



George Mason University Creative & Marketing Services

RFP GMU-1692-21 – Negotiation Questions

April 9, 2021



We're on a Mission.

YOURS.®



1. Hourly Rates

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?

Reingold understands that affordable hourly rates are an important consideration for George Mason University. In the table below, we offer a revised rate for each proposed team member, with a discount of 2.5% for all staff.

Personnel	Original Rate	Revised Rate
Courtney Morgan, <i>Account Leader*</i>	n/a	\$ 95.55
Leslie Johnson, <i>Account Coordinator</i>	\$ 68.00	\$ 66.30
Scott San Martin, <i>Senior Production Manager</i>	\$ 145.00	\$ 141.38
Colleen McMackin, <i>Production Manager</i>	\$ 105.00	\$ 102.38
Zoe Worrell, <i>Graphic Specialist</i>	\$ 96.00	\$ 93.60
Kyle Fox, <i>Graphic Specialist</i>	\$ 96.00	\$ 93.60
Tiffany Ford, <i>Video Project Manager</i>	\$ 117.00	\$ 114.75
Jordan Barber, <i>Video Producer</i>	\$ 95.00	\$ 92.63
Michael Sharp, <i>Writer/Editor</i>	\$ 103.00	\$ 100.43
Rachel Small, <i>Editor</i>	\$ 88.00	\$ 85.80
Patrick Harrington, <i>Associate Creative Director</i>	\$ 175.00	\$ 170.63
Cynthia Terry, <i>Creative Writer</i>	\$ 81.00	\$ 78.98
Dain Lee, <i>Web Developer</i>	\$ 135.00	\$ 131.63
Samantha Smith, <i>Marketing Researcher</i>	\$ 81.00	\$ 78.98
Gautham Rallapalli, <i>Web Developer and Designer</i>	\$ 111.00	\$ 108.23
Lynsey Jacob, <i>Social Media Associate</i>	\$ 88.00	\$ 85.80
Joseph Ney, <i>Creative Director</i>	\$ 235.00	\$ 229.13

* Reingold originally proposed Meredith Muckerman as Account Leader at a rate of \$98/hr., but she is no longer with the firm. Instead, we have proposed Courtney Morgan. Her resume can be found in Appendix A.

2. Additional Discounts for Volume

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

Yes, we can provide additional discounts based on the size of a project. We would actually prefer to estimate the level of effort needed for any particular project and then negotiate a fixed project fee which includes a discount.

3. Specification of Roles

3. Your proposed pricing has various hourly rates listed per role. Will Mason be able to specify what role works on a particular project? For example, can we choose between “Creative Director” at \$235 and “Associate Creative Director” at \$175, or will you choose what role works on a particular project?

Rather than having Mason identify the staffing plan, what we would suggest is to jointly discuss the project in question with you and then estimate the level of effort needed, given our understanding of the need. As discussed in the response to item 2, after we develop an estimate, we can then negotiate a fixed project fee and offer a discount to ensure the project meets your budgetary needs.

As a general note, we don't deploy our most senior personnel unless there is a need, and even then we try use them only sparingly. We don't anticipate billing many, if any, hours at the \$235 rate in any given year of this engagement.

4. Minimum Requirements

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

We do not have minimum hourly requirements for jobs. We appreciate the opportunity to jointly discuss each potential project with you and then estimate the level of effort needed, given our understanding of the need. As discussed in the response to item 2, after we develop an estimate, we can then negotiate a fixed project fee and offer a discount to ensure the project meets your budgetary needs.

5. Stipulations for Advertising & Media Buying

5. 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-upon scope of work. All spending and allocation of spending is at the direction of Mason.
 - c. Advertising/media buying will be done by Reingold. Reingold will invoice Mason for pre-approved, verified in-market advertising, plus fees and services with the agreed-upon scope of work.
 - d. Invoices must separate advertising/media buy spend from additional fees.
 - e. Provide monthly YTD budget review and reporting analytics meetings to assess campaign performance and identify optimizations.
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Yes, we agree to the stipulations above.

6. Acknowledgment of No Guaranteed Minimum

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

Yes, we acknowledge, agree, and understand that George Mason University cannot guarantee a minimum amount of business.

7. Form of Contract

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

Yes, we agree to sign Mason's Standard Contract if we are awarded a contract.

Appendix A

Courtney Morgan

Project Role: Account Leader

Reingold: Communications Associate

A. Background Information

Relevant Experience

Ms. Morgan is a communications consultant with experience in project management, strategy development, design management and branding, event outreach, partner outreach, content development, and digital reporting. At Reingold she manages projects on behalf of the U.S. Department of Veterans Affairs (VA).

Education

Christopher Newport University, B.A. (political science and American Studies), 2018

Positions and Employment

2018 – present: Communications Associate, Reingold, Alexandria, Va.

Ms. Morgan manages Reingold's work on VA's annual Mental Health Month campaigns, which promote VA's mental health resources for Veterans each May. She supports strategic planning and campaign oversight, managing the coordination of digital marketing and design asset and other content development, outreach activities, radio media tours, and website splash page development. Ms. Morgan also supports VA's Office of Connected Care Connected Health Implementation Strategies (OCC CHISS), coordinating training, writing video scripts, and reporting on performance metrics. In addition, she manages the interns under both client projects and Reingold's community service team.

2017: Executive Director, CaptaTHON, Newport News, Va.

Ms. Morgan developed and organized a fundraising program for Children's Miracle Network Hospital. The program raised more than \$20,000 in the first year through local partnerships and public awareness campaigns. This strong foundation allowed the program to raise nearly \$30,000 in the second year.

B. Related Client Experience

U.S. Department of Veterans Affairs, Make the Connection, 2018 – present

Ms. Morgan has assumed a variety of roles for the Make the Connection campaign to encourage veterans to identify their mental health challenges and seek VA support when they need it. She currently



manages the program’s Mental Health Month campaign and coordinates the development of graphic designs and promotional materials. Using Salesforce, Ms. Morgan created a system for tracking and analyzing qualitative metrics for each of the campaign’s outreach events to enhance reporting on performance and optimization of tactics. She has also managed the distribution of campaign materials.

U.S. Department of Veterans Affairs, Office of Connected Care, 2020 – present

Ms. Morgan supports training development and strategy for the Office of Connected Care Connected Health Implementation Strategies, a project that develops content and materials to help VA health care providers integrate virtual care into their patient services. She also supports video scriptwriting and reporting.

Library of Congress – National Library Service, 2019

Ms. Morgan supported digital reporting for the National Library Service campaign to promote its Talking Books program for people with low vision and other disabilities that prevent them from reading print material.