



SPARTANBURG COMMUNITY COLLEGE

Only items highlighted in yellow and/or Q&A are
subject to further questions.

Request for Proposals / **Amendment #1**

Solicitation Number	SCC-459
Date Issued	01/05/2022
Procurement Officer	Tami Steed
Phone	(864) 592-4671
E-Mail Address	steedt@sccsc.edu

DESCRIPTION: **DIGITAL MARKETING SERVICE**

USING GOVERNMENTAL UNIT: **SPARTANBURG COMMUNITY COLLEGE**

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

SUBMIT OFFER BY (Opening Date/Time): ~~01/11/2022 2:00 p.m.~~ **01/20/2022 2:00 p.m.**

QUESTIONS MUST BE RECEIVED BY: ~~12/14/2021 2:00 p.m.~~ **01/10/2022 2:00 p.m.**

NUMBER OF COPIES TO BE SUBMITTED: **See Amendment Q&A**

Offers must be submitted in a sealed package. Solicitation Number & Opening Date must appear on package exterior.

SUBMIT YOUR SEALED OFFER TO EITHER OF THE FOLLOWING ADDRESSES:

MAILING ADDRESS:

Spartanburg Community College
Attn: Tami Steed
REFERENCE BID #SCC-459
P.O. Box 4386
Spartanburg, SC 29305
See "Submitting Your Offer" provision

PHYSICAL ADDRESS:

Spartanburg Community College
107 Community College Drive
REFERENCE BID #SCC-459
Ledbetter Building Room 238
Spartanburg, SC 29303

CONFERENCE TYPE: **NONE**
DATE & TIME:

LOCATION:

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

AWARD & AMENDMENTS

Award will be posted at the Physical Address stated above on **02/10/2022**. The award, this solicitation, and any amendments will be posted at the following web address: <http://www.sccsc.edu/vendors>

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)

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)

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

PRINTED NAME

DATE SIGNED

(Printed name of person signing above)

(See "Signing Your Offer" provision.)

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.)

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)

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)

____ 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 **(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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Solicitation Outline

AMENDMENTS TO SOLICITATION (modified):

(a) The Solicitation may be amended at any time prior to opening. All actual and prospective Offerors should monitor the following web site for the issuance of Amendments: <https://www.sccsc.edu/vendors/purchasing-solicitations.php> (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]

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Amendment No. 1

- a) Extending the deadline for submitting proposals***
- b) Q&A***

(a) Extension of deadline for submitting proposals

SCC is extending the deadline for submitting proposals until January 20, 2022 at 2:00 p.m.

(b) Q&A for SCC-459: Video Creative and Production

1. What is the time frame for the total project? I see the production start date is no later than March 22 but I didn't see an end date. Is it the school year, fiscal year or calendar year?
Production start date is March 1st and June 1st is the projected completion date.
2. For the web videos: how many physical deliverables are expected and how often will those be refreshed? My assumption is that will be dictated in the strategy plan, but I would like to know if they are expecting weekly refreshes or branding-based assets.
Yes, the strategy plan will dictate the specific number of web videos. Historically, we have created short-form (:15 and :30 versions) and longer form versions (1 min.) of videos to give us flexibility in use. This has worked well for us, so it is our current plan to do this again. Therefore, weekly refreshes should not be needed.
3. Are weekend/overnight hours expected from production staff?
The Marketing Department typically does not work weekends or overnight hours, but keeping options open is appreciated. As long as the job is completed on time, we do not dictate what hours you work outside of the typical 9am-5pm office hours.
4. How often will in-person meetings be required?
Depends on how the process flows but estimating 3.
5. What timeframe does the 50k budget/contract cover?
Production start date is March 1st and June 1st is the projected completion date
6. Do you have an idea of how many agencies may be participating in this RFP?
Not applicable to the solicitation.
7. What are the specific number of deliverables that would be required or expected inside the 50k target? With that do you expect that there will be original video acquisition onsite, or will the majority of the production be utilizing current footage? If you do see this as being focused on original production, how many production days are you anticipating inside this small target budget?
The Marketing department will determine the number of deliverables when developing the strategy plan. Original video acquisition onsite with new footage, mostly. (NEW) production depends on creative. Three production days are likely.
8. You also mention that the selected agency will develop the strategic campaign with your current team? Can you elaborate on expectations from the agency vs. the in-house efforts on this?
We have a creative team (designers, writers, etc.) that you can collaborate with on the creative aspect.
9. Will local agencies be given preference?
No, all proposals will be equally evaluated according to the evaluation criteria in the bid documents.
10. What is the purpose of travel from the perspective of scope, if the agency award goes to one outside of the area? Meetings, production or both?
We can meet remotely, but production will be on site.
11. Is there an incumbent and if so, are they participating?
We currently do not have a contractor engaged doing this work. As a state agency, we are required to bid this project.

12. Are there other opportunities that this contract may lead to if the awarded agency has other areas of expertise?
Possibly, but opportunities outside of this project would require bids/RFP, etc., depending on the dollar amount of the project.
13. We are based in Los Angeles. I do not feel this would hinder our ability to deliver an outstanding product, as we regularly travel all over the country for shoots, and any travel expenses would already be accounted for in the budget. However, I do see under the Scope of Work/ Specifications that the qualified agency should be “located within a driving distance for in-person meetings and presentations,” but I see no reference in the evaluation factors to the offeror being a certain proximity to campus.
We can meet remotely, as long as you/your production team can be present for the production to be on site. It doesn’t matter where your home office is. All proposals will be equally evaluated according to the evaluation criteria in the bid documents.
14. Does the SOW point preclude us from bidding on this project, or is it more just a way to communicate that SCC does not want to be expected to cover travel expenses after a budget has been approved?
We don’t cover any expenses beyond the final cost proposal. Additional cost for travel, meals, etc., are not covered by the college.
15. We noticed a few requests to include a mail in version along with a flashdrive. We’ve also noticed that it requests that the bid be submitted online only.
All proposals will have to be mailed or hand delivered, electronic submittals are not allowed.
Number of Copies to be Submitted: (1) Original Copy, (5) Identical Copies (marked “copy”), (1) Copy submitted on a Flash-drive and (1) Redacted Copy (marked “redacted”).