



April 5, 2021

Ms. Erin Rauch, CPPB, VCO, CUPO
Assistant Director | Purchasing
George Mason University
Purchasing Department
4400 University Drive, Mailstop 3C5
Fairfax, VA 22030
703.993.2580

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

Dear Ms. Rauch,

Thank you for including idfive in this stage of your evaluation process. Below, you will find our response to the six questions submitted for our consideration on March 30, 2021.

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?

idfive's response: Our blended billable rate is \$210 per hour. We've offered Mason a substantially discounted rate of \$150 per hour. To demonstrate our enthusiasm to extend our

already fruitful relationship with Mason, we are able to further discount our blended billable rate to \$140 per hour through the end of 2021. The billable rate will escalate by the standard of living rate of 2.5% per year, each year, starting 2022.

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

idfive's response: The \$140 hourly rate offered in question 1 is our cost of doing business and we aren't able to further reduce our rate because we'd be operating at a loss.

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

idfive's response: No, we are very flexible and only want to be compensated for the time we invest in expertly advancing the Mason agenda.

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.
- 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 idfive. idfive 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.

idfive's response: Yes, idfive agrees to these terms and conditions.

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

idfive's response: Yes, idfive acknowledges, agrees, and understands that George Mason University cannot guarantee a minimum amount of business.

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

idfive's response: Yes, idfive agrees to sign Mason's Standard Contract if we are fortunate enough to receive the contract award.

Thank you for the careful consideration and please let me know if you have any additional questions.

A handwritten signature in black ink, appearing to read 'Andres Zapata', with a stylized flourish at the end.

Andres Zapata

Co-Founder

andres.zapata@idfive.com