

 Francis Marion University Amendment #2	Solicitation Number Date Issued Purchasing Officer Phone E-Mail Address Amendment Date	RFP-2419 06/08/2023 Jennifer D Hester (843) 661-1161 jdhester@fmarion.edu 07/12/2023

DESCRIPTION: **Provide Digital Marketing Services for Francis Marion University**

The Term "Offer" Means Your "Bid" or "Proposal".

SUBMIT OFFER BY (Opening Date/Time): **07/06/2023 at 2:00 PM EST 07/31/2023 at 2:00PM EST** See "Deadline For Submission Of Offer" provision

QUESTIONS MUST BE RECEIVED BY: **06/22/2023 at 2:00 PM EST** See "Questions From Offerors" provision

NUMBER OF COPIES TO BE SUBMITTED: **One (1) original in hard copy, three (3) copies in hard copy clearly marked "COPY," one Magnetic Media as Specified and One (1) Redacted Copy as Specified.**

SUBMIT YOUR OFFER TO ONE OF THE FOLLOWING ADDRESSES IN A SEALED PACKAGE.		
MAILING ADDRESS: Francis Marion University Purchasing Office P.O. Box 100547 Florence, SC 29502-0547	EXPRESS SHIPPING ADDRESS: Francis Marion University Central Receiving 4822 E. Palmetto Street Florence, SC 29506	HAND-DELIVERY: Francis Marion University Purchasing Office (Room 102) Stokes Administration Building 4822 E. Palmetto Street Florence, SC 29506
CONFERENCE TYPE: N/A DATE & TIME: N/A As appropriate, see "Conferences - Pre-Bid/Proposal" & "Site Visit" provisions		LOCATION: N/A
AWARD & AMENDMENTS	A Statement of Award will be posted at the Physical Address stated on 7/17/2023 8/15/2023 . The award, this solicitation, and any amendments will be posted at the following web address: http://www.fmarion.edu/about/solicitationsawards	
You must submit a signed copy of this form with Your Offer. By submitting a bid or proposal, You agree to be bound by the terms of the Solicitation. You agree to hold Your Offer open for a minimum of thirty (30) calendar days after the Opening Date.		
NAME OF OFFEROR (Full legal name of business submitting the offer)		OFFEROR'S TYPE OF ENTITY: (Check one) <input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation (tax-exempt) <input type="checkbox"/> Corporate entity (not tax-exempt) <input type="checkbox"/> Government entity (federal, state, or local) <input type="checkbox"/> Other _____ (See "Signing Your Offer" provision.)
AUTHORIZED SIGNATURE (Person signing must be authorized to submit binding offer to enter contract on behalf of Offeror named above.)		
TITLE (Business title of person signing above)		
PRINTED NAME (Printed name of person signing above)	DATE SIGNED	
Instructions regarding Offeror's name: Any award issued will be issued to, and the contract will be formed with, the entity identified as the offeror above. An offer may be submitted by only one legal entity. The entity named as the offeror must be a single and distinct legal entity. Do not use the name of a branch office or a division of a larger entity if the branch or division is not a separate legal entity, i.e., a separate corporation, partnership, sole proprietorship, etc.		
STATE OF INCORPORATION (If Offeror is a corporation, identify the state of Incorporation.)		
TAXPAYER IDENTIFICATION NO. (See "Taxpayer Identification Number" provision)		

COVER PAGE MMO (JAN. 2006)

PAGE TWO

(Return Page Two with Your Offer)

HOME OFFICE ADDRESS (Address for offeror's home office / principal place of business)	NOTICE ADDRESS (Address to which all procurement and contract related notices should be sent.) (See "Notice" clause)
	Address
	Area Code - Number - Extension Facsimile
	E-mail Address

PAYMENT ADDRESS (Address to which payments will be sent.) (See "Payment" clause)	ORDER ADDRESS (Address to which purchase orders will be sent) (See "Purchase Orders and "Contract Documents" clauses)
<input type="checkbox"/> Payment Address same as Home Office Address	<input type="checkbox"/> Order Address same as Home Office Address
<input type="checkbox"/> Payment Address same as Notice Address (check only one)	<input type="checkbox"/> Order Address same as Notice Address (check only one)

ACKNOWLEDGMENT OF AMENDMENTS Offerors acknowledges receipt of amendments by indicating amendment number and its date of issue. (See "Amendments to Solicitation" Provision)							
Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date

DISCOUNT FOR PROMPT PAYMENT (See "Discount for Prompt Payment" clause)	10 Calendar Days (%)	20 Calendar Days (%)	30 Calendar Days (%)	_____ Calendar Days (%)
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PREFERENCES - A NOTICE TO VENDORS: On June 16, 2009, the South Carolina General Assembly rewrote the law governing preferences available to in-state vendors, vendors using in-state subcontractors, and vendors selling in-state or US end products. This law appears in Section 11-35-1524 of the South Carolina Code of Laws. A summary of the new preferences is available at www.procurement.sc.gov/preferences . PREFERENCES DO NOT APPLY WITH THIS SOLICITATION: Per Section 11-35-1524(E)(5) preferences do not apply to procurements conducted pursuant to Section 11-35-1530 of the South Carolina Consolidated Procurement Code.
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PREFERENCES - ADDRESS AND PHONE OF IN-STATE OFFICE: PREFERENCES DO NOT APPLY WITH THIS SOLICITATION: Per Section 11-35-1524(E)(5) preferences do not apply to to procurements conducted pursuant to Section 11-35-1530 of the South Carolina Consolidated Procurement Code.
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Amendment 2

RFQ 2419 – Provide Digital Marketing Services for Francis Marion University

AMENDMENTS TO SOLICITATION

- (a) The Solicitation may be amended at any time prior to opening.
- (b) Offerors shall acknowledge receipt of any amendment to this solicitation (1) by signing and returning the amendment, (2) by identifying the amendment number and date in the space provided for this purpose on Page Two, (3) by letter, or (4) by submitting a bid that indicates in some way that the bidder received the amendment.
- (c) If this solicitation is amended, then all terms and conditions which are not modified remain unchanged.

