DESCRIPTION: Services to provide production for advertising campaign

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

SUBMIT OFFER BY (Opening Date/Time): 01/30/2015 2:00 p.m. EST See "Deadline For Submission Of Offer" provision

QUESTIONS MUST BE RECEIVED BY: Deadline has passed See "Questions From Offerors” provision

NUMBER OF COPIES TO BE SUBMITTED: One original, 5 printed copies, 1 electronic copy on CD or flash drive, 1 redacted printed copy and 1 redacted copy on CD or flash drive. Work samples to be provided on 5 DVDs.

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:
Trident Technical College
Procurement Office
PO Box 118067
Charleston, SC 29423

PHYSICAL ADDRESS:
Trident Technical College
Procurement Office
Building 940, Suite G, Room 110
2050 Mabeline Rd. N. Chas SC 29406

ALL MAIL IS PICKED UP FROM THE US POSTAL SERVICE ONCE DAILY AT AROUND 8:00 A.M. (EXCLUDING WEEKENDS AND HOLIDAYS).

CONFERENCE TYPE: N/A

DATE & TIME: As appropriate, see "Conferences - Pre-Bid/Proposal” & "Site Visit” provisions

LOCATION: N/A

AWARD & AMENDMENTS
Award will be posted at the Physical Address stated above on 03/02/2015. The award, this solicitation, and any amendments will be posted at the following web address: http://www.tridenttech.edu/procurement.htm

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:

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

(Offerer'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.)

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)

PRINTED NAME (Printed name of person signing above)

DATE SIGNED

(See "Signing Your Offer" provision.)

STATE OF INCORPORATION (If offeror is a corporation, identify the state of Incorporation.)
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<tr>
<th>HOME OFFICE ADDRESS</th>
<th>NOTICE ADDRESS</th>
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<tr>
<td>(Address for offeror's home office / principal place of business)</td>
<td>(Address to which all procurement and contract related notices should be sent.) (See &quot;Notice&quot; clause)</td>
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<tr>
<td>Area Code - Number - Extension</td>
<td>Facsimile</td>
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<td>E-mail Address:</td>
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<tr>
<th>PAYMENT ADDRESS</th>
<th>ORDER ADDRESS</th>
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<tr>
<td>(Address to which payments will be sent.) (See &quot;Payment&quot; clause)</td>
<td>(Address to which purchase orders will be sent) (See &quot;Purchase Orders and &quot;Contract Documents&quot; clauses)</td>
</tr>
<tr>
<td>Payment Address same as Home Office Address</td>
<td>Order Address same as Home Office Address</td>
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<tr>
<td>Payment Address same as Notice Address <strong>(check only one)</strong></td>
<td>Order Address same as Notice Address <strong>(check only one)</strong></td>
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**ACKNOWLEDGMENT OF AMENDMENTS**
Offerors acknowledges receipt of amendments by indicating amendment number and its date of issue. (See "Amendments to Solicitation" Provision)

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

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<tr>
<th>10 Calendar Days (%)</th>
<th>20 Calendar Days (%)</th>
<th>30 Calendar Days (%)</th>
<th>____Calendar Days (%)</th>
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PAGE TWO (SEP 2009)  
End of PAGE TWO
Bidders shall acknowledge receipt of this Amendment prior to date and time specified in the solicitation, or as amended, by one of the following methods: (1) by signing and returning the Amendment, (2) by letter, or (3) by submitting a bid that indicates in some way that the bidder received the amendment. Failure of your acknowledgement to be received at the issuing office prior to date and time specified may result in rejection of your offer. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided such telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified. The college will not accept faxed amendments.

Except as provided herein all terms and conditions of the document referenced as heretofore changed remain unchanged and in full force and effect.

Solicitation #: 141212-961-13401-01/30/15

Title: Services to provide production for advertising campaign

Is hereby amended as follows:

Answers to Questions received by question deadline: 01/07/15

Question:
Questions: Services to provide production for advertising campaign
Solicitation #: 141212-961-13401-01/30/15

Our question is in regards to the first sentence on page 15, “Throughout the term of any contract resulting from the award of this solicitation, Offeror must notify the college of any future engagements with higher educational institutions in South Carolina.”

Question: Are there any specific non-profit or for-profit colleges, higher educational institutes specifically that exist in or out of the Charleston market that would be considered ‘off-limits’ at this point? We certainly understand the need due to potential conflicts of interest and we would absolutely comply with this request if awarded. We simply ask to get a better grasp of what would be considered existing conflicts

Answer:
The college would consider the following to be a conflict of interest:
• For-profit colleges in the tri county area
• Non-profit colleges in the tri-county area
• Other public higher education institutions within the tri-county area would not be considered a conflict of interest.

Question:
Please describe how the group selected would be expected to work with your in-house department.

Answer:
In general, members of the Marketing Services department will serve as informational resources for the firm, answering questions and providing information and data about the college, the college’s market, etc. The director of Marketing will serve as the point of contact with the firm and will be involved in all aspects of the production. Several members of Marketing Services will meet with the firm as determined by the production schedule. They will also approve various stages of the productions including the milestones listed under section titled “Business Problem To Be Solved” on page 14 of the solicitation. Two members of Marketing Services department will be present at all production shoots.

Question:
Please explain what is meant by the phrase (from BUSINESS PROBLEM TO BE SOLVED, pg. 13): “The campaign must integrate with the rest of TTC’s marketing communication efforts…including ‘Discover Your Path.’“

Answer:
The college's current campaign is entitled "Discover Your Path." This image campaign launched Fall 2014. The college will continue using "Discover Your Path" as a tagline and theme, but would like to further develop the campaign to encompass possible programmatic content beyond the current image content. Our expectation is that the awarded firm will analyze the work done to date and propose means of further development of this theme.

**Question:**
What is the annual media budget for this scope of work?

**Answer:**
The annual budget for this scope of work is a maximum of $90,000.