REQUEST FOR PROPOSAL

RFP No. 773-18-1031MA
Title: Marketing Services and Promotional Items for UNT System, UNT Dallas, and UNT Dallas College of Law

Proposal Submittal Deadline: January 4, 2018
2:00 PM Local Time

Prepared By:
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Business Service Center
1112 Dallas Drive, Suite 4000
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Date: December 6, 2017
REQUEST FOR PROPOSAL

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SECTION 1

INTRODUCTION

1.1 UNIVERSITY SYSTEM DESCRIPTION

The University of North Texas System (UNTS) includes the University of North Texas in Denton (UNT), the University of North Texas Health Science Center (UNTHSC) in Fort Worth and the University of North Texas at Dallas (UNTD). The UNT System Administration is based in Downtown Dallas. The UNT System also provides high-quality, innovative and affordable legal education in Downtown Dallas at the University of North Texas at Dallas College of Law. The three independent universities of the UNT System have combined enrollment of just over 42,000 students across five major teaching locations including each main campus as well as Frisco and Downtown Dallas.

1.2 BACKGROUND

The UNTS on behalf of its University of North Texas Dallas and its UNT Dallas College of Law seeks to select either one or multiple vendors to provide marketing services and promotional items.

1.3 Group Purchase Authority

Texas law authorizes institutions of higher education (defined by Section 61.003, Education Code) to use the group purchasing procurement method (ref. Sections 51.9335, 73.115, and 74.008, Education Code). Additional Texas institutions of higher education may therefore elect to enter into a contract with the successful Proposer(s) under this Section. Should another institution exercise this option the resulting contract and obligations shall be between that institution and the vendor with the UNTS incurring obligation as a result thereof.
SECTION 2

NOTICE TO PROPOSER

2.1 Submittal Deadline

University will accept proposals submitted in response to this RFP until 2:00 p.m., Local Time on January 4, 2018. (the “Submittal Deadline”).

2.2 University Contact Person

Proposers will direct all questions or concerns regarding this RFP to the following University contact (“University Contact”): Michael J. Abernethy, Senior Director for Procurement Services.

University specifically instructs all interested parties to restrict all contact and questions regarding this RFP to written communications forwarded to University Contact via the following link: https://www.untsystem.edu/bid-inquiry.

UNTNS Contact must receive all questions or concerns no later than 5:00 PM Local Time on December 18, 2017. It is the University’s intent to respond to all appropriate questions and concerns; however, UNTS reserves the right to decline to respond to any question or concern. Answers to questions will be posted via addendum on the UNTS Business Service Center Bid Opportunities web page located at: https://www.untsystem.edu/hr-it-business-services/procurement/purchasing/bid-opportunities. Vendors are strongly suggested to review this page at least four (4) business days prior to the due date for submissions or earlier to ensure that you have received all applicable addenda.

2.3 Criteria for Selection

The successful Proposer (s), if any, selected by University in accordance with the requirements and specifications set forth in this RFP will be the Proposer that submits a proposal in response to this RFP on or before the Submittal Deadline that is the most advantageous to the UNTS taking into consideration the evaluation criteria contained herein. The successful Proposer(s) is/are referred to as the “Contractor.” The UNTS reserves the right to award by lots, sections, make a single award from this solicitation or multiple awards, whatever is in the best interested of the UNTS with the UNTS being the sole judge thereof.

Proposer is encouraged to propose terms and conditions offering the maximum benefit to UNTS as outlined below. Proposers should describe all educational, state and local government discounts, as well as any other applicable discounts that may be available to University in a contract for the Services.

An evaluation team consisting of representatives from the locations outlined in this RFP will evaluate proposals. The evaluation of proposals and the selection of Contractor (s) will be based on the information provided by Proposer in its proposal. Proposers should address in your response each of the criteria listed in this section. Failure to respond to
these criteria may result in your proposal receiving a negative rating or considered as non-responsive.

The criteria to be considered by UNTS in evaluating proposals and selecting awardee(s), will be the following factors:

- Financial Considerations including any fees that will be charged to UNTS
- Qualifications of Account Executives that will be assigned to this Account
- Corporate Structure
- Project Management Methodology
- References of at least 3 accounts similar in profile to the UNTS
- Quality of products produced including any samples requested by UNTS
- Quality and thoroughness of Proposal

Furthermore, the UNTS may consider information related to past contract performance of a respondent including, but not limited to the Texas Comptroller of Public Accounts Vendor Performance Tracking System.

2.4 Key Events Schedule

**Issue of RFP**
December 6, 2017

Pre-Submittal Conference
December 14, 2017
(Ref. Section 2.6 of this RFP)

Deadline for Questions/Concerns
December 18, 2017, 5:00 PM Local Time
(Ref. Section 2.2 of this RFP)

Submittal Deadline
January 4, 2018, 2:00 PM Local Time
(Ref. Section 2.1 of this RFP)

Note: This events schedule is for planning purposes only and may be changed at the sole discretion of the UNTS.

*Vendors should note that the University of North Texas System will be closed beginning December 23, 2017 and will reopen for business on January 2, 2018.*

2.5 Historically Underutilized Businesses

In accordance with Texas Gov't Code §2161.252 and Texas Administrative Code §20.14, each state agency (including institutions of higher education) as defined by §2151.002 that
considers entering into a contract with an expected value of $100,000 or more shall, before the agency solicits bids, proposals, offers, or other applicable expressions of interest, determine whether subcontracting opportunities are probable under the contract. **A subcontracting plan is required for your proposal.**

. **FAILURE TO SUBMIT AN HSP WITH YOUR RESPONSE MAY RESULT IN THE DISQUALIFICATION OF YOUR PROPOSAL.** A copy of the HSP forms and related information may be found at: https://www.untsystem.edu/sites/default/files/hsp_feb_2017_fillable.pdf. **THE HSP MUST BE SUBMITTED IN A SEPARATE PACKAGE MARKED “HSP RFP 752-17-0331MA”**

For questions regarding the HUB Program or submittal of your HSP, vendors may contact either Greg Obar, Associate Director, HUB Program at Greg.Obar@untsystem.edu or Joey Saxon, HUB Coordinator at Joey.Saxon@untsystem.edu.

2.6 Pre-Submittal Conference

A preproposal conference will be held at 10:00 AM Local Time on December 14, 2017, in Founders Hall, Room 138 of the UNT Dallas Campus 7300 University Hills Blvd., Dallas, TX 75241. Note: There is an entrance to Founders Hall on the parking lot side of the building. Upon entering Founders Hall the hallway will lead you to Room 138 on the right. Attendees may park in any visitor space or any other unmarked parking space. **Attendance at this conference is strongly encouraged.**
SECTION 3

SUBMISSION OF PROPOSAL

3.1 Number of Copies

Proposer must submit one (1) complete original copy of its entire proposal. An original signature by an authorized officer of Proposer must appear on the Execution of Offer (ref. Section 2 of APPENDIX ONE) of submitted proposal. The Proposer’s proposal bearing an original signature should contain the mark “original” on the front cover of the proposal.

For submission of competitive solicitation responses, the University does not consider electronic signatures to be valid therefore the original signature must be a “wet signature.”

In addition to the original proposal, Proposer must submit one (1) complete copy of the entire proposal electronically on a USB Flash Drive. The USB Flash Drive must include a protective cover and be labeled with Proposer’s name and RFP number.

