



Erin Rauch, CPPB, VCO, CUPO
Assistant Director, Purchasing
George Mason University
4400 University Drive, Mailstop 3C5
Fairfax, VA 22030
erauch@gmu.edu

March 31, 2021

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

Dear Ms. Rauch,

Thank you for your interest in negotiating with Joy Riot for your Creative & Marketing Services. Below are the responses to your questions:

1. Can you provide a discount structure based on total university spend?

Yes. We already provide a lower rate for non-profits. We can also discuss a discount structure based on total university spend. Our typical spend threshold begins at \$100,000 for discounts.

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

We do not have a minimum hourly requirement for jobs. In fact, unlike many agencies, we do not charge by the hour. Instead, we will estimate costs by project based on the final scope of work. We find this is more economical for our clients to get what they paid for, no matter how long it may take us to solve.

As each project or need arises, we will work with you to determine the scope of the project and then will provide you with an estimate for approval, prior to moving forward.

3. 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 Joy Riot. Joy Riot 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.

Yes, we agree to points A-E above.

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

Yes, we understand.

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

Yes.

Please let me know if you have any additional questions, or would like to discuss further.

Best,

A handwritten signature in black ink, appearing to read "Jessica McCarthy".

Jessica McCarthy
President & Co-Founder
jmccarthy@joyriotagency.com