REQUEST FOR PROPOSALS
UW DL 13-0093

PROJECT TITLE: University of Washington Creative and Marketing Campaign

The University of Washington is soliciting proposals from potential vendors to provide the above referenced services. Vendors interested in providing the required services must submit proposals per this RFP and the Standard Contractual Provisions.

This solicitation is open to those vendors that satisfy the minimum qualifications stated herein and that are available for work in Washington State.

Contents of this Solicitation:

I. General Instructions

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III. Requirements

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   A. Standard Contractual Provisions
   B. Assurances
   C. Certifications and Assurances
   D. Confidentiality Statement
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SECTION I
GENERAL INSTRUCTIONS

1.1 Purpose
This Request for Proposal (RFP) is issued by the University of Washington for the purpose of developing a campaign and marketing strategy for the University of Washington.

Definition of Terms
“Purchaser”, “University”, “UW” - The University of Washington
“RFP Coordinator” - Sole point of contact at the University of Washington Purchasing Services.
“Vendor”, “Contractor”, “Proposer” - A person, firm or corporation submitting a proposal
“Vendor” - must submit a written solicitation document which identifies the UW’s need, solution to the need, their qualifications and experience to provide the services, and their costs or fees.

“Request for Proposal (RFP)” - A written solicitation document which identifies the UW’s need, solution to the need, their qualifications and experience to provide the services, and their costs or fees.

NOTE: Refer to Standard Contractual Provisions for additional definition of terms

1.2 Submission of Proposals
Proposals must be submitted electronically as an attachment to an e-mail to the RFP Coordinator, at the e-mail address below. Attachments to e-mail shall be in Microsoft Word format or PDF titled RFP UW DL 13-0093 Company Name. Each submission shall be labeled appropriately including for all attachments. Zipped files cannot be received by the UW and cannot be used for submission of proposals. Proposals shall not be transmitted using facsimile transmission.

The proposal must have a scanned signature of the individual within the organization authorized to bind the Consultant to the offer. The UW does not assume responsibility for problems with Consultant’s e-mail. If the RFP Coordinator’s email is not working, appropriate allowances will be made.

Deliver proposal via e-mail to: dawnlake@uw.edu
Reference: RFP UW DL 13-0093 in the subject line

All proposals and any accompanying documentation become the property of the UW and will not be returned and shall be received on or before the end of the business day PDT on Wednesday July 3. Proposals received after the date shown above will not be considered.

Proposals shall be clearly marked and delivered in accordance with the instructions. It is the responsibility of the Vendor to see that their proposal is received on or before the due date for proposals.

1.3 Timetable
Issue of RFP
Closing Date for Inquiries
Due Date for Proposals
Announcement for Apparent Successful Vendor

Wednesday June 19, 2012
Monday June 24, 2013
Wednesday July 3, 2013

1.4 Inquiries
All inquiries concerning this RFP should be addressed to the RFP Coordinator:
All questions must be submitted via email using Attachment G Vendor Question Sheet citing the particular RFP section and paragraph number. Depending upon the nature of the inquiry and the response, copies of the question and response may be distributed to all other potential vendors. The closing date for asking of questions is given in Paragraph 1.4. The University may exercise its option not to reply to Vendor inquiries; therefore, Vendors should be prepared to submit a proposal based on the information included in the RFP.

1.5 Interpretation of the RFP
Should any discrepancies be found in or omissions from the specifications, or doubt as to their meaning, the Vendor shall at once notify the Coordinator, in writing. The Coordinator will send written instructions or addenda as required to all interested parties. All addenda issued shall be incorporated into the contract. The Purchaser shall not be responsible for or bound by oral interpretations. Only questions answered by written addenda are binding. Questions received less than five (5) working days before the proposed due date for submission of proposals cannot be answered.

- Attachments include:
  - Standard Contractual Provisions
  - Certification and Assurances - Vendor to sign & submit with proposal
  - Confidentiality Agreement - Vendor to sign & submit with proposal
  - Minority and Women’s Business Enterprise (MWBE) Form Vendor to sign & submit with proposal
  - In-State Reciprocity Information
  - UW Complaint and Protest Policy
  - RFP Vendor Questions Sheet

1.6 Modifications
No oral, telephone, fax, or telegraphic proposals or modifications will be considered.

1.7 Vendor Proposals Format
Format
Vendor responses should be submitted in the following format:

1 Section I. Vendor Information
   a. Company name- address, telephone number, fax number, legal status of entity (ownership), and the year the entity was established as it now substantially exists.
   b. Federal employer Tax Identification Number ("TIN") Mandatory and Washington Uniform Business Identification (UBI) number issued by the State of Washington Department of Revenue.
   c. Vendor Contact Person- name, address, telephone number, fax number, and direct email address. All Vendors must have an electronic mail address.