3.2 Submission

Proposals must be received by University on or before the Submittal Deadline (ref. Section 2.1 of this RFP) and should be delivered to:

University of North Texas System
Procurement Services
Business Service Center
1112 Dallas Drive, Suite 4000
Denton, TX  76205

Request for Proposal number and submittal date should be marked in the lower left-hand corner of sealed bid envelope (box/container).

NOTE: Proposals submitted via facsimile or other electronic means will not be accepted unless otherwise specified within this RFP.

Proposals must be typed on letter-size (8-1/2” x 11”) paper, and must be submitted in a 3-ring binder. Preprinted material should be referenced in the proposal and included as labeled attachments. Sections within a proposal should be divided by tabs for ease of reference.

3.3 Proposal Validity Period

Each proposal must state that it will remain valid for University’s acceptance for a minimum of one hundred and twenty (180) days after the Submittal Deadline, to allow time for evaluation, selection, and any unforeseen delays. Should circumstances arise that require an extension to this period, the UNTS reserves the right to request extensions accordingly.

3.4 Terms and Conditions
3.4.1 Proposer must comply with the requirements and specifications contained in this RFP, including the attached Sample Agreement, the Notice to Proposer (ref. Section 2 of this RFP), Proposal Requirements (ref. Section 5). If there is a conflict among the provisions in this RFP, the provision requiring Proposer to supply the better quality or greater quantity of services will prevail, or if such conflict does not involve quality or quantity, then interpretation will be in the following order of precedence:

3.4.1.1 Scope of Service Section 5);
3.4.1.2 (Not used);
3.4.1.3 Proposal Requirements (ref. APPENDIX ONE);
3.4.1.4 Notice to Proposers (ref. Section 2 of this RFP).

3.5 Submittal Checklist

Proposer is instructed to complete, sign, and return the following documents as a part of its proposal. If Proposer fails to return each of the following items with its proposal, then University may reject the proposal:

3.5.1 Signed and Completed Execution of Offer (ref. Section 2 of APPENDIX ONE)
3.5.2 Signed and Completed HUB Subcontracting Plan. (ref. Section 2.5 of this RFP) .
PLEASE SUBMIT THIS INFORMATION IN A SEPARATE ENVELOPE.
3.5.3 Responses to Proposer's General Questionnaire (ref. Section 3 of APPENDIX ONE).
3.5.4 Signed and Completed Addenda Checklist (ref. Section 4 of APPENDIX ONE)
3.5.5 Responses to evaluation criteria as follows:

- Provide pricing/fee structure on the attached Schedule of Prices
- Include an organizational chart of the core executives that will be assigned to this account. Additionally, Include biographies and qualifications of each executive listed. Please include a like information of any services that will be subcontracted.
- Outline project management methodology and strategy used by your firm
- Include references from at least three (3) accounts similar to the requirements outlined in this RFP. Please make sure to include with this requirement a contact name, phone number, and email address.
- Please include samples of printed or produced products or brochures similar to what is outlined in Lots 1 thru 14. Additionally, provide any promotional samples if requested at a later date.
SECTION 4

GENERAL TERMS AND CONDITIONS

The UNTS’s standard procurement terms and conditions may be found at: [https://www.untsystem.edu/sites/default/files/po_terms_and_conditions_00214319xc146b_0.pdf](https://www.untsystem.edu/sites/default/files/po_terms_and_conditions_00214319xc146b_0.pdf). Additionally, attached is a SAMPLE University of North Texas System Services Agreement. If a proposer takes exception to any of these terms and conditions in either our standard procurement terms and conditions as well as those included in the sample agreement, those exceptions should be stated and located in a separate section of the vendor’s response marked “Exceptions.” Proposers are advised that should the UNTS not accept a stated exception it may result in disqualification of your proposal.

4.1 If Proposer takes exception to any terms or conditions set forth in the Agreement (ref. **APPENDIX ONE**), Proposer must submit a list of the exceptions with proposal. Proposers should note that should the UNTS not accept any of the exceptions it may result in disqualification of the submitted response.

4.2 **Term.** The term of this contract resulting from this RFP shall be for four (4) years with options to extend for three (3) additional one (1) year terms by mutual consent. Either party may terminate after year one without penalty by giving at least 90 days notice to the other party.
5.1 General

We envision work conducted through award of this RFP to be conducted on a project-by-project basis with each project negotiated with a designated awardee based on the terms and conditions contained herein and the Schedule of Fees/Prices. Each project conducted through this RFP award shall be facilitated through a UNT System purchase order or, if multiple projects are envisioned with a particular awardee, a UNT System blanket purchase order. The award of this RFP is not a guarantee of volume. Proposers are asked to submit pricing for each of the lots expressed in this section on the attached Schedule of Prices. Vendors are encouraged to make proposals for a singular lot, combination of lots, or all 14 lots.

5.2 University of North Texas System (Overview)

The University of North Texas System, the University of North Texas at Dallas and the University of North Texas at Dallas College of Law are seeking proposals to assist with campus university advancement, specifically in the area of strategic communications, public relations, marketing and creative communications/media strategies, meeting and event planning/execution. Additionally, the University of North Texas at Dallas is seeking a firm to help identify and recruit high profile individuals to serve as members of its Foundation Board of Directors. Firms with a proven track record of building brands, high-level targeted campaigns and a reputation for crafting messages for diverse audiences would be ideal candidates.

The UNT System is set to enter a brand “refinement” phase in Fall 2017, with the arrival of a new Chancellor. An assessment of the narrative and visual branding platform in its current state, and how/if the elements need refinement for these purposes could be undertaken as budget allows.
5.3 UNT DALLAS (Overview)

Among the many responsibilities that comprise the Office of University Advancement at the University of North Texas at Dallas are Marketing and Communications, Special Events, Alumni Relations and Fund Development. The Office of Marketing and Communications at UNT Dallas and the UNT System serves as the branding/public relations arm of the university and its administrative System. The Office of Marketing and Communications also develops and maintains relationships with external entities for community affairs initiatives. The Office of Marketing and Communications fields all inquiries from media about editorial coverage and interview requests for the UNT System, UNT Dallas, the UNT System Chancellor and UNT Dallas President, as well as the UNT System Board of Regents. The Office is also responsible for multiple external and internal communication channels, including web sites, newsletters, social media and targeted emails. UNT Dallas is in the midst of a rebranding effort that launched in June, 2017 with new billboards, commercial spots, print/digital ads and strategic social media. Rebranding efforts will be complete in Fall 2017 and implementation efforts will continue through 2018. We anticipate that the visual and narrative elements in the branding platform will continue to expand and evolve. These “foundational” elements are developed for use across multiple categories of work: web and social media, collateral and recruiting materials, photography and videography, paid and unpaid media elements, etc. Proposals are requested in developing and executing a roll-out plan for the new UNT Dallas brand.

