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March 30, 2021

Mr. Justin Vogt
Vice President, Business Development – jvogt@fuseideas.com
Fuseideas, LLC
8 Winchester Place, Suite 302
Winchester, MA 01890

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

Dear Mr. Vogt:

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. 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 a reduced blended hourly rate for services?

FUSEIDEAS RESPONSE: Our current work provides for a reduced blended hourly rate of \$160.00 per hour. In addition to this existing reduction, Fuseideas will provide George Mason University a reduced blended hourly rate of \$150.00 per hour for new or additional approved work beginning upon the date of execution of this agreement (please note, this additional discount shall not apply to existing approved projects).

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

FUSEIDEAS RESPONSE: Yes, Fuseideas will provide the following additional discounts for non-media agency provided services (please note, external costs such as media, rights, production, printing are not included in the total calculation):

- 2% discount on annual university agency service spend between \$501,000-\$1,000,000
- 3% discount on annual university agency service spend >\$1,000,001

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

FUSEIDEAS RESPONSE: No.

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.

FUSEIDEAS RESPONSE: Yes, 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.

FUSEIDEAS RESPONSE: Yes, agree.

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

FUSEIDEAS RESPONSE: Yes, agree.

- d. Invoices must separate advertising/media buy spend from any additional fees.

FUSEIDEAS RESPONSE: Yes, agree.

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

FUSEIDEAS RESPONSE: Yes, agree.

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

FUSEIDEAS RESPONSE: Yes, we acknowledge, agree and understand.

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

FUSEIDEAS RESPONSE: Yes, agree.

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

Regards,



Erin Rauch, CPPB, VCO, CUPO
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