



Purchasing Department  
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April 5, 2021

Mr. Walter Kim  
Managing Principal – [walterkim@graphek.com](mailto:walterkim@graphek.com)  
GRAPHEK, INCORPORATED  
8609 Westwood Center Drive, Suite 375  
Tysons Corner, VA 22182

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

Dear Mr. Kim:

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 hourly rate for services?  
**GRAPHEK's hourly rate presented in the proposal (\$165/hr) was already discounted from our normal rate (\$175/hr).**
2. Do you have any minimum hourly requirements for jobs? For example, a 4-hour minimum per project.  
**GRAPHEK requires a project with a 6-hour minimum or a minimum of \$1,000.**
3. Can you provide any additional discounts based on total university spend?  
**GRAPHEK is willing to discount the total cost 5% if the total annual spend with GRAPHEK is \$30,000 and above.**
4. If awarded a contract, do you acknowledge, agree and understand George Mason University cannot guarantee a minimum amount of business?  
**GRAPHEK understands there is no minimum amount of business guaranteed.**
5. Do you agree to sign Mason's Standard Contract (RFP Attachment B – Sample Contract) if awarded a contract?  
**GRAPHEK agrees to sign Mason's Standard Contract if awarded a contract.**

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

Regards,

A handwritten signature in black ink that reads 'Erin Rauch'.

Erin Rauch, CPPB, VCO, CUPO  
Assistant Director | Purchasing  
[erauch@gmu.edu](mailto:erauch@gmu.edu)