5.4 UNT Dallas College of Law (Overview)

UNT Dallas College of Law received legislative authorization in 2009, when the Texas legislature approved the College of Law and earmarked $5 million in the State’s 2011-2012 budget for the new law school. Consistent with the legislation, UNT Dallas was originally a free-standing unit administered by the UNT System, and merged with UNT Dallas in September 2015. Since
the merger, UNT Dallas College of Law has been operated as an accredited College within UNT Dallas.
UNT Dallas College of Law is located at 1901 Main Street in downtown Dallas. All faculty, classrooms, the law library, and administrative staff are located in the downtown location, and have been since early 2013. (This is a separate physical location than the main campus for UNT Dallas.) In 2019, the law school will become a two-building campus when the newly renovated, iconic, 105-year old Municipal Building will become the home of the law school. Most law school operations and classrooms will move to the Municipal Building, just one-half block from the current location; however, the law library and other selected operations will remain at 1901 Main Street.
As is the case with almost every law school associated with a university, UNT Dallas College of Law has specialized staff on the law school campus serving the students and legal community. For example, the law school has a Dean, plus these other specialized roles specific to the law school:

- Associate Dean for Academics
- Associate Dean for Finance and Administration
- Assistant Dean for Student Affairs
- Assistant Dean for Student Life
- Assistant Dean for Admissions and Scholarships
- Assistant Dean for Career and Professional Development
- Assistant Dean for Law Library
- A law library facility and law library professional staff specific to the law school
- Assistant Dean for Academic Services and Law School Registrar
- Director, Academic Success and Bar Readiness
- Director of Legal Writing
- Director of Experiential Education
- Director, Legal Educational Technology
  - Classroom technology, learning management system software, and exam software specific to the law school as examples
- Director of Curriculum
- Director, Marketing and Communications*
- Director, Development, Alumni Relations and Special Projects*

*All College of Law leadership positions listed above, other than those noted with an asterisk, are J.D. degreed, current members of the Dallas Bar Association; most are currently licensed to practice law in Texas.
Most of the department areas represented above on the list are “internal clients” for the Marketing and Communications department at the College of Law.

For marketing and communications purposes, the initial visual and narrative branding platform was created in summer 2013 to direct the execution of the law school's identity system, website, recruiting materials, stationery items, signage, and all other items required to begin a law school from the ground up. Recruiting began in September 2013 and the Inaugural Class was seated in August 2014. The law school has seated incoming first-year students ("1L" students) each August. As of fall 2017, UNT Dallas College of Law has approximately 425 students and a faculty and staff of about 50 on campus. The students are classified as 1Ls (first-year), 2Ls (second year), and 3Ls (third year and beyond). Students in the full-time division typically finish law school in three years and generally attend school during the day; those in the part-time division generally attend school in the evening and typically finish in four years. As of the posting of this RFP, UNT Dallas College of Law has the only remaining fully-operating evening division program for law students in North Texas.

The original branding platform was created in summer 2013 in partnership with law school leadership and UNT System officials, and with input from the then-president of UNT Dallas. The eventual merger with UNT Dallas was a factor in developing the logo and other identity elements for the law school. Please see this web page to review the foundational narrative used for UNT Dallas College of Law. http://lawschool.untsystem.edu/why-unt-dallas-col.

This narrative structure continues to guide materials for the law school. The more formal goals can be found at: https://lawschool.untsystem.edu/about.

UNT Dallas College of Law reached several milestones in 2017.

- In January, the school was named 3rd Most Diverse Law School in America.
- In May, the law school celebrated the Inaugural Hooding Ceremony for 74 qualifying students.
- In June, the American Bar Association granted provisional accreditation to the school; as a new law school, the full accreditation process will take a few more years. However, graduates of a provisionally accredited law school are considered by the ABA to be graduates of an ABA-approved law school and are eligible to sit for most state bar exams, including in the state of Texas.
- In June, the law school conferred Juris Doctor degrees to the first graduating class.
- In July, the first eligible students and graduates from the law school sat for the Texas Bar Exam (results are available in November 2017).
In September 2017, UNT Dallas College of Law was named to the "Top 20 Most Innovative Law Schools on America."

In November, the law school will host the Inaugural Swearing In Ceremony and Reception for graduates and students who pass the Texas Bar Exam.

These milestones join other solid progress made thus far in our history: deep support of the law school in the North Texas judiciary and legal communities, and in the Dallas and Dallas County law enforcement and governing communities; more than 100 volunteer attorney mentors who meet with law school students each semester; relationships with more than 50 non-profit and government agencies that provide students with opportunities for volunteer work and internships or externships; and, a growing list of business relationships to expand similar student opportunities.

Although in the fourth year of operations, the law school is still creating many programs for the first time. With ABA provisional accreditation in place, and plans to move to the Municipal Building on a more predictable (but still evolving) timetable, we have much to look forward to. Most importantly, ABA accreditation expands recruiting opportunities; excitement about the Municipal Building as the home base will continue to rise over the next few years as this long-shuttered building comes back to life in service to Dallas and surrounding areas; our first graduates will begin moving into legal practice; alumni will begin formalizing their organization, etc. After receiving full accreditation by the American Bar Association, the College of Law will be free to develop and launch additional legal education programs (examples: L.L.M., dual JD/MBA degree, dual JD/MPA degree).

The Office of Marketing and Communications at UNT Dallas College of Law serves multiple internal clients: Assistant Dean of Admissions and Scholarships; Assistant Dean of Career and Professional Development; Assistant Dean of Law Library; Director of Experiential Education (includes the Community Lawyering Centers, the Joyce Ann Brown Innocence Clinic, the Mentorship Program, the Community Engagement program, and multiple community-connected events held at the law school each year); Director of Advocacy Programs (moot court, mock trial competitions); Law Review (two publications run by student staffs); the Dean’s Cabinet; Assistant Dean of Student Life; Assistant Dean of Student Affairs; Associate Dean for Academics; Director of Development and Alumni Relations; Director of Mentorship program; Director of Community Outreach (attorney and bar-directed outreach); The Center for Writing Excellence; assists student organizations with similar materials and requests; fills requests as needed from UNT Dallas and UNT System. The Office of Marketing and
Communications also develops and maintains relationships with external entities for the law school - particularly the communications areas of the Dallas Bar Association, the “sister bars,” the State Bar of Texas, and some legal publications. The Office of Marketing and Communications fields most inquiries from media about editorial coverage and interview requests for the law school, and all media inquiries about paid media opportunities specific to the College of Law. The Office is also responsible for multiple internal communication channels used daily by multiple departments. The Office of Marketing and Communications is responsible for all website updates and directing the evolution of the main website, and an upcoming redesign of the main website; development of three Law Review-related websites; and, development of a future website for the Community Lawyering Centers. Expanding social media platforms for the law school and some specialized areas within the law school are in future plans. Given this diverse collection of internal and external clients and a desire for brand consistency, decisions for College of Law are made by the law school leadership.

5.5 STATEMENT OF WORK

Lot 1: Branding Platform (College of Law).
A brief history of the law school’s current visual and narrative branding platform, and the development of primary identity elements, is found in the “Background” section above in this RFP. We anticipate the visual and narrative elements in the branding platform will continue to expand and evolve. These “foundational” elements are developed for use across multiple categories of work: web and social media, collateral and recruiting materials, photography and videography, paid and unpaid media elements, etc. It is critically important for consistency to the law school branding that foundational elements are not developed independently within each specific category for use only in that category. The work product from the chosen firm(s) may include guidelines, templates, supplying files for intended uses, and review of materials for consistency.
An assessment of the narrative and visual branding platform in its current state, and how/if the elements need refinement for these purposes could be undertaken as budget allows: ADA accessibility requirements; cultural relevance for targeted marketing to expanded recruiting opportunities; relevance to specific targeted career-directed recruiting; other.
Lot 2: Collateral (College of Law)

The collateral and other printing items used in a typical academic year for the law school run the spectrum of business cards/stationery items (all of which follow specific templates); posters/banners/signs; brochures, recruiting materials, promotional items, event programs, event invitations, retractable banners, trade show backdrops, etc. Templates for many of these items have been established and the firm(s) will use the templates or evolve the templates when necessary, to develop new executions. As new activities are created or evolve, new templates for printed items consistent with the branding platform will be needed. Some templates are developed specifically for in-house use at the law school, specific to the equipment and skillset of in-house personnel. In some instances, firm(s) may be asked to train in-house personnel on use of templates.