Modifications

The following have been **added** or **changed/removed** or **emphasized**:

1) Cover Page, Page 1, Submit

SUBMIT OFFER BY (Opening Date/Time): **07/06/2023 at 2:00 PM EST**
provision

See "Deadline For Submission Of Offer"

Changed to:

SUBMIT OFFER BY (Opening Date/Time): **07/31/2023 at 2:00PM EST**
provision

See "Deadline For Submission Of Offer"

2) Cover Page, Page 1, Award and Amendment

AWARD & AMENDMENTS	A Statement of Award will be posted at the Physical Address stated on 7/17/2023 . The award, this solicitation, and any amendments will be posted at the following web address: http://www.fmarion.edu/about/solicitationsawards
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Changed to:

AWARD & AMENDMENTS	A Statement of Award will be posted at the Physical Address stated on 8/15/2023 . The award, this solicitation, and any amendments will be posted at the following web address: http://www.fmarion.edu/about/solicitationsawards
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3) SCOPE OF WORK/SPECIFICATIONS

(Added to Paid Search and Paid Social:)

1. The University anticipates approximately \$4,500/month spend for Paid Search.
2. The University anticipates approximately \$2,500/month spend for Paid Social.

4) Page 29: VIII. BIDDING SCHEDULE / PRICE-BUSINESS PROPOSAL

Note: Offerors are to submit a Business Proposal as a separate document from the Technical Proposal. The Business Proposal must include the following considerations:

BIDDING SCHEDULE (NOV 2007):

Item	Description	Quantity	Extended Price
1	Campaign Discovery Fee (if applicable)	1	_____
Item	Description	Quantity	Extended Price
2	Flat Rate Campaign Management Fee and/or Agency Fee on Media Spend	1	_____
Item	Description	Quantity	Extended Price
3	Anticipated impressions and Cost Per Click for Paid Search and Paid Social Based on Monthly Spend (assume \$4,500/month for Paid Search and \$2,500/Month for Paid Social)	1	_____
Item	Description	Quantity	Extended Price
4	Analytics and Dashboard Fee (if applicable)	1	_____
Item	Description	Quantity	Extended Price
5	Grand Total for Items 1 through 4	1	_____

Optional Costs

Optional costs will be used to adjust the cost for changes to specifications. All items marked must be filled out or bid may be rejected for being non-responsive.

Item	Description	Quantity	Extended Price
1	Creative Design Hourly Rate	1	
Item	Description	Quantity	Extended Price

Changed to:

All clicks stated in items 2 and 3 are estimates. The University anticipates approximately \$4,500/month spend for Paid Search. The University anticipates approximately \$2,500/month spend for Paid Social. The total quantity of purchases of any individual item on the contract is not known. The State does not guarantee that the State will buy any specified item or total amount. The omission of a specific estimated purchase quantity does not indicate a lack of need but rather a lack of historical information.

Item	Description	Quantity		Extended Price
1	All-inclusive Campaign Fees (including but not limited to: Campaign Management Fees, Creative Fees, Analytics and Dashboard Fees, Campaign Discovery Fees, etc.)	1		
Item	Description	Quantity	Cost Per Click	Extended Price
2	Cost Per Click for Paid Search estimated at 6,500 clicks per month, for seven months.	45,500		
Item	Description	Quantity	Cost Per Impression	Extended Price
3	Cost Per Impression for Social estimated at 100,000 impressions per month, for seven months.	700,000		
Item	Description			Extended Price
4	Grand Total for Items 1 through 3			

Emphasized:

Note: All costs must be submitted in a separate sealed envelope.

*The Extended Price may only include Final Pricing on the bidding schedule. Any additional pricing or explanation of pricing in the bidding schedule may be considered non-responsive and may not be considered when determining the awarded contractor.

**In addition to the Bidding Schedule, separate documentation must be provided containing itemized pricing breakdown for the proposal that matches the mandated bid schedule.

FOR ALL OFFERORS:

To allow for a proper response that complies with this amendment and all other requirements associated with RFP 2419 – Provide Digital Marketing Services, the submission due date has been postponed to July 31, 2023, by 2pm EST.

Responses must abide by the following requirements:

- 1) Separated Proposals- each of the parts shall be separate and complete so that evaluation of one may be accomplished independently from evaluation of the other.
 - Business Proposal – In addition to the above, vendor shall submit all price information as a **separate sealed document** (complete Section VIII “Bidding Schedule/Price-Business Proposal).
 - The Technical Proposal must not contain reference to cost.
- 2) Completed Bidding Schedule
 - Pricing must be formatted and completed as requested in the bidding schedule.
 - Separate documentation must be provided containing itemized pricing breakdown for the proposal that corresponds with the mandated bidding schedule.
 - Responses that do not abide by all requirements by the RFP and amendments may be considered non-responsive and may not be considered when determining the awarded contractor.

Please submit a response that complies with this amendment and all other requirements associated with RFP 2419 – Provide Digital Marketing Services by July 31, 2023, by 2pm EST.

Reminder: NUMBER OF COPIES TO BE SUBMITTED: One (1) original in hard copy, three (3) copies in hard copy clearly marked “COPY,” (these copies shall NOT have the Business Proposal information included) one Magnetic Media as Specified and One (1) Redacted Copy as Specified.