



Purchasing Department
4400 University Drive, Mailstop 3C5
Fairfax, VA 22030
Phone: 703.993.2580 | Fax: 703.993.2589
<http://fiscal.gmu.edu/purchasing/>

March 30, 2021

Ms. Kim Barron
Principal/Art Director – kim@newleafgd.com
New Leaf Graphic Design
845 Knapps Highway
Fairfield, CT 06825

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

Dear Ms. Barron:

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? *Yes, however please note that I did take into consideration Mason's non-profit status when setting my rate in the RFP. I am able to further reduce my rate to \$95/hour.*
2. If awarded a contract, do you acknowledge, agree and understand George Mason University cannot guarantee a minimum amount of business? *Yes.*
3. Do you agree to sign Mason's Standard Contract (RFP Attachment B – Sample Contract) if awarded a contract? *Yes.*

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