Many items serve multiple purposes; for example, an ad may become the back of a flyer used for recruiting, or used as a web page link in an email from the Dean or another department. Photography developed for use across multiple categories is usually executed through collateral and other printed items. Creative concepts for paid advertising may be included in this category’s responsibilities. This is not a frequent activity, as templates for ads exist, but may evolve. When called upon, ad concepts are usually needed in short deadline situations.

The law school requires assistance with press checks on critical printed items; the law school sometimes uses an outside firm to collect printing estimates for printed projects and promotional materials.

On average, the law school requests assistance with 30-40 printed items in a year. This RFP does not guarantee any volume of printed materials requests, even if a firm(s) is selected through the RFP process.

Lot 3: Website Management (College of Law)

UNT Dallas College of Law currently has specific websites and responsibility for updating and maintaining those sites. Potential work could include:

- Redesign and buildout of the UNT Dallas College of Law website; ongoing maintenance support of the main site. Given a small budget for the law school, the website and collateral materials use many of the same design elements and photography, so that prospective collateral
- Design and buildout of the Community Lawyering Center (CLC) website or micro-site in English and Spanish, and ongoing maintenance of the CLC site. The target audience for this website is very different than for the law school’s main website and it will have a
brand look of its own, but with consistency in some visual elements to the main law school. Training for a student employee may be required each year or each term.

- Ongoing maintenance of two separate websites related to Law Review; design and build-out of a third minimal Law Review website (10 pages or less). Training for a student law review staff will be required at least once each academic year.
- ADA accessibility audit of all of these websites for the law school and executing the tasks to bring them into compliance. This is part of a UNT Dallas initiative.

Lot 4: Electronic Materials (College of Law)
Email items are developed and used on a regular basis for major events (save the dates and invitations with RSVP functions); 6x per year as updates on the law school from Dean Furgeson; recruiting support for Admissions; program support for Career & Professional Development; program support for the Mentoring program and Community Lawyering Center programming; student-sponsored events; Development and Alumni Relations events, etc. When events call for both an email and a printed invitation, both use the same templates for graphics and text.
Many departments would like to launch electronic newsletters – we need to investigate how this might be possible - tools, applications, costs, training, etc.
The application we have used for electronic activities described above was fine when we were small and had little activity four years ago. We may have outgrown it. We may choose to investigate if we should make a switch - application assessment, division of work for ongoing activities between a firm(s) and the law school staff, possibly training people in-house, etc.
In some instances, we receive online banner advertising opportunities as no charge or low cost as part of a sponsorship package.

Lot 5: Data-directed recruiting efforts (College of Law)
With ABA accreditation, we now have access to a national database through Law School Admissions Council that can be used for targeted recruiting efforts. During the upcoming year, we plan to be trained on accessing and using the available data, and test-run some programs in preparation for wider use to launch in August 2018. We may prefer a separate firm just to work on this project with us, or primarily on this project with other minor responsibilities in other areas.
Lot 6: Social Media (College of Law)
UNT Dallas College of Law is in an infancy stage of social media integration. As budget and capacity allows, we will evolve to integrating social media into all of the activities described above as appropriate; training internal staff in three departments to complete their launch or upgrade their work of social media platforms specific to their departments; integrate posting from one to the others, etc. Assistance in developing a plan to gradually increase social media presence as staff capacity allows is on a “wish list,” as is an assessment to prioritize launch of additional social media platforms for the law school. Staff capacity across departments is barely existent, as is the time for them to acquire improved skills.

Lot 7 & 8 Not Used

Lot 9: Electronic Materials (UNT Dallas)
Email marketing campaigns for UNT Dallas are developed and used on a regular basis to promote enrollment growth. Academic departments at the university may also require HTML design emails for promotional purposes and/or events.

Lot 10: Data-directed recruiting efforts (UNT Dallas)
With the implementation of a new CRM tool expected this spring for use in tracking recruitment efforts, measurable, data-driven ad campaigns will be paramount to UNT Dallas refining its digital marketing efforts. Quarterly digital marketing campaigns are likely for UNT Dallas.

Lot 11: Promotional Items (UNT System and UNT Dallas)
Both UNT Dallas and the UNT System utilized hundreds of promotional items each year. Number of items at UNT Dallas includes 20+ promotional items (cups, key chains, stress balls, decals, pennants, etc.) and 10+ tshirts/polos, with quantities ranging from 5-10, up to 1000+. Number of items at UNT System includes 10+ promotional items (cups, key chains, stress balls, decals, pennants, etc.) and 5+ tshirts/polos, with quantities ranging from 5-10 up to 1000+.

Both UNT Dallas and the UNT System utilize hundreds of promotional items each year. Number of items at UNT Dallas includes 20+ promotional items (cups, key chains, stress balls, decals, pennants, etc.) and 10+ tshirts/polos, with quantities ranging from 5-10, up to 1000+. Number of items at UNT
System includes 10+ promotional items (cups, key chains, stress balls, decals, pennants, etc.) and 5+ t-shirts/polos, with quantities ranging from 5-10 up to 1000+.

Lot 12: Community Relations (UNT System)
The UNT System plans a 6-month community relations program for incoming Chancellor Lesa Roe. This would include an overall plan to help create a positive personal brand and introduce the new Chancellor to the North Texas region. Elements would include planning/booking events, speaking engagements and media appearances. UNT System would staff any events, so on-site assistance is not included.

Lot 13: Philanthropic Fundraising (UNT Dallas)
UNT Dallas requests proposal for support of its UNT Dallas Foundation in the following areas:
- Community Outreach Strategy
- Donor Development
- Donor Recognition Strategy
- Board Member Cultivation
- Advisory Board creation for 4 primary academic departments
- Philanthropic campaign creation for the Service/Education/Research for Communities with Hope (SERCH) Institute and Caruth Police Institute

Lot 14: Philanthropic Capital Campaign (UNT Dallas)
UNT Dallas has plans for a philanthropic fundraising capital campaign to be implemented in 2018. As part of the campaign, UNT Dallas request proposal for the following support services:
- Campaign branding
- Campaign strategic planning
- Donor introductions and cultivation
5.7 SPECIFICATIONS/DELIVERABLES

Specifications and desired deliverables shall be established on a project-by-project basis as expressed in Section 5.1 and Lots 1 thru 14.

5.8 PRICING/FEES

Please outline any fees or charges that the UNTS will incur on the attached Schedule of Prices.
APPENDIX ONE

AFFIRMATIONS AND CONFIRMATIONS

1.1 Purpose

UNTS is soliciting competitive sealed proposals from Proposers having suitable qualifications and experience providing services in accordance with the terms, conditions and requirements set forth in this RFP. This RFP provides sufficient information for interested parties to prepare and submit proposals for consideration by UNTS.

By submitting a proposal, Proposer certifies that it understands this RFP and has full knowledge of the scope, nature, quality, and quantity of the services to be performed, the detailed requirements of the services to be provided, and the conditions under which such services are to be performed. Proposer also certifies that it understands that all costs relating to preparing a response to this RFP will be the sole responsibility of the Proposer.

