From: Erin Rauch
To: Milton Steppe
Subject: RE: Negotiations: GMU-1692-21, Creative & Marketing Services -SteppeMedia
Date: Thursday, April 1, 2021 4:47:37 PM

Hi Milton,

Answers to your additional questions are below:

SteppeMedia Questions:

1. Will this contract agreement be able to be utilized by other local and state agencies (contract vehicle)?
   Yes, it will have cooperative language and be posted on VASCUPP.org for other VA Universities to use. Any organization mentioned here can use the contract if allowed by their purchasing rules. It is the intent of this Contract to allow for cooperative procurement. Accordingly, any public body, public or private health or educational institutions, or affiliated corporations may access this Contract if authorized by the Contractor.
2. Your question #2: What is the project time based on? Per week, per month, or for a discrete project?

   I don't have this information as it was more of a hypothetical question. Projects will vary greatly per department needs.
3. Is there an estimated time until final decisions are made for the contract winners?

   I'm hoping within the next 3 weeks, but it depends on the availability and response time of the committee.

Thanks,

Erin Rauch, CPPB, VCO, CUPO
Assistant Director | Purchasing
George Mason University
erauch@gmu.edu | https://fiscal.gmu.edu/purchasing/

From: Milton Steppe <milton@steppemedia.com>
Sent: Thursday, April 1, 2021 12:13 PM
To: Erin Rauch <erauch@gmu.edu>
Subject: Re: Negotiations: GMU-1692-21, Creative & Marketing Services -SteppeMedia

Good afternoon Ms. Rauch,

Thank you for the email and please see the responses to your questions below.

March 30, 2021

Mr. Milton Steppe
President – milton@steppemedia.com
SteppeMedia, LLC
977 Seminole Trail #270
Charlottesville, VA 22901

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

Dear Mr. Steppe:

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, in building our proposal we factored in an hourly discount of $10 per hour (see page 27 of the proposal).

2. Do you have any minimum hourly requirements for jobs? For example, a 4-hour minimum per project. 10- 16 hours would be preferred as a minimum. However, depending on the project we would consider less.

3. Can you provide any additional discounts based on total university spend? We would consider additional discounts on a project-to-project basis.

4. If contracted for advertising and media buying, do you agree to the following? Yes, we agree to comply with them all.

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 SteppeMedia. SteppeMedia 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.

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

6. Do you agree to sign Mason's Standard Contract (RFP Attachment B – Sample Contract) if awarded a contract? Yes, we agree to sign GMU's standard contract.

Please advise if you have any questions or need clarification before responding.

SteppeMedia Questions:

1. Will this contract agreement be able to be utilized by other local and state agencies (contract vehicle)?
2. Your question #2: What is the project time based on? Per week, per month, or for a discrete project?
3. Is there an estimated time until final decisions are made for the contract winners?

All the best,

Milton

On Tue, Mar 30, 2021 at 8:26 PM Erin Rauch <erauch@gmu.edu> wrote:

> Please see the attached negotiation letter for your response.
>
> Thank you,
>
> Erin Rauch, CPPB, VCO, CUPO
> Assistant Director | Purchasing
> George Mason University
> erauch@gmu.edu | https://fiscal.gmu.edu/purchasing/