

Subject: Re RFP GMU-1692-21, Creative & Marketing Services

To: Erin Rauch, Assistant Director, Purchasing, George Mason University
From: John Johnson, Account Director, Forum One
Date: April 1, 2021

Below please find Forum One's response to the start of negotiations/clarifications as provided for in Section XIII, B of the subject RFP.

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

Response: Forum One is a certified small business in Virginia, and exclusively serves organizations such as George Mason. The hourly rates we provided offer a 3% discount off our standard rates, and represent our lowest available option.

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

Response: As Forum One has already provided the lowest possible total cost for services, we cannot offer additional discounts.

Question 3: Your proposed pricing has various hourly rates listed per labor category. Will Mason be able to specify what category works on a particular project? For example, can we choose between "Creative Director" at \$223 and "Associate Designer" at \$116 or will you choose what category works on a particular project?

Response: Forum One will specify the categories that work on particular projects. Typically we would not assign a "Creative Director" to a primary creative role on a project, but staffing depends on the task requirements and time and budget constraints that Forum One considers to determine the best set of resources to assign to a project.

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

Response: Forum One does not have a minimum hourly requirement for jobs, however taking into consideration project ramp-up and closeout time, it's not likely our team could support smaller projects in a one-off situation. Typically, for ad hoc projects that fall into the single-digit hours category we set aside an agreed upon budget of, for example, 40 hours per month for a set number of months that can be used to accomplish smaller projects. We would work with Mason to determine the best monthly budget to make this work for you and your team.

Question 5: If contracted for advertising and media buying, do you agree to the following?

- a. Mason will agree on a scope of work prior to any campaign that includes a description of services to be provided and outlines any fees.
- b. Total projected spend is a maximum amount for advertising, fees, and services within the agreed scope of work. All spending and allocation of spending is at the direction of Mason.
- c. Advertising/media buying will be done by Forum One. Forum One will invoice Mason for pre-approved, verified in-market advertising, plus fees and services within the agreed scope of work.
- d. Invoices must separate advertising/media buy spend from any additional fees.
- e. Provide monthly YTD budget review and reporting analytics meetings to assess campaign performance and identify optimizations.

Response: Forum One can agree to the conditions listed above.

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

Response: Forum One acknowledges, agrees and understands George Mason University cannot guarantee a minimum amount of business.