



31 March 2021

Erin Rauch  
Asst. Director GMU Purchasing  
4400 University Dr., Mailstop 3C5  
Fairfax, VA 22030

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

Dear Ms. Rauch:

Rock Creek Productions appreciates the opportunity to respond to your request for negotiations and clarifications. Please find our responses to your questions below.

- 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 Rock Creek provide reduced pricing for any items outlined in your proposal?*

In some cases, and for some line items the answer is yes. The priced list submitted with our original proposal was based on two VASCUP contracts with Virginia Tech and UVA. Those contracts were awarded in 2018. We have increased our prices slightly in this proposal. Since that time, we have also revised our entire commercial price list and we are in the process of negotiating a new contract with the federal General Services Administration (GSA). Below is a table showing our commercial, proposed GSA, and proposed GMU prices. You will see that in almost all cases our GMU prices are well below our commercial and GSA prices. In places where this was not the case, I am proposing a new, lower price.

Rock Creek Price List Comparison					
Staff	Unit	Commercial Rate	Federal GSA Rate	Proposed GMU Rate	Adjusted GMU Rate
Senior Producer	Day	\$850.00	\$822.17	\$785.00	
Producer	Day	\$725.00	\$701.26	\$525.00	
Associate Producer	Day	\$600.00	\$580.35	\$420.00	
Scriptwriter	Day	\$850.00	\$822.17	\$735.00	
Art Director	Day	\$850.00	\$822.17	\$685.00	
Production Coordinator	Day	\$550.00	\$531.99	\$420.00	



Director	Day	\$850.00	\$822.17	\$785.00	
Assistant Director	Day	\$600.00	\$580.35	\$525.00	
Director of Photography	Day	\$850.00	\$822.17	\$785.00	
Videographer	Day	\$700.00	\$677.08	\$575.00	
Camera Operator	Day	\$600.00	\$580.35	\$420.00	
Audio Engineer (Sound Recordist)	Day	\$700.00	\$677.08	\$575.00	
Audio Technician	Day	\$550.00	\$531.99	\$420.00	
Gaffer	Day	\$700.00	\$677.08	\$575.00	
Grip	Day	\$550.00	\$531.99	\$475.00	
Production Assistant	Day	\$275.00	\$265.99	\$265.00	
Make-up Artist	Day	\$800.00	\$773.80	\$630.00	
Teleprompter Operator w/ Pro Prompter	Day	\$550.00	\$531.99	\$365.00	
Senior Still Photographer	Day	\$850.00	\$822.17	\$785.00	
Still Photographer	Day	\$700.00	\$677.08	\$525.00	
Editor *	Hour	\$105.00	\$101.56	\$85.65	
Assistant Editor *	Hour	\$75.00	\$72.54		\$65.00
<b>Digital Cinema Production</b>					
<b>Unit</b>					
<b>Camera Packages</b>					
Digital Cinema Camera 4K +	Day	\$900.00	\$870.53	\$945.00	\$850.00
Digital Video Camera 4K	Day	\$650.00	\$628.72	\$365.00	
DSLR Package	Day	\$185.00	\$178.94	\$265.00	\$175.00
<b>Camera Support</b>					
Steadicam Package	Day	\$1,250.00	N/A	\$1,050.00	
Movi Gimbal	Day	N/A	N/A	\$265.00	
Teleprompter (Tablet Based)	Day	N/A	N/A	\$130.00	
Teleprompter (Professional) *	Day	N/A	N/A	\$265.00	
Field Audio Package	Day	\$275.00	\$265.99	\$265.00	
<b>Lighting, Grip and Electric</b>					
Lighting and Grip -- standard package	Day	\$275.00	\$241.81	\$265.00	\$240.00
575w HMI Fresnel Light	Day	N/A	N/A	\$160.00	
1200w HMI Fresnel Light	Day	\$225.00	\$217.63	\$210.00	
2000w HMI Fresnel Light	Day	N/A	N/A	\$315.00	
Lite Panel Kit	Day	\$100.00	N/A	\$160.00	\$100.00
Kino-Flo 4x4 Kit	Day	\$150.00	N/A	\$160.00	\$125.00



Mini-Jib	Day	\$150.00	\$145.09	\$160.00	\$125.00
Full Sized Jib	Day	\$350.00	N/A	\$365.00	\$300.00
Doorway or Dana Dolly	Day	\$85.00	\$82.22	\$80.00	
Fischer Hydraulic Dolly	Day	\$500.00	N/A	\$475.00	
One-ton Grip Truck	Day	\$350.00	\$338.54	\$365.00	\$300.00
<b>Miscellaneous</b>					
Makeup Supplies	Each	\$75.00	N/A	\$80.00	\$65.00
Field Media Storage Drive	Each	\$160.00	\$154.76	\$145.00	
<b>POSTPRODUCTION</b>					
	<b>Unit</b>				
Media Logging *	Hour	N/A	N/A	\$35.00	Removed
Digital Editing System *	Hour	N/A	N/A	\$65.00	Removed
Music Cut - Single	Each	\$225.00	\$217.63	\$200.00	
3D Animation	Hour	\$275.00	\$265.99	\$210.00	
2D Animation (After Effects/Motion)	Hour	\$150.00	\$145.09	\$157.50	\$125.00
Photoshop	Hour	\$105.00	\$101.56	\$84.00	

\* In reviewing this price list, I noticed that the structure of our editing prices was out-of-line with current standard practices and we had been separating the labor and equipment costs. In order to rectify this, we have removed the equipment line item and added additional labor category for Assistant Editor.

- Your proposed pricing has staff listed with different rates. Will Mason be able to specify who they want for a particular job? For example, can we choose between "Senior Producer" at \$98.50 and "Associate Producer" at \$52.50 or will Rock Creek choose what level of staff member works on any particular project?

The different rates reflect different levels of experience and ability. Typically, we estimate video production project costs by designating the most appropriate person for the job. In some cases, a person with less experience may be all that is required. Having multiple rates also allows us to be flexible and competitive in our pricing. To answer your question though, yes, GMU would be able to specify who they would want for a particular job.

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

We do not have minimum hourly requirements.

Herndon Letterhead  
10/29/15

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

Yes.

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

Yes.

If you have any questions or need more information, please contact me via email at [steve@rock-creek.com](mailto:steve@rock-creek.com) or at 703-867-7655

Sincerely,



Steve Agnew  
President  
Rock Creek Productions, Inc.