Request for Proposals for Marketing/Communication Services for the Musco Center for the Arts
Date Issued: April 20, 2015

I. INTRODUCTION: Request for Proposal
Chapman University (CU), a highly ranked private institution located in Orange, California, is seeking a branding, marketing and communications partner(s) capable of making significant contributions toward reaching its positioning, marketing, and sales goals for the University’s Musco Center for the Arts, scheduled to open to the public in mid-March 2016.

Those goals include:
- Generate significant awareness about the Musco Center among key constituents and targeted audiences;
- Generate awareness of the Musco Center among the general public in Orange County;
- Generate awareness of the performance programs within the College of Performing Arts at Chapman University
- Generate ticket sales (season, subscription, and/or single ticket performances);
- Generate traffic to the Musco Center website;
- Grow awareness of Chapman University’s reputation for excellence in arts and entertainment; and
- Inspire potential donors (individuals, foundations and corporations) to provide financial support to the performing arts programs at CU.

The selected firm (or collaborating firms) submitting the successful proposal(s) is expected to negotiate and enter into a contract with Chapman University. This RFP is soliciting bids from all interested parties for an eleven-month contract, beginning July 1, 2015 and ending May 31, 2016, with a possible one-year extension (June 1, 2016-May 31, 2017).

Background
Over the last 25 years, Chapman University has grown from a small liberal arts college into a vigorous mid-sized comprehensive university, currently welcoming 8,000 students from throughout the United States and around the world. Nearly 6,000 students are involved in undergraduate degree programs, many of which are located within the University’s College of Performing Arts (CoPA). Chapman University is well known for its film school, performing arts programs, and historic emphasis on liberal arts. General perception of the University among SoCal residents is very positive, and the University is consistently ranked among the top ten “most trusted brands” in Orange County.

CoPA is noted for its successful programs in theater, dance, and music, with the college’s Hall-Musco Conservatory of Music offering a wide range of vocal and instrumental education offerings. The Musco Center for the Arts, significantly funded by P. Sebastian and Marybelle
Musco, will provide an extraordinary performance facility for students and faculty, as well as welcoming world-class performances.

The Musco Center for the Arts is scheduled to open to the public in mid-March 2016, starting with a gala grand opening event. A six-week “gala season” will run through May 2016 followed by a foreshortened Summer Season, with the Musco Center’s first full season beginning September 2016 and running through June 2017.

**Term of Contract**
CU intends to enter into a contract with proposing firm (or firms) for an initial term beginning July 1, 2015 (or the day contract negotiations are finalized) and concluding May 31, 2016. At its sole option, CU may choose to exercise an additional one-year term (June 1, 2016-May 31, 2017).

**II. SCOPE OF SERVICES**
The following provides a general overview of the specific work assignments CU will expect the selected firm (or firms) to complete. These should not be considered an exhaustive listing of tactics to be employed to meet the goals stated above. Chapman welcomes proposer’s recommendations to add strategies and tactics to this list that can further enhance CU’s ability to create awareness of its recognized strength in the performing arts.

Any agency that applies will need to complete a comprehensive action plan for how that agency would approach each of the categories below; the budget page should itemize anticipated costs for fulfilling expectations.

Bidding firms may propose to perform all three Scopes defined below or may bid on one or more of the three scopes. Chapman University, at its sole discretion, will determine if it will award the work to a single agency or a combination of agencies that will be expected to collaborate on the overall work together and with the Musco Center leadership team.

**Summary of the three Scopes of Services**
1) Brand strategy, logo, graphics standards, editorial, and design for general, print, and online collateral material, marketing strategy and planning, and advertising purchase and placement.
2) Website creation and maintenance and Interactive Media creation and dissemination
3) Press and Media Relations

**A. Scope 1: Brand Strategy, Materials Development, and Advertising**
Under this scope the agency will develop, propose, create, and execute branding and marketing for Musco Center for the Arts as follows:

1. **“Launch” Preparations** (completed by September 1, 2015)
   - Brand strategy and ethos;
   - Logo;
   - Sound signature;
• Corporate identity and graphics style manual including color palette and typographical standards;
• Key messages;
• Graphics toolkit that contextualizes brand strategy and logo with other imagery and messages;
• Campaign themes, timelines, targets, budgets, and plans for the opening and for events at Musco Center presented by “Chapman Presents” and by departments/programs within the College of Performing Arts;
• Themes, strategies and timelines to enhance understanding of Musco Center as a location and ease of access and the total Musco Center experience;
• Ongoing campaigns and methodologies for prospecting for new customers;
• Print advertising and online paid advertising strategy, placement, and trafficking;
• Direct mail marketing plan;
• Procurement of print and direct mail distribution services;
• Set goals and monitor results.