2 Section II. References
Vendor to provide the names, addresses, telephone numbers & email address of a minimum of three (3) or more clients for whom firm has performed similar work.
3 Section III. Ability to Meet Requirements
Vendor to provide detailed information of the Vendor’s ability to meet all requirements for selection as described in RFP Section III Requirements.

4 Section IV. Additional Services
Vendor to describe any additional services it is proposing that exceed the scope of the minimum requirements.

5 Section V: Fees
Provide a complete fee schedule with a listed breakdown of hourly rates for all services provided: include applicable discounts.

1.8 Signature
Each proposal must be signed by the Vendor with the usual signature and dated. The name and title shall be typed or printed below each signature
A. Proposals submitted by a proprietorship must be signed by the Owner.
B. Proposals submitted by a partnership must be signed with the partnership name by one of the partners, followed by the signature and designation of the partner signing.
C. Proposals by a corporation must be signed with the legal name of the corporation, followed by the name of an authorized officer.

1.9 Cost of Proposals
Costs incurred in preparing and presenting the proposals or incurred in any other manner by the Vendor in responding to this solicitation are not reimbursable and may not be charged to the University.

1.10 Withdrawal or Modifications of Proposals
A. Prior to submittal: Vendor may withdraw its proposal by written request at any time prior to the time set for the opening of proposals; refer to Paragraph 1.4.
B. After Proposal Opening: No proposal shall be altered or amended. Errors and/or omissions in preparing a proposal do not give the Vendor the right to withdraw their proposal after opening.

1.11 Advance Payments Prohibited
No payment in advance of or in anticipation of goods or services to be provided under this contract shall be made by the University. Contractor shall no invoice the University in advance of delivery of such goods or services.

1.12 Selection of Proposals
In determining the “apparent successful Vendor”, in addition to cost, the Vendor’s compliance with the requirements of this solicitation, and the items listed below, shall be given consideration.
A. Vendors submitting information that includes a contact name, telephone number for messages and an electronic mail address where communications may be forwarded to the Vendor; a mailing address for formal written correspondence and remittance.
B. The ability, capacity, and skills of the Vendor to perform the contract or provide the service required.
C. The character, integrity, reputation, judgment, experience, and efficiency of the Vendor.
D. The quality of performance of previous contracts or service.
E. The previous and existing compliance by the Vendor with the laws relating to contract and services.
F. Such other information as may be secured having a bearing on the decision to award the contract.
1.13 **No Obligation to Contract**
This solicitation does not obligate the University of Washington to contract for the solicited services specified herein.

1.14 **Contract in Best Interest**
The University reserves the right to accept or reject proposals on each item separately or as a whole, to reject any or all proposals without penalty, to waive informalities or irregularities, and to contract in the best interests of the University.

1.15 **Certification and Assurances**
To be responsive, Vendors must indicate a willingness to enter into a contract subject to the Standard Contractual Provisions, Attachment A by signing the Certifications and Assurances, Attachment B. All specific areas of dispute with these terms and conditions must be identified in the Vendor’s response and may, at the sole discretion of UW, be grounds for disqualification from further consideration in the award of any resulting contract.

1.16 **Standard Contractual Provisions for Personal Services**
Under no circumstances is a Vendor to submit its own standard contract terms and conditions. The Vendor must address the specific language in the Standard Contractual Provisions Attachment A, and submit whatever proposed modifications the Vendor may desire. Any such proposed modifications must be submitted in the Vendor’s response, attached to the Certification and Assurances document, Attachment B.

1.17 **Term of Contract**
It is the intent of the University of Washington to enter into an initial two (2) year agreement with an option to extend by three (3) one-year terms. Extensions to this contract shall be made by mutual consent and acceptance. The maximum term of this contract will be for 5 years.

1.18 **Cancellation**
The University of Washington reserves the right to cancel the contract with 30 days’ written notice to the Vendor.

