables, clips, headphones, etc.

## LIGHTING

- 2 Kino Flo Diva-Lite 415
- K5600 Lighting Joker 800 with Chimera
- Amaran P60x Bi-color LED panel
- Amaran P60c RGBWW LED panel
- 2 Arri 600w Focus Flood Light
- 3 Arri Tungsten Fresnel 150w
- 3 1'x1' LED Panel Lights
- Ledgo Bi-color ring light
- And stands, power supplies, cables, mounting accessories, 6'x6' frame with nets and silks, reflectors, etc.
- Portable Backdrops, several colors of seamless paper, chroma blue/green.



# Signed Cover Page



Purchasing Department  
4400 University Drive, MS 3C1, Fairfax, VA 22030  
Phone: 703.993.2580; <http://fiscal.gmu.edu/purchasing/>



## REQUEST FOR PROPOSALS GMU-DR0404-25

**ISSUE DATE:** May 19, 2025  
**TITLE:** Video Productions for Athletics  
**PRIMARY PROCUREMENT OFFICER:** Davena Reynolds, Senior Buyer  
**SECONDARY PROCUREMENT OFFICER:** Erin Rauch, Assistant Director

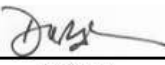
**QUESTIONS/INQUIRIES:** Submit all inquiries through Mason's Bonfire Portal, no later than 4:00 PM Eastern Time (ET) on May 27, 2025. **All questions must be submitted through Mason's Bonfire portal.** For assistance with technical questions related to Bonfire, contact [Support@GoBonfire.com](mailto:Support@GoBonfire.com) or visit Bonfire's help forum at <https://vendorsupport.gobonfire.com/nc/en-us>. Responses to questions will be posted to Mason's Bonfire portal and by 5:00 PM ET on May 29, 2025.

**PROPOSAL DUE DATE AND TIME:** June 23, 2025 @ 2:00 PM ET. ATTENTION: PROPOSALS WILL NOT BE ACCEPTED VIA EMAIL, MAIL, THROUGH eVA OR IN PERSON. SEE SECTION XILA.1 FOR DETAILS ON ELECTRONIC PROPOSAL SUBMISSION.

**IMPORTANT!** All communication with Offerors will take place in Bonfire, to include negotiations. Mason can only message individuals at your organization that have interacted in Bonfire for this specific RFP. Please ensure the appropriate person to handle negotiations and other RFP communication has individually logged into the system and either downloaded documents, submitted your proposal or asked a question.

**In Compliance With This Request For Proposal And To All The Conditions Imposed Therein And Hereby Incorporated By Reference, The Undersigned Offers And Agrees To Furnish The Goods/Services In Accordance With The Attached Signed Proposal Or As Mutually Agreed Upon By Subsequent Negotiations.**

**Name and Address of Firm:**

Legal Name: Awesome Films Date: June 23, 2025 \_\_\_\_\_  
DBA: Awesome Films  
Address: 3426 Beethoven Street  
Pittsburgh, PA 15219 By:   
Signature  
FEL/FIN No. 47-4487613 Name: Diane Rankin  
Fax No. \_\_\_\_\_ Title: General Manager  
Email: diane.rankin@theawesomefilms.com Telephone No. 412.841.9984

SWaM Certified: Yes:  No: \_\_\_\_\_ (See Section VII. SWaM CERTIFICATION for complete details).

SWaM Certification Number: 721716

**Check the box next to the option that applies to your proposal submission. See section IV. Final Contract for additional information.**

- Option 1: Full Acceptance:**
1. We have reviewed Mason's Standard Contract and all related documents.
  2. We have no proposed changes.
  3. We understand that if we are advanced to negotiations, no contract exceptions, redlines, vendor documents, or additional terms will be considered, unless proposed by Mason.
- Option 2: Proposed Exceptions and/or Additional Documents Submitted:**
1. We have reviewed Mason's Standard Contract and all related documents.
  2. We have included a list of proposed exceptions and/or redlined contract documents with our proposal.
  3. We understand that if we are advanced to negotiations, no additional contract exceptions, redlines, vendor documents, or additional terms will be considered beyond what has been submitted with our proposal, unless proposed by Mason.

This public body does not discriminate against faith-based organizations in accordance with the *Governing Rules, § 36* or against a Bidder/Offeror because of race, religion, color, sex, national origin, age, disability, or any other prohibited by state law relating to discrimination in employment.