



Greenville Technical College

Request for Proposal Amendment 2

Solicitation Number: GTC-22-08-283RFP-Branding
 Date Issued: 12/12/2022
 Procurement Officer: Kristal Doherty
 Phone: (864) 250-8417
 E-Mail Address: Kristal.doherty@gvltec.edu
 Mailing Address: PO Box 5616 Greenville, SC 29606

DESCRIPTION: Branding Analysis and Rebranding Services

USING DEPARTMENT UNIT: Greenville Technical College

The Term "Offer" Means Your "Bid" or "Proposal". Unless submitted on-line, your offer must be submitted in a sealed package. Solicitation Number & Opening Date must appear on package exterior. See "Submitting Your Offer" provision.

SUBMIT YOUR OFFER TO EITHER OF THE FOLLOWING ADDRESSES:

MAILING ADDRESS: Greenville Technical College
 Purchasing – MS 1236
 PO Box 5616
 Greenville, SC 29606-5616

PHYSICAL ADDRESS: Greenville Technical College
 Attn: Kristal Doherty
 738 S. Pleasantburg Dr
 Greenville, SC 29607

SUBMIT BID BY (Opening Date/Time): 1/05/2023 @ 2:00 PM (See "Deadline For Submission Of Offer" provision)

QUESTIONS MUST BE RECEIVED BY: **11/28/2022 @ 10:00 AM** (See "Questions From Offerors" provision)

NUMBER OF COPIES TO BE SUBMITTED: **One (1) original hard copy, five (5) copies marked "Copy" & one (1) redacted hard copy marked REDACTED. If submitting a redacted copy - See Section IV. Submitting Redacted Offers for instructions. Must also submit 1 copy of proposal, redacted proposal and cost proposal on USB flash drive.**

Initial here if NO redacted copy is necessary _____

(As appropriate, see "Conferences - Pre-Bid/Proposal" & "Site Visit" provisions)

CONFERENCE TYPE:	DATE & TIME:	LOCATION:
N/A		N/A

AWARD & AMENDMENTS

Award is scheduled to be posted on **2/03/2023**. The award, this solicitation, any amendments, and any related notices will be posted at the following web address: <https://www.gvltec.edu/purchasing/>

You must submit a signed copy of this form with Your Offer. By signing, You agree to be bound by the terms of the Solicitation. You agree to hold Your Offer open for a minimum of sixty (60) calendar days after the Opening Date. (See "Signing Your Offer" and "Electronic Signature" provisions.)

NAME OF OFFEROR (full legal name of business submitting the offer)

Any award issued will be issued to, and the contract will be formed with, the entity identified as the Offeror. 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.

AUTHORIZED SIGNATURE

(Person must be authorized to submit binding offer to contract on behalf of Offeror.)

TITLE

(business title of person signing above)

PRINTED NAME

(printed name of person signing above)

DATE SIGNED

STATE VENDOR NO.

(Register to Obtain S.C. Vendor No. at www.procurement.sc.gov)

STATE OF INCORPORATION

(If you are a corporation, identify the state of incorporation.)

OFFEROR'S TYPE OF ENTITY: (Check one)

(See "Signing Your Offer" provision.)

- Sole Proprietorship Partnership Other _____
 Corporate entity (not tax-exempt) Corporation (tax-exempt) Government entity (federal, state, or local)

PAGE TWO

(Return Pages One and 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)

Area Code - Number - Extension: _____
Facsimile: _____
E-mail Address: _____

PAYMENT ADDRESS
(Address to which payments will be sent.)

ORDER ADDRESS
(Address to which purchase orders will be sent) (See "Payment" clause)
(See "Purchase Orders and "Contract Documents" clauses)

(check only one)

- Payment Address same as Home Office Address
- Payment Address same as Notice Address

(check only one)

- Order Address same as Home Office Address
- Order Address same as Notice Address

ACKNOWLEDGMENT OF AMENDMENTS

Offeror 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
1	12/02/22						
2	12/09/22						

DISCOUNT FOR PROMPT PAYMENT (See "Discount for Prompt Payment" clause)

10 Calendar Days (%) 20 Calendar Days (%) 30 Calendar Days (%) _____ Calendar Days (%)

~~**PREFERENCES – A NOTICE TO VENDORS** (SEP. 2009): 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. ALL THE PREFERENCES MUST BE CLAIMED AND ARE APPLIED BY LINE ITEM, REGARDLESS OF WHETHER AWARD IS MADE BY ITEM OR LOT. VENDORS ARE CAUTIONED TO CAREFULLY REVIEW THE STATUTE BEFORE CLAIMING ANY PREFERENCES. THE REQUIREMENTS TO QUALIFY HAVE CHANGED. IF YOU REQUEST A PREFERENCE, YOU ARE CERTIFYING THAT YOUR OFFER QUALIFIES FOR THE PREFERENCE YOU'VE CLAIMED. IMPROPERLY REQUESTING A PREFERENCE CAN HAVE SERIOUS CONSEQUENCES. [11-35-1524(E)(4)&(6)]~~