1.19 **Payment**
**Terms:** There will be no payment in advance; the University of Washington’s payment terms are Net 30 days. Vendor may invoice a maximum of 1% per month on the amount overdue.

The UW utilizes electronic payment methods in its transactions. The successful contractor will provide information by the UW to authorize such payments.

1.20 **Public Disclosure**
The University of Washington is an agency of the State of Washington. Any document submitted in response to this solicitation will become part of the public record and subject to Public Disclosure statutes. Confidentiality is available only to the limited extent allowed under state law.

1.21 **Non-Endorsement**
The successful Vendor agrees to make no reference to the University in any literature, promotional material, brochures, sales presentation or the like without express written consent of the University.

1.22 **Conflict of Interest**
Any material financial relationships that the proposer or any firm employee has with any financial advisory firms, investment banks or law firms or other persons or entities that may create a conflict of interest or the appearance of a
conflict of interest in acting as financial advisor to the UW. Please describe any procedures the proposer either has, or would adopt, to assure the UW that a conflict of interest would not exist for the proposer in the future.

1.23 **Funding**
Any contract awarded as a result of this procurement is contingent upon the continued availability of state or federal agency funding.

1.24 **Gratuities**
In accordance with RCW 42-52-150 and 160, Ethics in Public Service, no gifts, gratuities or any item of economic value may be accepted by University Employees. Vendors agree to offer no such items to any University employee.

1.25 **Minority and Women Business Participation**
In accordance with chapter 39.19 RCW, the University of Washington encourages participation in all of its contracts by firms certified by the Office of Minority and Women’s Business Enterprises (OMWBE). Participation may be either on a direct basis in response to this solicitation or on a subcontractor basis. However, no preference will be included in the evaluation of proposals, no minimum level of MWBE participation shall be required as a condition for receiving an award and proposals will not be rejected or considered non-responsive on that basis. Any affirmative action requirements set forth in federal regulation or statutes included or referenced in the contract documents will apply.
The established annual procurement participation goals for this solicitation are MBE 6% and WBE 4%. For information on certified firms, Suppliers may contact OMWBE at 360/753-9693 or [http://www.omwbe.wa.gov](http://www.omwbe.wa.gov).”

Respondent to complete and return the attached MWBE Response Form.

1.26 **U.S. Small Business Participation**
Participation in contracts for goods and services is encouraged by firms which qualify under definitions by the U.S. Small Business Administration as small business (SB), or small disadvantaged business (SDB), or small women owned business (WOB).
The percentage listed below is voluntary. No preference will be included in the evaluation of bids/proposals. Participation in University contracts may be either direct as the Vendor in response to this solicitation, or as a subcontractor to a Vendor.
Voluntary U.S. Small Business goals for this solicitation are 15% SB/SDB/WOB

SECTION II
REQUIREMENTS

2.1 **General**
A full evaluation of all qualified Vendor’s proposals will be made. During evaluation, personnel involved in the selection process may meet the Vendors for clarification of technical points or an interpretation of the financial data contained in the Vendor’s proposals.

2.2 **Evidence of Qualifications**
Upon the request of the Purchaser, a Vendor shall submit evidence of:
A. Financial resources
B. Technical resource personnel
C. Relevant experience
2.3 Financial Evaluation
Financial evaluation will be based on Vendors rate schedule together with experience and working with higher education and/or public sector clients. After evaluation the proposals, the award will be made based upon the best value to the University of Washington. All factors concerned will be evaluated.

2.4 Summary of Criteria for Selection of Apparent Successful Vendor
A committee, consisting of University of Washington personnel will evaluate the proposals, using the following criteria:

A. Demonstrated background and experience of the firm in compliance with the stated requirements.
B. Similar work completed by the firm and the principals assigned to the project.
C. Accessibility and expertise of the proposed assigned personnel.
D. Quality of the proposal, including thoroughness of the proposal.
E. Such other information as may be secured having a bearing on the decision to award the contract.
F. Fees/Rate Structure.

SECTION III
EVALUATION AND CONTRACT AWARD
PROJECT TITLE: University of Washington Creative and Marketing Campaign

3.1 Background Project
For more than 150 years, the University of Washington (hereafter referred to as “UW”) has been the premier public university in the Northwest and one of the leading public research universities in the world. We have been the number one—ranked public university in federal research funding since 1974; we boast the country’s number one School of Medicine (U.S. News and World Report); we are rated the 13th best public university in the nation; and we are ranked 16th in an Academic Ranking of World Universities (Institute of Higher Education Shanghai Jiao University). By objective standards, the UW is one of the best public research universities in the world.

