



April 2, 2021

Ms. Erin Rauch, CPPB, VCO, CUPO
Assistant Director | Purchasing
George Mason University
erauch@gmu.edu

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

Dear Ms. Rauch:

Thank you for the opportunity to respond to questions regarding our proposal for creative and marketing services. Responses are provided 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 you provide reduced hourly rates for services?

We can offer a reduced hourly rate for Director at \$125/hour. Standard rate for Director is \$155/hour.

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

We can provide a pre-payment discount of 3%.

3. Your proposed pricing has various hourly rates listed per job title. Will Mason be able to specify who works on a particular project? For example, can we choose between "Director" at \$155 and "Creative" at \$125 or will you choose what job title works on a particular project?

Work will be assigned by The Ivy Group; we will do our best to accommodate requests for individual team members. With the Director hourly rate discount offer in response to question 1, Directors, Managers, and Creatives will be billed at the same rate of \$125/hour.

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

The Ivy Group's minimum billing increment is 30 minutes.

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.

Agreed.

- 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.

Agreed.

- c. Advertising/media buying will be done by The Ivy Group. The Ivy Group will invoice Mason for pre-approved, verified in-market advertising, plus fees and services within the agreed scope of work.

Agreed.

- d. Invoices must separate advertising/media buy spend from any additional fees.

Agreed.

- e. Provide monthly YTD budget review and reporting analytics meetings to assess campaign performance and identify optimizations.

Agreed.

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

The Ivy Group acknowledges, agrees, and understands that George Mason University cannot guarantee a minimum amount of business.

- 7. Mason's travel policy is to reimburse all travel expenses in accordance with the Commonwealth of Virginia's per diem rates and Mason's travel policies. <http://fiscal.gmu.edu/travel/>. Do you accept?

The Ivy Group accepts the Commonwealth of Virginia's per diem rates and Mason's travel policies.

Regards,



Julia Prince
Director of Strategy & Operations
The Ivy Group
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