PREFERENCES DO NOT APPLY 11-35-1524 (E)(5)

~~**PREFERENCES – ADDRESS AND PHONE OF IN-STATE OFFICE:** Please provide the address and phone number for your in-state office in the space provided below. An in-state office is necessary to claim either the Resident Vendor Preference (11-35-1524(C)(1)(i)&(ii)) or the Resident Contractor Preference (11-35-1524(C)(1)(iii)). Accordingly, you must provide this information to qualify for the preference. An in-state office is not required, but can be beneficial, if you are claiming the Resident Subcontractor Preference (11-35-1524(D)).~~

PREFERENCES DO NOT APPLY 11-35-1524 (E)(5)

- _____ In State Office Address same as Home Office Address
- _____ In State Office Address same as Notice Address (check only one)

NOTICE – AMENDMENT #2

SOLICITATION GTC-22-08-283RFP-Branding

AMENDMENTS TO SOLICITATION (JAN 2004)

All actual and prospective Offerors should monitor the following web site for the issuance of Amendments:
www.qvltec.edu/purchasing/

- (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.
[02-2A005-1]

The Submission Deadline has been modified. Proposals are now due by 1/05/2023 at 2:00 PM. The award posting date has also been modified to 2/03/2023.

Changes have been made to the following sections, the language below replaces the language in the RFP:

III. SCOPE OF WORK / SPECIFICATIONS

Creative Production (cost should be included in the proposal. The college will pay a separate vendor for printing)

- Create a new corporate identity package including, but not limited to stationery, collateral, campus wayfinding signage (three variations), event signage, business cards, PowerPoint templates (two versions), billboards, direct mail and other promotional materials for the college.
- Production of seven video spots each having :05, :15, :30 and :90 versions;
- Corresponding seven radio spots each having :15 and :30 versions
- Five day photo shoot across seven locations
- Two day video shoot for testimonials and b-roll (in addition to video spot production)
- In addition to the new college campaign (mentioned in previous section), create seven sub campaign suites. For each subcampaign develop: print ad (two sizes – one vertical and one horizontal), digital ad (three sizes), direct mail, billboard (two sizes) for college initiatives/programs
- Design templates for brochures/fliers (three templates) for student services and other business functions that are student facing.

All other terms and conditions of GTC-22-08-283RFP-Branding remain the same.

Following are the Questions received and Answers:

1. Do you have any insights into the planned follow up strategy for your enrollment/post-admissions teams? If this is not available, could you tell us the size of the enrollment/admissions counselors' team? This project will be led by the college's marketing and communications department in conjunction with numerous departments across the college including enrollment services and relevant department heads for academic and continuing education programming. Follow-up strategies and efforts will be integrated into the college's marketing and recruitment plan.

2. Would you be able to share the proposed budget for this project? **We are not providing a proposed budget for this project.**
3. Will more specific outcomes, such as application/enrollment targets or KPI levels, be described or provided in a marketing/recruitment plan? **More specific outcomes will be provided to the selected vendor.**
4. When and how will all Q&A responses be shared? **Q&A responses will be posted as an amendment to the RFP.**
5. Will local or in-state agencies be given preference? **Preferences do not apply to this solicitation.**
6. How many agency partners will be awarded this project? **One agency will be selected from this RFP.**
7. Do you currently have an agency of record? If so, what role will it play in this RFP? **The college does not have an agency of record for branding or creative design. The GTC marketing team will be the primary contact for this project.**
8. There's mention of Minority Participation. Does GTC have specific/required goals for this project regarding minority participation? **No.**
9. The cost proposal be submitted separately from the technical proposal. Please confirm how many copies, beyond the single original, you seek for the cost proposal. **As instructed on the Cover Page of this RFP:**

NUMBER OF COPIES TO BE SUBMITTED: One (1) original hard copy, five (5) copies marked "Copy" & one (1) redacted hard copy marked REDACTED. If submitting a redacted copy - See Section IV. Submitting Redacted Offers for instructions. Must also submit 1 copy of proposal, redacted proposal and cost proposal on USB flash drive.