The UW, however, upholds a strong ethos and responsibility on behalf of those we serve to continue to seek the highest levels of excellence and positive impact on our students, community, the state, our nation and the world. To that end, the UW is developing an integrated marketing strategy aimed at raising awareness of the UW and accelerating progress toward overall leadership priorities. The goals of the integrated marketing strategy include raising the profile and stature of the UW nationally in order to:

1. Grow public and private support of our institution
   Currently, Washington ranks second to last in the nation (49th) in state funding per student in higher education. Increased commitment to the UW from both public and private revenue sources, which will include a forthcoming comprehensive fundraising campaign, is critical to maintain the excellence of the UW and meet the needs of our students.

2. Continue to attract the best students (from both in- and out-of-state)
   We are proud of our roots in Washington and prioritize educating our future leaders. Within Washington state, we graduate more students than any university, are the third largest employer, and contribute $9.1 billion to the state economy annually. Attracting the best students locally and nationally is important to
maintaining and growing our contributions to the state economy. This is especially true as we aim to produce enough graduates to supply our state’s critical industries with skilled and qualified workers.

3. **Continue to attract and retain world class faculty and researchers**
The UW faculty has earned 6 Nobel Prizes, 15 MacArthur Fellows, 74 National Academy of Sciences awards and 57 Institute of Medicine awards, just to name a few distinctions. In order to continue to provide high quality instruction to our students and impactful, meaningful research that translates to real-world results, we must continue to attract and retain the best faculty and staff.

3.2 **Scope of Work**
The UW has built a solid foundation from which to increase positive awareness and expand our base of support, but has not recently invested in a long-term, coordinated integrated marketing effort. In 2008-09, the UW dedicated resources to developing a complete brand and reputational platform, but a turn in the financial climate altered existing plans to do external marketing and image building among key audiences. The UW would like to leverage this 2008 investment and available comprehensive data collected over the past 5 years as we move forward on this project.

The project includes four distinct pieces of work, outlined below.

**Part 1: Development of a Creative Platform**
The UW would like the successful Vendor to create a comprehensive creative campaign for the University of Washington using existing research that is rooted in the brand positioning work completed in 2009 (Link: [http://www.washington.edu/marketing/rbi/](http://www.washington.edu/marketing/rbi/)). The UW would like to see 2-3 concepts for initial review (NOTE: spec creative is not required as part of the RFP process). The selected concept should be flexible enough to meet the needs of the diverse University community, with specific messaging and creative solutions that target the following **key audiences**:

- Alumni, current/prospective donors and friends
- Prospective students and their influencers (such as parents and counselors, both in- and out-of-state students)
- National and local thought leaders
- Prospective faculty/staff and their influencers (such as spouses)

**Part 2: Initial Marketing and Media Plan Development**
The UW would like the agency partner to collaborate with the UW on the development of a comprehensive marketing and media strategy. This first phase of the strategy would be launched in early 2014 and would likely include the following:

a. **National Marketing Plan**: The UW would like to pilot a national marketing strategy that raises the profile and stature of the UW in order to increase investment from government, industry and other sources.

b. **Prospective Student Marketing**: Plan tactics to raise awareness with, attract and convert top students from both in and out of the state of Washington. This plan should also target their influencers.

**Part 3: Style Guide, Toolkit and Initial Deliverables**
The UW would like to develop an approved style guide, campus toolkits and some basic components of the comprehensive marketing strategy targeting the key audiences listed above. For a complete list of deliverables please refer to Section 3.3.
Additional Considerations

**National Public Relations Strategy:** A separate RFP is being issued seeking a vendor to develop and execute a long-term, successful and strategic public relations and earned media strategy for the UW. This plan will specifically target the media as well as higher education peers and thought leaders nationally.

**Creative Testing and Measurement:** A separate RFP is being issued seeking a partner to (a) conduct creative and message testing on the concepts developed and (b) conduct baseline and follow-up measurement for the marketing and media plan that is developed.

