

MISSION

April 1, 2021

Erin Rauch
Assistant Director, Purchasing
George Mason University
4400 University Drive, Mailstop 3C5
Fairfax, VA 22030

RE: RFP GMU-1692-21, RESPONSE TO NEGOTIATION LETTER

Dear Ms. Rauch:

Please find below our responses to questions posed in your negotiation letter dated 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 reduced hourly rates for services?

Mission Response: We are willing to provide services to Mason at a discounted blended rate of \$140/hour across all roles and projects.

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

Mission Response: We are willing to provide services to Mason at a discounted blended rate of \$140/hour across all roles and projects. We are also willing to waive typical commission fees (10-15%) on gross media placed by Mission so that Mason's entire media budget can be allocated to net media placement.

3. Your proposed standard rate card pricing has various hourly rates listed per job title. Will Mason be able to specify who works on a particular project? For example, can we choose between "Creative Director" at \$185 and "Designer" at \$130 or will you choose what job title works on a particular project?

Mission Response: The roles assigned to projects are specific to the disciplines needed to perform the services. In this example, what a Creative Director does is very different than what a Designer does. Accordingly, we cannot substitute one role for another. We are willing to offer a discounted blended rate per the responses above though, which should help offset the ranges in rates.

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

Mission Response: No. Mission responds to every need in establishing scope and budget specific to the work at hand. There would, however, be minimum lead time required in responding to various requests. This can often be shortened under a retainer relationship as resources are allocated and reserved monthly to the account based on the retainer hours.

5. If contracted for advertising and media buying, do you agree to the following?
- 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.
 - 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.
 - Advertising/media buying will be done by Mission Media. Mission Media will invoice Mason for pre-approved, verified in-market advertising, plus fees and services within the agreed scope of work.
 - Invoices must separate advertising/media buy spend from any additional fees.
 - Provide monthly YTD budget review and reporting analytics meetings to assess campaign performance and identify optimizations.

Mission Response: Yes. These terms are accepted.

6. Mason's travel policy is to reimburse all travel expenses in accordance with the Commonwealth of Virginia's per diem rates and Mason's travel policies. <http://fiscal.gmu.edu/travel/>. Do you accept?

Mission Response: Yes. These terms are accepted.

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

Mission Response: Yes.

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

Mission Response: Yes.



For Mission Media

Sean Brescia
Principal/Director, Business Strategy & Development