10. What research (informal or formal) has GTC conducted in the past 3 years that will inform this effort (e.g., CSSE – National Survey of Student Engagement, focus groups, internal web surveys, alumni surveys, past vendor, or brand surveys)? **The college has results from focus groups and surveys and will provide these to the selected vendor.**
11. What ORIGINAL qualitative and/or quantitative research does GTC believe is necessary for this project? What audiences (e.g., external, stakeholders, etc.) and in what priority order? Will all contact lists be provided by GTC? **Campaign development should be made from insights from existing data/research. Test groups may be warranted and GTC will facilitate in selecting participants.**
12. Please provide an approximate anticipated budget (or alternatively range or not-to-exceed amount) for the comprehensive scope of work outlined. Please separate budget expectations for each of the following categories of work:
 - a. Messaging and Value Proposition Development
 - b. Creative Execution and Branding
 - c. Creative Production**We are not providing an anticipated budget for this project.**
13. What is your timing for start and completion of this work? Do you have a target launch date? Are there any hard deadlines or additional projects reliant on completion of the work we should be aware of? **Launch should occur soon after award. The corporate identity package and overarching college campaign will need to be ready prior to Fall Semester 2023.**
 - a. Over what timeframe are the "Creative Production" activities and assets expected to be completed? **All assets should be completed within one year of award; however, the vendor and GTC will work on a timeline as many outputs should happen well before including the initial messaging and value propositions and the visual branding guidelines within the first few months after award.**
14. Please share information about your approval process. Are decisions made by a single person or a small group/task force? Do recommendations need to be presented to additional senior leaders/board members for approval? **An evaluation committee will review and score all proposals received and will select the highest ranked offeror. A State Procurement manager will review and approve the recommendation prior to award.**
15. The RFP contains quite a range of deliverables. Is there a budget range set for this project? **We do not have a set budget range to provide for this RFP.**
16. Will GTC be responsible for the media buying of the campaigns? **Yes.**
17. How long has the current ad campaign been used? Has it been successful in driving enrollments? How is its effectiveness measured? **The overall college branding and logo has been in place for 12+ years. Marketing campaigns have changed every two-three years. The current campaign has been in effect for approximately one year and has been successful. Metrics include web analytics and conversions, KPIs such as inquiries and applications.**
18. Will the selected partner be expected to execute any paid or social media? Or just provide creative assets required to fulfill those tactical plans? **This RFP does not include media buying or social execution – it is specific to providing messaging, creative assets and tactical plans.**

19. Who on the Greenville Tech team will be involved making creative campaign decisions? **The selected vendor will work directly with the college's marketing team.**
20. Since we don't yet know conceptually what type of video we would be shooting, would it be acceptable to include a range of costs in our pricing proposal? **Yes, but for evaluation purposes, the highest cost/price will be used.**
21. Do you have a preference as to what type of research you want the selected partner to conduct? **There is flexibility in this. The college recently conducted market research including some higher level focus groups. Testing messaging and creative with key populations is requested and may occur virtually or in-person.**
22. "Discount for Prompt Payment Clause" - Do we need to put anything in here? If we keep it blank can we assume that there will be none and payment will be due in 30-days? **You do not have to put anything in this section. If it is blank, it will be assumed there is not discount and payment will be made in accordance with payment policy stated in the RFP (30 days after completion of service and receipt of a valid invoice).**
23. Messaging and Value Proposition Development section
 - Can you share with us the original value proposition you would like updated? **Upon award**
 - When you discuss targeted messaging for key stakeholders and constituencies, are there more than the ones listed? **Those listed within the initial scope.**
 - Do you envision individual in-person messaging meetings for each of the constituencies? **There is flexibility in this and be conducted virtually or in person.**
24. Creative Execution and Branding section
 - Can you share GTC's mission, vision and strategic priorities?
https://www.gvltec.edu/about_greenvilletech/administration_governance/index.html
 - How many templates would you like us to assume? **See Changes made to Scope/Specifications section**
 - How many different page types would we be creating for the website? **Web changes will not be required; however, graphic elements are requested and they will fit within the colleges CMS. Selected vendor will provide guidance on how to bring the campaign and branding to the existing website.**
 - Are there any design constraints on the website templates? **There are set templates. The selected vendor can work with the college's web content manager to discuss opportunities to adapt templates that will be completed by GTC.**
 - Can you tell us who your CMS provider is? **Hannon Hills/Cascade**
25. Creative Production section
 - Where we do not know the final deliverables with regards to the number of wayfinding signs and event signs, template, etc., what should we assume for pricing purposes? **See Changes made to Scope/Specifications section**
 - Is a monument sign included in the wayfinding signage list? **Not part of original scope**
26. Proposal Requirements section
 - For the work plan, do you have any anticipated date to complete any and all deliverables? **Deliverables should be completed within 12 months of award; however, college branding, messaging and the initial campaign should be completed prior to the Fall 2023 Semester.**
27. Cost Proposal section
 - Do you require that the USB drives are separated by the technical and cost proposal? **No, you can submit both the technical and cost proposals on one USB drive, but the paper copies must be separate.**
 - With lump sum pricing, can we include the maximum amount of hours allowed under this amount if deliverables are not yet firm up? **Yes, you can include the maximum amount of hours that are included in your lump sum pricing.**
 - If I'm reading this correctly, would you like the budget broken not only into each of the three components, but also clustered deliverables under it such as video shoots together and radio scripts separate or would you prefer to see it like the example of only one cost for each section? **We are requesting one lump sum cost for each of the 3 sections.**
 - How would you like us to quote ad hoc requests? **Ad hoc requests should be priced as an estimated number of hours and an hourly rate or retainer pricing.**
 - Should we make assumptions on the number of signs, templates, etc and list those or should we make a contingency for an over abundance of items? **See Changes made to Scope/Specifications section**
 - How should we price interim marketing services and Ad-Hoc requests? **Ad hoc requests should be priced as an estimated number of hours and an hourly rate or retainer pricing**
 - How should our value-added services be priced? Hourly? Lump Sum? **Value added services can either be priced as a lump sum or as an estimated number of hours and an hourly rate.**