### 3.3 Project Deliverables

**Part 1: Development of a Creative Platform**
- Creative brief
- Creative campaign (2-3 concepts for review and two rounds of revisions on selected concept)
- Refined comprehensive creative and messaging platform encompassing all outlined key audiences based on selected concept
- Creative testing recommendation and support (collaboration with research vendor)

**Part 2: Initial Marketing and Media Plan Development**
- High level marketing strategy document for each key audience listed in 3.2
- Specific media plans for two national markets (TBD) and prospective students
- Internal rollout plan

**Part 3: Style Guide, Toolkit and Initial Deliverables**
- Style Guide for the campaign (to include campaign tagline, messaging guidelines, set of recommended visual elements, etc.). *NOTE: The current UW branding and identity guide should serve as a foundation for what is developed. For example, redesign of the logo system and selected visual elements are not in scope.*
- Toolkit with initial collateral options (print ad templates for each key audience, interactive ad templates, one-sheet templates, e-communications headers, video bumpers, PPT templates, etc.)
- Revised website creative style recommendations and campaign microsite (actual sites developed and produced internally)
- A :30 second advertising spot which will primarily be aired during Pac-12 sports broadcasts
- Up to three 1-2 minute creative campaign videos for use in roll-out of the new creative

### 3.4 Period of Service

It is estimated that this contract will begin **Monday, July 29, 2013.** For term of contract see Section 1.17.

### 3.5 Qualifications of Contractor

- Demonstrated experience and capacity to take existing market research and translate into a successful, on-brand creative campaign from conception to implementation.
- Demonstrated experience developing innovative, original and measurable creative marketing strategies for clients spanning multiple target audience segments and extending across multiple communication vehicles and tactics.
- Responsive and qualified comprehensive in-house team able to successfully manage the scope of this project.
- Extensive experience with large, complex organizations including the ability to develop an inclusive process and facilitate buy-in from key stakeholders. Experience working with university and/or philanthropic clients is a plus.
3.6 **Content of Proposals**
A. Describe your approach to developing a creative and marketing strategy and plan for this project, including a recommended timeline and any significant requirements, challenges and outcomes that should be met or completed to ensure success.
B. Please describe your firm’s expertise managing an inclusive process with clients and facilitating engagement/buy-in from key stakeholders.
C. List and describe who would have primary responsibility for working directly with the UW on this project such as providing account management, strategy, creative/art direction, etc. Include work histories, qualifications (including any university marketing experience), tenure at your agency, and project role for all proposed team members.
D. Submit three (3) case studies of your most creative campaigns that are comparable to this assignment. These case studies should include the creative brief or an abstract of the creative campaign that outlines the project objective, target audience, approved strategies/tactics, creative portfolio and an overview of how this project was evaluated for success. **Note:** Submitted vendor portfolios will not be returned unless the vendor provides a written request along with a self-addressed envelope.
E. Provide an example of a successful social media strategy you have implemented on behalf of a client.
F. Describe your rate structure and a recommended budget for this project. This should include:
   i. A breakdown of all fees and hourly rates for proposed personnel needed to meet the scope of this project.
   ii. Estimate costs for the project outlined within Section 3.3, *Project Deliverables*, with a breakdown in a line item format with individual estimated costs broken out by account management, strategic planning, creative development, and production estimates. This must include the following for comparative purposes (even if your strategy does not advise these tactics):
      - Cost range to create and produce a :30 second TV spot promoting the UW.
      - Cost range to create and produce three short-form (under 2 minutes) videos about the UW for use in social media.
G. Describe any special conditions that will be required to complete this project.

3.7 **Vendor Information Requirement**
Vendor must submit Evidence of Competence incorporating the following information with the proposal:
A. Overview of the firm’s creative and marketing expertise.
B. A resume or bio of the primary consultant(s) providing the services.
C. A list of three references. References should include the names, organizations, telephone numbers and e-mail addresses.
D. Vendor contact name, address, phone number and e-mail address.
E. Certification number if the contractor, or any subcontractor, is certified by the Office of Minority/Women Owned Business Enterprises.

3.8 **Contractor Selection Criteria**
In addition to criteria set forth throughout RFP Section III, Vendor selection will be based upon the overall merit and best value to the University, taking into consideration the following criteria:
- Demonstrated background, experience and successful creative output of the firm or individuals related to the project scope of work.
- Accessibility and expertise of the proposed assigned personnel.
- Quality of the proposal, including creativity, thoroughness, detail and adherence to format requirements.
- Vendor ability to complete the project in the time required.
- Fees/Rate structure.
• Quality of references.
• Content of interview (Sec IV., 4.2).
• Such other information as may be deemed relevant.

