

March 31, 2021

Erin Rauch, CPPB, VCO, CUPO
Assistant Director | Purchasing
erauch@gmu.edu

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

Dear Ms. Rauch,

We appreciate being part of your selection process. Please see below for your questions and our answers, in **green**.

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

Beyond Spots & Dots' standard hourly rate is \$85 per hour, and hasn't changed over our 15 years in business. In good faith of a mutually successful contract, we will honor a \$75 per hour rate for GMU for the length of the contract.

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

Yes, as we will honor the following discounts, in addition to the \$75/hour rate, based on the following spend levels:

25% discount off design of ad assets for a spend level of \$100k annually
30% discount off design of ad assets for a spend level of \$250k annually
50% discount off design of ad assets for a spend level of \$500k annually

Additionally, all discounted rates will be passed through to George Mason University, as we negotiate "broker" rates, and pass those discounted broker rate to you, saving money on the top-line of your budget.

Also, our firm commits to providing a minimum of 10% in added value for any and all traditional media placed, which includes but is not limited to outdoor, radio, broadcast TV, cable TV). In our experience, the total added value negotiated against traditional media for most clients sits around 30%.

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

We do not, although we find it usually takes a minimum of 2-3 hours on 80% of the tasks within the scope of work.

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

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

- b. Total projected spend is a maximum amount for advertising, fees, and services within the agreed scope of work. All spending and allocation of spending is at the direction of Mason. **Yes, we agree.**
 - c. Advertising/media buying will be done by Beyond Spots & Dots. Beyond Spots & Dots will invoice Mason for pre-approved, verified in-market advertising, plus fees and services within the agreed scope of work. **Yes, we agree.**
 - d. Invoices must separate advertising/media buy spend from any additional fees. **Yes, we agree, and will work with George Mason University on any special billing and/or formatting of billing necessary.**
 - e. Provide monthly YTD budget review and reporting analytics meetings to assess campaign performance and identify optimizations. **Yes, we agree. In addition, we will be providing George Mason University with login access to our custom Dashboard, to include real-time data at all times. To ensure we are on track with meeting KPI's, our in-house team monitors the data daily and reviews reporting and data during each meeting.**
5. If awarded a contract, do you acknowledge, agree and understand George Mason University cannot guarantee a minimum amount of business? **Yes, we understand completely.**
6. Do you agree to sign Mason's Standard Contract (RFP Attachment B – Sample Contract) if awarded a contract? **Yes, we agree.**

Thank you for your consideration. If you need further clarification, I may also be reached by cell: 412-576-8641.

Regards,



Melanie Querry
Founder
Beyond Spots & Dots, Inc.