



Greenville Technical College

**NOTICE OF INTENT TO  
AWARD**

Solicitation Number: GTC-22-08-283RFP-Branding  
Issue date: 11/14/2022  
Procurement Officer: Kristal Doherty  
Phone: (864) 250-8417  
E-Mail Address: Kristal.doherty@gvltec.edu  
Mailing Address: PO Box 5616 Greenville, SC 29606

**POSTING DATE: April 14, 2023**

This is the official statement of award which becomes effective **April 27, 2023** unless otherwise suspended or canceled. Vendor(s) are cautioned not to begin work on the contract or incur any costs associated with the contract prior to the effective date of the contract. Greenville Technical College assumes no liability for the expenses incurred by vendors prior to the effective date of the contract.

If you are aggrieved in connection with the award of the contract, you may be entitled to protest, but only as provided in Section 11-35- 4210. To protest an award, you must (i) submit notice of your intent to protest within seven business days of the date the award notice is posted, and (ii) submit your actual protest within fifteen days of the date the award notice is posted. Days are calculated as provided in Section 11-35-310(13). Both protests and notices of intent to protest must be in writing and must be received by the appropriate Chief Procurement Officer within the time provided. See clause entitled "Protest-CPO". The grounds of the protest and the relief requested must be set forth with enough particularity to give notice of the issues to be decided.

Any protest must be addressed to the Chief Procurement Officer, Materials Management Office, and submitted in writing

- (a) by email to protest-mmo@mmo.sc.gov or
- (b) by post or delivery to 1201 Main Street, Suite 600, Columbia, SC 29201.

SOLICITATION NUMBER: GTC-22-08-283RFP-Branding  
 DESCRIPTION: Branding Analysis and Rebranding Services for Greenville Technical College  
 ISSUE DATE: 2/11/2022  
 OPENING DATE: 1/05/2023 @ 2:00 PM  
 AWARDED TO: 20nine Design Studios, LLC DBA 20nine  
 730 E. Elm Street  
 Conshohocken, PA 19428

MAXIMUM POTENTIAL VALUE: \$380,500.00  
 CONTRACT NUMBER: 22-08-283RFP04172023KD  
 CONTRACT ADMINISTRATOR DESIGNEE: Joshua Friesen, Director of Marketing and Communications

DESCRIPTION	Cost
Messaging and Value Proposition Development	\$53,362.50
Creative Execution and Branding	\$83,262.50
Creative Production	\$223,875.00
Out of Pocket Costs	\$20,000.00

GREENVILLE TECHNICAL COLLEGE PROCUREMENT OFFICER: Kristal Doherty, CPPO