PROPOSER IS CAUTIONED TO READ THE INFORMATION CONTAINED IN THIS RFP CAREFULLY AND TO SUBMIT A COMPLETE RESPONSE TO ALL REQUIREMENTS AND QUESTIONS AS DIRECTED.

1.2 Inquiries and Interpretations

UNTS may in its sole discretion respond in writing to written inquiries concerning this RFP and mail its response as an Addendum to all parties recorded by University as having received a copy of this RFP. Only University’s responses that are made by formal written Addenda will be binding on University. Any verbal responses, written interpretations or clarifications other than Addenda to this RFP will be without legal effect. All Addenda issued by University prior to the Submittal Deadline will be and are hereby incorporated as a part of this RFP for all purposes. This addenda shall be posted to the University’s Bid Opportunities Web Page located at: https://www.untsystem.edu/hr-it-business-services/procurement/purchasing/bid-opportunities. Vendors are strongly encouraged to visit this page at least four (4) business days prior to submitting your response to ensure that you have received all applicable addenda.

Proposers are required to acknowledge receipt of each Addendum as specified in this Section. The Proposer must acknowledge all Addenda by completing, signing and returning the Addenda Checklist in Section 4 of this appendix. The Addenda Checklist should accompany the Proposer’s proposal.

Any interested party that receives this RFP by means other than directly from University is responsible for notifying UNTS that it has received an RFP package, and should provide its name, address, telephone number and FAX number to University, so that if University issues Addenda to this RFP or provides written answers to questions, that information can be provided to such party.

1.3 Public Information

Proposer is hereby notified that University strictly adheres to all statutes, court decisions and the opinions of the Texas Attorney General with respect to disclosure of public information.

University may seek to protect from disclosure all information submitted in response to this RFP until such time as a final agreement is executed.

Upon execution of a final agreement, University will consider all information, documentation, and other materials requested to be submitted in response to this RFP, to be of a non-confidential and non-proprietary nature and, therefore, subject to public disclosure under the Texas Public Information Act (Government Code, Chapter 552.001, et seq.). Proposer will be advised of a request for public information that implicates their materials and will have the opportunity to raise any objections to disclosure to the Texas Attorney General. Certain information may be protected from release under Sections 552.101, 552.110, 552.113, and 552.131, Government Code.
1.4 **Type of Agreement**

(See attached sample UNTS Services Agreement)

1.5 **Proposal Evaluation Process**

University will select Contractor by using the competitive sealed proposal process described in this Section.

University may make the selection of Contractor on the basis of the proposals initially submitted, without discussion, clarification or modification. In the alternative, University may make the selection of Contractor on the basis of negotiation with any of the Proposers. In conducting such negotiations, University will use commercially reasonable efforts to avoid disclosing the contents of competing proposals.

At University's sole option and discretion, University may discuss and negotiate elements of proposals submitted with any or all proposers at the University's sole discretion.

After submission of a proposal but before final selection of Contractor is made, University may permit a Proposer to revise its proposal in order to obtain the Proposer's best and final offer. In that event, representations made by Proposer in its revised proposal, including price and fee quotes, will be binding on Proposer. The University is not obligated to select the Proposer offering the most attractive economic terms if that Proposer is not the most advantageous to University overall, as determined by University according to the criteria contained herein.

University reserves the right to (a) enter into an agreement for all or any portion of the requirements and specifications set forth in this RFP with one or more Proposers, (b) reject any and all proposals and re-solicit proposals, or (c) reject any and all proposals and temporarily or permanently abandon this selection process, if deemed to be in the best interests of University. Proposer is hereby notified that University will maintain in its files concerning this RFP a written record of the basis upon which a selection, if any, is made by University.

1.6 **Proposer’s Acceptance of Evaluation Methodology**

By submitting a proposal, Proposer acknowledges (1) Proposer’s acceptance of [a] the Proposal Evaluation Process (ref. Section 1.5 of APPENDIX ONE), [b] the Criteria for Selection (ref. 2.3 of this RFP), [c] the Specifications and, [d] the terms and all other requirements and specifications set forth in this RFP; and (2) Proposer's recognition that some subjective judgments must be made by University during this RFP process.

1.7 **Solicitation for Proposal and Proposal Preparation Costs**

Proposer understands and agrees that (1) this RFP is a solicitation for proposals and University has made no representation written or oral that one or more agreements with University will be awarded under this RFP; (2) University issues this RFP predicated on University’s anticipated requirements for the Services, and University has made no representation, written or oral, that any particular scope of services will actually be required by University; and (3) Proposer will bear, as its sole risk and responsibility, any cost that arises from Proposer’s preparation of a proposal in response to this RFP.

1.8 **Proposal Requirements and General Instructions**

1.8.1 Proposer should carefully read the information contained herein and submit a complete proposal in response to all requirements and questions as directed.

1.8.2 Proposals and any other information submitted by Proposer in response to this RFP will become the property of University.

1.8.3 University will not provide compensation to Proposer for any expenses incurred by the Proposer for proposal preparation or for demonstrations or oral presentations that may be made by Proposer. Proposer submits its proposal at its own risk and expense.

1.8.4 Proposals that (i) are qualified with conditional clauses; (ii) alter, modify, or revise this RFP in any way; or (iii) contain irregularities of any kind, are subject to disqualification by University, at University’s sole discretion.

1.8.5 Proposals should be prepared simply and economically, providing a straightforward, concise description of Proposer's ability to meet the requirements and specifications of this RFP. Emphasis should be on completeness, clarity of content, and responsiveness to the requirements and specifications of this RFP. Proposers are encouraged to completely address the evaluation criteria.

1.8.6 University makes no warranty or guarantee that an award will be made as a result of this RFP. University reserves the right to accept or reject any or all proposals, waive any formalities, procedural requirements, or minor technical inconsistencies, and delete any requirement or specification from this RFP or the Agreement when deemed to be in University's best interest. University reserves the right to seek clarification from any Proposer concerning any item contained in its proposal prior to final selection. Such clarification may be provided by telephone conference or personal meeting with or writing to University, at University’s sole discretion. Representations made by Proposer within its proposal will be binding on Proposer.
1.8.7 Any proposal that fails to comply with the requirements contained in this RFP may be rejected by University, in University’s sole discretion.

1.8.8 Should a vendor wish to protest or dispute determinations or awards made in connection with this RFP, it shall be done by submitting a Letter of Protest/Dispute to the UNTS Senior Director for Procurement Services outlining the issue to be considered.

1.9.1 **Execution of Offer**

Proposer must complete, sign and return the attached Execution of Offer (ref. Section 2 of APPENDIX ONE) as part of its proposal. The Execution of Offer must be signed by a representative of Proposer duly authorized to bind the Proposer to its proposal. Any proposal received without a completed and signed Execution of Offer may be rejected by University, in its sole discretion.

1.9.2 **Pricing and Delivery Schedule**

Proposer must complete and return the Pricing Schedule (ref. Section 5.7 of this RFP), as part of its proposal. In the Pricing and Delivery Schedule the Proposer should describe in detail (a) the total fees for the entire scope of the Services; and (b) the method by which the fees are calculated. The fees must be inclusive of all associated costs for delivery, labor, insurance, taxes, overhead, and profit.

University will not recognize or accept any charges or fees to perform the Services that are not specifically stated in the Pricing and Delivery Schedule.

