



April 5, 2021

Erin Rauch, CPPB, VCO, CUPO
Assistant Director | Purchasing
erauch@gmu.edu

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

Dear Ms. Rauch:

Thank you so much for including us in the negotiations for the Creative & Marketing Services. We are so excited for this opportunity. We also understand and respect that as an institution of Virginia, it is imperative to ensure that all pricing meets your institution's needs. Below, we are offering reduced pricing based on your scope of work. We also will share that as a women-owned, minority-owned agency, we value our team members as much as we do our Clients. It is our responsibility to ensure the sustainability of our agency. Only 1% of creative agencies are founded by women, according to *Forbes*. We are determined for Sunshine & Bourbon to succeed and continue delivering the highest quality product for our Clients – campaigns that differentiate in a competitive market and go beyond their expectations.

We truly cannot thank you enough for this opportunity. The following are our responses to your questions:

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?*

We are excited for the opportunity to work with George Mason University, and therefore we will offer a reduced hourly rate of services. We can offer *either* a 15% discount for our hourly rates *or* the following blended rates: \$150 for Creative Services, \$125 for Interactive Services, \$135 for Client Services as well as PR, \$135 for Brand Strategy, and \$115 for Production/Project Management.

2. *Your proposed pricing has various hourly rates listed per category. Will Mason be able to specify who works on a particular project? For example, can we choose between "Senior Web Developer" at \$150 and "Junior Web Developer" at \$100 or will you choose what job title works on a particular project?*

The developer roles are based on the complexity of a project. All web maintenance projects are performed by the Junior Developers. However, more complex projects that require a more experienced developer are then given to a Senior Web Developer. We would never want to sacrifice the quality of our product, especially knowing that if a less-experienced developer begins a project that they may not be familiar with, it will lead to increased hours and possibly more revisions. Saying that, we will assuredly have conversations with the GMU team when a project arises so there is a full understanding of the scope of the project as well as its complexity which means we will ensure the GMU team is in full agreement as to which developer role would be chosen to work on a project.



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

Sunshine & Bourbon has no minimum per project. We value our Clients and we strive to meet their needs regardless of the size of a project.

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

This is a difficult question to answer given that the scope of work outlined in the proposal is wide-ranging. We base our pricing based on the number of hours it takes to complete a project, so it would be difficult to say that a project would take less hours than it really would. However, please note the discount we are offering in the hourly rates which is listed above. In addition, Sunshine & Bourbon would be open to future negotiations for specific projects based on spend.

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 scope of work. All spending and allocation of spending is at the direction of Mason.*
- c. *Advertising/media buying will be done by Sunshine & Bourbon. Sunshine & Bourbon 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.*

Sunshine & Bourbon absolutely agrees to these terms, as this is our standard operating procedure.

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

Sunshine & Bourbon acknowledges, agrees and understands George Mason University cannot guarantee a minimum amount of business.

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

Sunshine & Bourbon agrees to sign Mason's Standard Contract (RFP Attachment B – Sample Contract) if awarded a contract.

Please let me know if you need any additional clarifications or have any additional questions. Thank you again!

Jessica Ireland
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