



**SOUTHEAST MISSOURI**  
STATE UNIVERSITY · 1873

**REQUEST FOR PROPOSAL 6018**  
**AMENDMENT #2**

**TITLE:** Advertising and Marketing Services

**DATE:** June 26, 2024

**BUYER:** Holly Teague

**EMAIL:** hteague@semo.edu

**PHONE:** (573) 651-2021

**PROPOSAL MUST BE RECEIVED NO LATER THAN:**

**DATE:** July 9, 2024

**TIME:** 3:30 P.M.

**DELIVERY INSTRUCTIONS**

For USPS/FedEx/UPS, etc.

Bids must be mailed to:

Purchasing Department  
Southeast Missouri State University  
One University Plaza, Mail Stop 3280  
Cape Girardeau, MO 63701

OR delivered by bidder to:

Purchasing Department  
Academic Hall Room 200F  
Normal Avenue  
Cape Girardeau, MO 63701

The notice of award is made subject to availability and appropriation of funds, as specified in the Request for Proposal, and the selection of the offeror is made in accordance with all applicable public procurement laws.

**MUST BE SIGNED TO BE VALID**

The offeror hereby agrees to furnish items and/or services, at the firm, fixed prices quoted, pursuant to all requirements and specifications contained herein, upon either the receipt of an authorized purchase order from the Purchasing Department or when this document is countersigned by the Purchasing Department as a binding contract, and further agrees that the language of this document shall govern in the event of a conflict with his or her proposal.

AUTHORIZED SIGNATURE		PRINTED NAME/TITLE	
COMPANY NAME			CURRENT DATE
MAILING ADDRESS			TELEPHONE NUMBER/EXT.
CITY		STATE	ZIP CODE
CONTACT PERSON	CONTACT PERSON EMAIL ADDRESS		FACSIMILE NUMBER
DELIVERY DATE: _____ DAYS ARO, FOB DESTINATION		PROMPT PAYMENT TERMS: _____% _____ DAYS NET _____ DAYS	
NOTICE OF AWARD (SOUTHEAST MISSOURI STATE UNIVERSITY USE ONLY)			
AUTHORIZED SIGNATURE FOR SOUTHEAST MISSOURI STATE UNIVERSITY			DATE

**SOUTHEAST MISSOURI STATE UNIVERSITY  
ADVERTISING AND MARKETING SERVICES  
REQUEST FOR PROPOSAL 6018  
AMENDMENT#2**

A. The offeror is hereby notified that Request for Proposal 6018 is amended as follows:

1. Offerors Information, Item 5 (page 8) is amended as follows:

5. After initially reviewing all proposals received, the University reserves the right to contact one, some, or all offerors to clarify or verify the proposal(s) and to develop a comprehensive assessment of the proposal(s). The University also reserves the right to request any missing proposal document if no competitive advantage will be realized. The University may request one, some, or all offerors to make an online demonstration/presentation to assist the University in developing a comprehensive assessment of the proposal(s). However, the offeror must not assume this will occur, and must therefore present as comprehensive a proposal package as possible. The University reserves the right to evaluate the offeror's proposal without requesting any additional information. Failure to submit all-inclusive information may cause an adverse impact on the evaluation of the offeror's proposal all eligible offers received will be evaluated.

Evaluation Criteria: Contract award(s) resulting from the RFP shall be based on the best proposal(s) received in accordance with the following evaluation criteria. Failure to provide adequate information for evaluation of the subjective criteria will result in minimal subjective consideration and may result in rejection of the offeror's proposal package.

5.1 Experience & Portfolio .....	40%
5.2 Company Profile and References .....	30%
5.3 Cost.....	30%

2. The Pricing Page has been amended again to reflect either an hourly rate or a proposed project total cost for each additional proposed service. Please see the updated pricing page attached to this Amendment.

B. The offeror is hereby notified that Request for Proposal 6018 is clarified as follows:

1. Are offerors allowed to hire outside contracting for any portion of their work?

**If the vendor is providing services, they can subcontract to supplement their staffing/capabilities. They cannot subcontract an entire project.**

2. Do offerors only submit qualifications and pricing for services they want to be considered for?

**Yes, offerors should only provide pricing for services they wish to be considered for.**

3. Do references have to come from current work projects?

**No, previous work references will be acceptable.**

C. RFP closing date and time remain the same.

All other terms and conditions of Request for Proposal 6018 remain the same. If you have any questions regarding this information, please contact Holly Teague at [hteague@semo.edu](mailto:hteague@semo.edu).

To acknowledge receipt of this amendment, the offeror should complete, sign, and return with the proposal response.

**SOUTHEAST MISSOURI STATE UNIVERSITY  
ADVERTISING AND MARKETING SERVICES  
REQUEST FOR PROPOSAL 6018**

**PRICING PAGE (AMENDED)**

**The offeror must provide a firm, fixed hourly rate for each service listed below. All proposed projects must include a narrative of what the overall project details and timeline. The hourly rate and proposed projects must include all fees and expenses required to produce a job such as mock-ups, conceptual designs, photography, etc.**

- a. Media Placement & Management Services

**\$\_\_\_\_\_ firm, fixed rate per hour or % of spend**

- b. Public Relations

**\$\_\_\_\_\_ firm, fixed rate per hour**

- c. Graphic Design Services

**\$\_\_\_\_\_ firm, fixed rate per hour**

- d. Photography & Video Production

**\$\_\_\_\_\_ firm, fixed rate per hour**

- e. Virtual Campus Tour

**\$\_\_\_\_\_ firm, fixed rate per hour**

- f. Market Analytics

**\$\_\_\_\_\_ firm, fixed rate per hour**

- g. Additional hourly rates or proposed project (e.g. virtual tour, enrollment growth with marketing, lead nurturing, etc.) totals for other marketing services not included above:

Please include additional pages as necessary with details pertaining to each proposed project, cost, and timeline.

Item	Applicable Rate

- h. In the event the University exercises its option to renew the contract, the offeror must state the maximum percentage of increase to be applied to the above rates for the applicable renewal period. The offeror should review page 4, paragraph 1.2, of the original RFP 6018, before completing this section.

\_\_\_\_\_ % Maximum percentage of increase for the first contract renewal period

\_\_\_\_\_ % Maximum percentage of increase for the second contract renewal period

\_\_\_\_\_ % Maximum percentage of increase for the third contract renewal period

\_\_\_\_\_ % Maximum percentage of increase for the fourth contract renewal period

**By signature below, the offeror hereby affirms that all prices and percentages are quoted pursuant to the terms and conditions of Request for Proposal 6018. In addition, the offeror understands and certifies the following:**

- The contractor shall only utilize personnel authorized to work in the United States in accordance with applicable federal and state laws. This includes but is not limited to the Illegal Immigration Reform and Immigrant Responsibility Act (IIRIRA) and INA Section 274A.
- If the contractor is found to be in violation of this requirement or the applicable state, federal and local laws and regulations, and if the State of Missouri has reasonable cause to believe that the contractor has knowingly employed individuals who are not eligible to work in the United States, the University shall have the right to cancel the contract immediately without penalty or recourse and suspend or debar the contractor from doing business with the University. The University may also withhold up to twenty- five percent of the total amount due to the contractor.
- The contractor agrees to fully cooperate with any audit or investigation from federal, state or local law enforcement agencies.

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**Company Name**

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**Signature/Date**