In the Pricing and Delivery Schedule, Proposer should describe each significant phase in the process of providing the Services to University, and the time period within which Proposer proposes to be able to complete each such phase.

1.9.4 **Proposer’s General Questionnaire**

Proposals must include responses to the questions in Section 3 of Appendix 1. Proposer should reference the item number and repeat the question in its response. In cases where a question does not apply or if unable to respond, Proposer should refer to the item number, repeat the question, and indicate N/A (Not Applicable) or N/R (No Response), as appropriate. Proposer should explain the reason when responding N/A or N/R.

1.9.5 **Addenda Checklist**

Proposer should acknowledge all Addenda to this RFP (if any) by completing, signing and returning the Addenda Checklist (ref. Section 4 of APPENDIX ONE) as part of its proposal. Any proposal received without a completed and signed Addenda Checklist may be rejected by University, in its sole discretion.

1.9.6 **Submission**

Proposer should submit all proposal materials enclosed in a sealed envelope, box, or container. The RFP No. (ref. Section 1.3 of this RFP) and the Submittal Deadline (ref. Section 2.1 of this RFP) should be clearly shown in the lower left-hand corner on the top surface of the container. In addition, the name and the return address of the Proposer should be clearly visible.

Proposer must also submit the number of originals of the HUB Subcontracting Plan (also called the HSP) as required by this RFP (ref. Section 2.5 of the RFP.)

Upon Proposer’s request and at Proposer’s expense, University will return to a Proposer its proposal received after the Submittal Deadline if the proposal is properly identified. University will not under any circumstances consider a proposal that is received after the Submittal Deadline or which is not accompanied by the number of completed and signed originals of the HSP that are required by this RFP.

University will not accept proposals submitted by telephone, proposals submitted by Facsimile (“FAX”) transmission, or proposals submitted by electronic transmission (i.e., e-mail) in response to this RFP.

Except as otherwise provided in this RFP, no proposal may be changed, amended, or modified after it has been submitted to University. However, a proposal may be withdrawn and resubmitted at any time prior to the Submittal Deadline. No proposal may be withdrawn after the Submittal Deadline without University’s consent, which will be based on Proposer's submittal of a written explanation and documentation evidencing a reason acceptable to University, in University’s sole discretion.

By signing the Execution of Offer (ref. Section 2 of APPENDIX ONE) and submitting a proposal, Proposer certifies that any terms, conditions, or documents attached to or referenced in its proposal are applicable to this procurement only to the extent that they (a) do not conflict with the laws of the State of Texas or this RFP and (b) do not place any requirements on University that are not set forth in this RFP or in the Appendices to this RFP.
Proposer further certifies that the submission of a proposal is Proposer's good faith intent to enter into the Agreement with University as specified herein and that such intent is not contingent upon University's acceptance or execution of any terms, conditions, or other documents attached to or referenced in Proposer's proposal.

1.9.7 Page Size, Binders, and Dividers

Proposals must be typed on letter-size (8-1/2" x 11") paper, and must be submitted in a binder. Preprinted material should be referenced in the proposal and included as labeled attachments. Sections within a proposal should be divided by tabs for ease of reference.

1.9.8 Table of Contents

Proposals must include a Table of Contents with page number references. The Table of Contents must contain sufficient detail and be organized according to the same format as presented in this RFP, to allow easy reference to the sections of the proposal as well as to any separate attachments (which should be identified in the main Table of Contents). If a Proposer includes supplemental information or non-required attachments with its proposal, this material should be clearly identified in the Table of Contents and organized as a separate section of the proposal.

1.9.9 Pagination

All pages of the proposal should be numbered sequentially in Arabic numerals (1, 2, 3, etc.). Attachments should be numbered or referenced separately.
SECTION 2
EXECUTION OF OFFER

THIS EXECUTION OF OFFER MUST BE COMPLETED, SIGNED AND RETURNED WITH PROPOSER’S PROPOSAL. FAILURE TO COMPLETE, SIGN AND RETURN THIS EXECUTION OF OFFER WITH THE PROPOSER’S PROPOSAL MAY RESULT IN THE REJECTION OF THE PROPOSAL.

2.1 By signature hereon, Proposer represents and warrants the following:

2.1.1 Proposer acknowledges and agrees that (1) this RFP is a solicitation for a proposal and is not a contract or an offer to contract; (2) the submission of a proposal by Proposer in response to this RFP will not create a contract between University and Proposer; (3) University has made no representation or warranty, written or oral, that one or more contracts with University will be awarded under this RFP; and (4) Proposer will bear, as its sole risk and responsibility, any cost arising from Proposer’s preparation of a response to this RFP.

2.1.2 Proposer is a reputable company that is lawfully and regularly engaged in providing the Services.

2.1.3 Proposer has the necessary experience, knowledge, abilities, skills, and resources to perform the Services.

2.1.4 Proposer is aware of, is fully informed about, and is in full compliance with all applicable federal, state and local laws, rules, regulations and ordinances.

2.1.5 Proposer understands (i) the requirements and specifications set forth in this RFP and (ii) the terms and conditions set forth in the Agreement under which Proposer will be required to operate.

2.1.6 If selected by University, Proposer will not delegate any of its duties or responsibilities under this RFP or the Agreement to any sub-contractor, except as expressly provided in the Agreement.

2.1.7 If selected by University, Proposer will maintain any insurance coverage as required by the Agreement during the term thereof.

2.1.8 All statements, information and representations prepared and submitted in response to this RFP are current, complete, true and accurate. Proposer acknowledges that University will rely on such statements, information and representations in selecting Contractor. If selected by University, Proposer will notify University immediately of any material change in any matters with regard to which Proposer has made a statement or representation or provided information.

2.1.9 PROPOSER WILL DEFEND WITH COUNSEL APPROVED BY UNIVERSITY, INDEMNIFY, AND HOLD HARMLESS UNIVERSITY, THE UNIVERSITY OF TEXAS SYSTEM, THE STATE OF TEXAS, AND ALL OF THEIR REGENTS, OFFICERS, AGENTS AND EMPLOYEES, FROM AND AGAINST ALL ACTIONS, SUITS, DEMANDS, COSTS, DAMAGES, LIABILITIES AND OTHER CLAIMS OF ANY NATURE, KIND OR DESCRIPTION, INCLUDING REASONABLE ATTORNEYS’ FEES INCURRED IN INVESTIGATING, DEFENDING OR SETTLING ANY OF THE FOREGOING, ARISING OUT OF, CONNECTED WITH, OR RESULTING FROM ANY NEGLIGENT ACTS OR OMISSIONS OR WILLFUL MISCONDUCT OF PROPOSER OR ANY AGENT, EMPLOYEE, SUBCONTRACTOR, OR SUPPLIER OF PROPOSER IN THE EXECUTION OR PERFORMANCE OF ANY CONTRACT OR AGREEMENT RESULTING FROM THIS RFP.

2.1.10 Pursuant to Sections 2107.008 and 2252.903, Government Code, any payments owing to Proposer under any contract or agreement resulting from this RFP may be applied directly to any debt or delinquency that Proposer owes the State of Texas or any agency of the State of Texas regardless of when it arises, until such debt or delinquency is paid in full.

2.2 By signature hereon, Proposer offers and agrees to furnish the Services to University and comply with all terms, conditions, requirements and specifications set forth in this RFP.