3.9 Additional Criteria
Proposals will be evaluated based on the overall content of proposals (listed in Section 3.6 above) and the criteria listed in Section 3.9. Additional criteria may also include:

• **Finalist(s) presentation of work and abilities** to an advisory group including university leadership, advancement and marketing representatives, and other stakeholders. These 90 minute presentations will occur the week of July 22, 2013.

• **Oversight of Project and Collaboration:** This project will be managed internally by a University Marketing project management team following accepted UW project management protocol and internal approval processes. UW project management staff will facilitate and coordinate with the vendor and collaborative internal audiences as necessary.

3.10 Price Proposal
The price proposal is a presentation of the details of the Vendor’s offering price. These costs shall be shown for the full contract term.

With regard to fees, the University has a strong preference for an hourly billing structure. Indicate whether such a fee arrangement is acceptable and provide a fee schedule and hourly estimate for each activity related to the project.

If an hourly billing structure is not acceptable, provide an alternative price proposal. The price proposal must contain the cost for the entire project and cost breakdowns by task or major activity related to the project. Please include an estimate of expenses relative to total fees.

The selected Vendor may be required to provide detailed hourly billing information monthly, sorted by assignment, as a basis for keeping track of advisory fees as they accrue and for planning for workload and advisory costs in subsequent periods. Indicate whether the proposer has internal accounting and billing systems that would make such detailed invoicing possible.

Vendor shall state any expectation of any travel expense reimbursement. When circumstances dictate unusual travel requirements (outside of the Seattle-Bothell-Tacoma area), additional travel reimbursement must be approved in advance by Purchaser as part of the contracting process and may be subject to current State of Washington travel rates found [http://f2.washington.edu/fm/travel/policies](http://f2.washington.edu/fm/travel/policies)

Vendor shall identify and describe any other proposed fees.

SECTION IV
EVALUATION AND CONTRACT AWARD

4.1 Evaluation of Proposals
The University reserves the right to make Vendor selections based solely on the proposal submitted. Responsive proposals will be evaluated strictly in accordance with the requirements stated in this solicitation and any addenda issued. The evaluation of proposals shall be accomplished by an evaluation team to be designated by the UW, which
will determine the ranking of the proposals. The RFP Coordinator may contact the Vendor for clarification of any portion of a Vendor’s proposal.

4.2 **Interview / Presentation**
At its sole discretion, the University may require Vendors to participate in an interview or provide a presentation to the evaluation committee. If so, the score from the interview and/or the presentation may be combined with the score of the proposal to identify the apparent successful Vendor. The University will contact the Vendor directly to schedule the interview/presentation.

4.3 **Evaluation Criteria & Scoring**
The following weighting and points will be assigned to the proposal for evaluation purposes:

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<td>Overall Proposal &amp; Process</td>
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<tr>
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<td></td>
<td>Part 2: Strategy &amp; Plan Development</td>
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<td></td>
<td>Part 3: Style Guide, Toolkits &amp; Initial Deliverables</td>
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**Total Possible Points** 20

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<td>Experience with Large, Complex Clients</td>
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**Total Possible Points** 20

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**Total Possible Points** 5

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<th>References (checked for top-rated only)</th>
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<tr>
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<td>At least 3 relevant, positive references (use average of highest and lowest scores)</td>
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**Total Possible Points** 5

**TOTAL OVERALL POSSIBLE POINTS** 50

**Point System:**
1 = Poor
2 = Fair
3 = Acceptable
4 = Good
5 = Excellent

**Total Score Possible (50)**

4.4 **Notification to Proposers**
The RFP Coordinator will notify all Vendors who supplied proposals, of UW’s choice of the apparent successful Vendor.
SECTION IV
ATTACHMENTS

4.1 RFP Attachments

2. Attachment B  Certifications and Assurances
    Vendor to sign and return with proposal.
3. Attachment C  Confidentiality Statement.
    Vendor to sign and return with proposal.
4. Attachment D  MWBE Response Form.
    Vendor to sign and return with proposal.
5. Attachment E  In-State Reciprocity Form.
    Informational
6. Attachment G  UW Complaint and Protest Policy
    Informational