2.3 By signature hereon, Proposer affirms that it has not given or offered to give, nor does Proposer intend to give at any time hereafter, any economic opportunity, future employment, gift, loan, gratuity, special discount, trip, favor or service to a public servant in connection with its submitted proposal. Failure to sign this Execution of Offer, or signing with a false statement, may void the submitted proposal or any resulting contracts, and the Proposer may be removed from all proposal lists at University.

2.4 By signature hereon, Proposer certifies that it is not currently delinquent in the payment of any taxes due under Chapter 171, Tax Code, or that Proposer is exempt from the payment of those taxes, or that Proposer is an out-of-state taxable entity that is not subject to those taxes, whichever is applicable. A false certification will be deemed a material breach of any resulting contract or agreement and, at University’s option, may result in termination of any resulting contract or agreement.

2.5 By signature hereon, Proposer hereby certifies that neither Proposer nor any firm, corporation, partnership or institution represented by Proposer, or anyone acting for such firm, corporation or institution, has violated the antitrust laws of the State of Texas, codified in Section 15.01, et seq., Business and Commerce Code, or the Federal antitrust laws, nor communicated directly or indirectly the proposal made to any competitor or any other person engaged in such line of business.
2.6 By signature hereon, Proposer certifies that the individual signing this document and the documents made a part of this RFP, is authorized to sign such documents on behalf of Proposer and to bind Proposer under any agreements and other contractual arrangements that may result from the submission of Proposer’s proposal.

2.7 By signature hereon, Proposer certifies as follows:

"Under Section 231.006, Family Code, relating to child support, Proposer certifies that the individual or business entity named in the Proposer’s proposal is not ineligible to receive the specified contract award and acknowledges that any agreements or other contractual arrangements resulting from this RFP may be terminated if this certification is inaccurate."

2.8 By signature hereon, Proposer certifies that (i) no relationship, whether by blood, marriage, business association, capital funding agreement or by any other such kinship or connection exists between the owner of any Proposer that is a sole proprietorship, the officers or directors of any Proposer that is a corporation, the partners of any Proposer that is a partnership, the joint venturers of any Proposer that is a joint venture or the members or managers of any Proposer that is a limited liability company, on one hand, and an employee of any component of The University of Texas System, on the other hand, other than the relationships which have been previously disclosed to University in writing; (ii) Proposer has not been an employee of any component institution of The University of Texas System within the immediate twelve (12) months prior to the Submittal Deadline; and (iii) no person who, in the past four (4) years served as an executive of a state agency was involved with or has any interest in Proposer’s proposal or any contract resulting from this RFP (ref. Section 669.003, Government Code). All disclosures by Proposer in connection with this certification will be subject to administrative review and approval before University enters into a contract or agreement with Proposer.

2.9 By signature hereon, Proposer certifies its compliance with all federal laws and regulations pertaining to Equal Employment Opportunities and Affirmative Action.

2.10 By signature hereon, Proposer represents and warrants that all products and services offered to University in response to this RFP meet or exceed the safety standards established and promulgated under the Federal Occupational Safety and Health Law (Public Law 91-596) and the Texas Hazard Communication Act, Chapter 502, Health and Safety Code, and all related regulations in effect or proposed as of the date of this RFP.

2.11 Proposer will and has disclosed, as part of its proposal, any exceptions to the certifications stated in this Execution of Offer. All such disclosures will be subject to administrative review and approval prior to the time University makes an award or enters into any contract or agreement with Proposer.

2.12 If Proposer will sell or lease computer equipment to the University under any agreements or other contractual arrangements that may result from the submission of Proposer’s proposal then, pursuant to Section 361.965(c), Health & Safety Code, Proposer certifies that it is in compliance with the Manufacturer Responsibility and Consumer Convenience Computer Equipment Collection and Recovery Act set forth in Chapter 361, Subchapter Y, Health & Safety Code and the rules adopted by the Texas Commission on Environmental Quality under that Act as set forth in Title 30, Chapter 328, Subchapter I, Texas Administrative Code. Section 361.952(2), Health & Safety Code, states that, for purposes of the Manufacturer Responsibility and Consumer Convenience Computer Equipment Collection and Recovery Act, the term “computer equipment” means a desktop or notebook computer and includes a computer monitor or other display device that does not contain a tuner.

2.13 Proposer should complete the following information:

If Proposer is a Corporation, then State of Incorporation: _______________________

If Proposer is a Corporation, then Proposer’s Corporate Charter Number: ___________

RFP No.: ____________________, Title: ______________________________________
NOTICE: WITH FEW EXCEPTIONS, INDIVIDUALS ARE ENTITLED ON REQUEST TO BE INFORMED ABOUT THE INFORMATION THAT GOVERNMENTAL BODIES OF THE STATE OF TEXAS COLLECT ABOUT SUCH INDIVIDUALS. UNDER SECTIONS 552.021 AND 552.023, GOVERNMENT CODE, INDIVIDUALS ARE ENTITLED TO RECEIVE AND REVIEW SUCH INFORMATION. UNDER SECTION 559.004, GOVERNMENT CODE, INDIVIDUALS ARE ENTITLED TO HAVE GOVERNMENTAL BODIES OF THE STATE OF TEXAS CORRECT INFORMATION ABOUT SUCH INDIVIDUALS THAT IS INCORRECT.

Submitted and Certified By:

(Proposer Institution’s Name)

(Signature of Duly Authorized Representative)

(Printed Name/Title)

(Date Signed)

(Proposer’s Street Address)

(City, State, Zip Code)

(Telephone Number)

(FAX Number)

(Email Address)
SECTION 3

PROPOSER’S GENERAL QUESTIONNAIRE

NOTICE: With few exceptions, individuals are entitled on request to be informed about the information that governmental bodies of the State of Texas collect about such individuals. Under Sections 552.021 and 552.023, Government Code, individuals are entitled to receive and review such information. Under Section 559.004, Government Code, individuals are entitled to have governmental bodies of the State of Texas correct information about such individuals that is incorrect.

Proposals must include responses to the questions contained in this Proposer’s General Questionnaire. Proposer should reference the item number and repeat the question in its response. In cases where a question does not apply or if unable to respond, Proposer should refer to the item number, repeat the question, and indicate N/A (Not Applicable) or N/R (No Response), as appropriate. Proposer will explain the reason when responding N/A or N/R.

3.1 Proposer Profile

3.1.1 Company’s Legal Name:

Address of principal place of business:

Address of office that would be providing service under the Agreement:

Number of years in Business: __________________________

State of incorporation: ________________________________

Number of Employees: ________________________________

Annual Revenues Volume: _____________________________

Name of Parent Corporation, if any _________________________

Are you a certified Historically Underutilized Business (HUB)? (circle one) YES NO

If “Yes”, please indicate the issuing authority and a include copy of your certificate.
SECTION 4

ADDENDA CHECKLIST

Proposal of: ___________________________________

(Proposer Company Name)

To: The University of North Texas System

Ref.: Marketing services and Promotional Items for UNT Dallas and UNT College of Law

RFP No.: 773-18-1031MA

The undersigned Proposer hereby acknowledges receipt of the following Addenda to the captioned RFP (initial if applicable).

Note: If there was only 1 Addendum, initial just the first blank after No. 1, not all 5 blanks below.

No. 1 _____ No. 2 _____ No. 3 _____ No. 4 _____ No. 5 _____

Respectfully submitted,

Proposer: __________________________

By:

(Authorized Signature for Proposer)

Name: __________________________

Title: __________________________

Date: __________________________
SAMPLE SERVICE AGREEMENT

Effective Date:

University:

University Address: Attn:

Contractor:

Contractor Address: Attn:

Services: The Services to be provided under this Agreement are set forth in Exhibit “A” Scope of Services, attached hereto and incorporated herein for all purposes.

Completion Date:

Compensation:

RECITALS

This Service Agreement is made and entered into by University and Contractor as of the Effective Date.

WHEREAS, University desires that Contractor provide the Services, and Contractor desires to provide the Services to and for the benefit of University;

THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, University and Contractor agree as follows:

AGREEMENT

1. Provision of Services. Contractor shall provide all necessary personnel, equipment, material, supplies, and facilities in the performance of the Services. Contractor shall perform the Services with that standard of professional care, skill, and diligence customarily and ordinarily provided in the performance of similar services.

2. Term. Unless otherwise terminated in accordance with the provisions set forth herein or by mutual written agreement of the parties, the initial term of this agreement shall begin on the Effective Date, and continue through the Completion Date, unless otherwise extended or terminated by the parties.

3. Termination. University may terminate this Agreement at any time upon days prior notice. Either party has the right to terminate this Agreement if the other party is in default of any obligation hereunder. Contractor shall be entitled to compensation for services rendered through the effective date of termination.
4. **Payment of Compensation.** University shall pay the Compensation to Contractor in accordance with the payment terms set forth above, provided that, if no payment terms are specified payment shall be made in accordance with Chapter 2251 of the Texas Government Code. Contractor must be in good standing, not indebted to the State of Texas, and current on all taxes owed to the State of Texas for payment to occur. Invoices and any required supporting documents must be presented to:

University of North Texas System  
Business Service Center - Payment Services  
1112 Dallas Drive, Suite 4000  
Denton, TX 76205

5. **No Assignment or Delegation.** This Agreement, and the rights and obligations set forth herein, are for personal services and may not be assigned or delegated by either party without the express written consent of the other party.

6. **Property Rights.** University shall, at all times, retain ownership in and the rights to any creative works, research data, reports, designs, recordings, graphical representations, or works of similar nature that may be produced in connection with this Agreement or the Services. Contractor agrees that such works are “works for hire” and assigns all of Contractor’s right, title, and interest to University.

7. **FERPA.** If Contractor has access to students’ educational records, Contractor shall limit its employees’ access to the records to those persons for whom access is essential to the performance of the Services. Contractor shall, at all times and in all respects, comply with the terms of the Family Educational Rights and Privacy Act of 1974, as amended.

8. **Public Information.** University shall release information to the extent required by the Texas Public Information Act and other applicable law. If requested, Contractor shall make public information available to University in an electronic format.

9. **Required Posting of Contracts on Website.** Contractor acknowledges and agrees that University is required by Section 2261.253 of the Texas Government Code to post each contract it enters into for the purchase of goods or services from a private vendor on its Internet website, including any terms and conditions otherwise marked confidential and/or proprietary.

10. **Relationship of Parties.** Contractor shall, at all times, act as an independent contractor and not as a partner, employee, or agent of University. Contractor shall not act or hold himself out to third parties as a partner, employee, or agent of University in the provision of the Services. University shall not have or exercise such control over the manner in which the Services are provided as would jeopardize the status of Contractor as an independent contractor. University will not withhold federal or state income tax or Social Security tax on behalf of Contractor. In addition, Contractor shall have no claim under this Agreement or otherwise against University for vacation pay, sick leave, unemployment insurance, worker’s compensation, retirement benefits, disability benefits, or employee benefits of any kind. Contractor shall have the exclusive responsibility for the payment of all such taxes and arrangements for insurance coverage and shall discharge such responsibility fully. In the event the Internal Revenue Service or any other governmental agency should question or challenge the independent contractor status of Contractor, the parties hereto mutually agree that both Contractor and University shall have
the right to participate in any discussion or negotiation occurring with such agency or agencies, regardless of by whom such discussion or negotiation is initiated.

11. **Non-Waiver.** No failure by either party to insist upon the strict performance of any covenant, agreement, term, or condition of this Agreement, or to exercise a right or remedy shall constitute a waiver. No waiver of any breach shall affect or alter this Agreement, but each and every covenant, condition, agreement, and term of this Agreement shall continue in full force and effect with respect to any other existing or subsequent breach.

12. **Indemnity.** Contractor agrees to indemnify and hold harmless University and its regents, officers, agents, and employees, from and against any liability, losses, or damages it may suffer as a result of claims, demands, causes of action, costs, or judgments against it arising out of Contractor's arising out of any act or omission by Contractor in the provision of the Services.

13. **Breach of Contract Claims Against University.** University is required by law to provide notice that Chapter 2260 of the Texas Government Code establishes a dispute resolution process for contracts involving, goods, services, and certain types of projects. If Chapter 2260 applies to this Agreement, then the statutory dispute resolution process must be used by the Contractor to attempt to resolve all of its disputes arising under this Agreement.

14. **Governing Law and Venue.** This Agreement shall be construed and enforced under and in accordance with the laws of the State of Texas, and venue for any suit filed against University shall be subject to the mandatory venue statute set forth in § 105.151 of the Texas Education Code.

15. **Incorporation and Entire Agreement.** This Agreement incorporates the usual and customary University purchase order and the terms, conditions, and notices contained therein are included herein for all purposes. This Agreement, including any exhibits or addenda identified and incorporated by reference herein, and the corresponding University purchase order constitute the entire agreement between the parties and contain all the agreements between the parties with respect to Contractor and the provision of the Services. The parties expressly acknowledge that, in entering into and executing this Agreement, the parties rely solely upon the representations and agreements contained in this Agreement and no others.

IN WITNESS WHEREOF, the parties have executed this Agreement in multiple originals to be effective as of the date first written above.

UNIVERSITY OF NORTH TEXAS

By: ________________________________

Date: ______________________________

CONTRACTOR NAME

By: ________________________________
Contractor shall provide the following Services:
FEES/PRICING SCHEDULE

1. Lot 1: Branding Platform (College of Law)  
   Per hour charge for branding consultation $______per hour

2. Lot 2: Collateral (College of Law). Please attach a schedule of your pricing as for products called out in this lot.

3. Lot 3: Website Management (College of Law).  
   Rate per hour charge for website management $______per hour

4. Lot 4: Electronic Materials (College of Law)  
   Please attach a separate schedule for costs relative to this lot

5. Lot 5: Data-Directed Recruiting Efforts (College of Law)  
   Rate per hour for services performed $______per hour

6. Lot 6: Social Media (College of Law)  
   Rate per hour for services performed $______per hour

7. Lot 7: (Not Used)

8. Lot 8: (Not Used)

   Similar to Lot 4, please attach a separate Schedule for this lot.

10. Lot 10: Data Directed Recruiting Efforts (UNT Dallas)  
    Rate per hour for services performed $______per hour

11. Lot 11. Promotional Items (UNT Dallas and UNT System)  
    a. Minimum Order amount $__________________
    b. Please note website to your catalog: ________________________
    c. Percentage discount: ________%
    d. Average fulfillment time: _____ Days
12. Lot 12. Community Relations (UNT System)
   Rate per hour charge $__________ per hour

13. Lot 13. Philanthropic fundraising (UNT Dallas)
   Rate per hour charge $__________ per hour

   Rate per hour charge $__________ per hour