All branding, marketing, and promotional materials must work in harmony with existing Chapman University branding and graphic identity guidelines. Additional, all such material created for analog and digital distribution are to be designed in a manner that they can be easily incorporated and used by various Chapman departments engaged in the Musco Center launch as well as other outside agencies (if any). For these proposes, the agency will provide native Adobe In-design files and associated assets, including digital files for photography, fonts, illustrations, recordings, or video.

Under Scope 1, the agency will create, design, produce, and/or manufacture certain marketing and collateral materials as follows. Please note that bid proposal(s) does not include paid advertising:

2. **Introductory Campaign, Gala Opening and Demo Season Campaign** (Sept. 15, 2015- May 15, 2016)
   Marketing and advertising materials utilized in two distinct campaigns:
   • Introductory Campaign: Sept. 15 – Dec. 15, 2015
   • Gala Opening and Demo Campaign: Jan. 15 – May 15, 2016

**Print Applications for Gala Opening and Demo Season**
- Two season postcards
- Season three-sheet, poster, one-sheet, rack card, and palm card
- 16 to 32-page season brochure
- Six (6) sets of newspaper ads each created in up to three standard sizes approximately 1 column x 6 inches, 2 columns x10 inches, and five columns by 10 inches (or equivalents).
- Three (3) sets of magazine ads each created in up to three standard sizes including full page, half page, and 1/3 page.
- Individual fliers and palm cards for up to twenty (20) individual events and programs
- Stationary and up to six (6) business cards
- Map of area with parking and access information
- Two street banners
  (http://www.cityoforange.org/depts/publicworks/permit_info/banner_permit.asp)

**Virtual Applications for Gala Opening and Demo Season:**
- Graphics assets formatted for Facebook fan pages;
- Animated gif with sound signature;
- Ties to existing and/or new online ticket sales platform;
- Definition of additional data collection needs and recommended strategies to integrate new data with existing ticketing and/or fundraising databases;
- Online press kit graphic materials to support editorial content developed in Scope 3
- Develop, load, and manage and create content for “Constant Contact” email distribution system with up to one email per week as needed.

**Broadcast Applications for Gala Opening and Demo Season**
- Three differently themed radio spots each with a 10-second and a 60-second version
- One themed television spot with a 10-second and 30-second television spot

   Marketing and advertising materials utilized in three distinct season campaigns and multiple single event campaigns (timing subject to change):
   - Season ONE Advance Campaign: March 2016 to June 2016
   - Season ONE General Campaign: August 15 through October 2016
   - Ongoing Single Ticket Campaigns: September 2016 to May 2017

**Print Applications for Gala Opening and Demo Season**
- Two season postcards
- Season three-sheet, poster, one-sheet, rack card, and palm card
- 16 to 32-page fall brochure
- 11x17 fall brochure for tip-in to Chapman Magazine
- 16-page spring brochure
- 11x17 spring brochure for tip-in to Chapman Magazine
- Tri-fold group sales brochure
- In-theater signage
- Four (4) sets of newspaper ads each created in up to three standard sizes approximately 1 column x 6 inches, 2 columns x10 inches, and five columns by 10 inches (or equivalents).
- Two (2) sets of magazine ads each created in up to three standard sizes including full page, half page, and 1/3 page.
- Dining guide with updated map of area with parking and access information
- Modifications to existing street banners
- Develop, load, and manage and create content for Constant Contact email distribution system with up to one email per week as needed.
Virtual Applications for Season ONE Campaigns
• Graphics assets formatted for Facebook fan pages;
• Introduction to new online ticket sales platform;
• Escalated data collection and online sign-up strategies and programs
• Additional online press kit graphic materials to support editorial content developed in Scope 3.

Broadcast Applications for Season ONE
• Nine differently themed radio spots each with a 10-second and a 60-second version
• Two differently themed television spots each with a 10-second and 30-second television version

Additional Applications for Season ONE Single Ticket Campaigns
• Total of three discipline-specific “fall” posters, fliers, one-sheets, and palm cards -- one set for each of Chapman’s dance, music and theater departments.
• Total of three discipline-specific “spring” posters, fliers, one-sheets, and palm cards -- one set for each of Chapman’s dance, music and theater departments.
• Individual fliers and palm cards for up to twenty (50) individual events and programs
• Monthly 11x17 folded to 5.5 x 8.5 Musco Center calendar printed and mailed.

The anticipated scope of work should also include a thorough discussion of the ways in which the vendor can augment the University’s reputation and use the institution’s brand to generate awareness of and preference for the arts and entertainment programs at Chapman. Anticipated outcomes might include establishing CU as a “arts and entertainment thought leader” in Southern California; encouraging/facilitating state and federal support of arts programs/projects at the Musco Center; pursuing corporate and/or foundation partners to co-sponsor arts-related events at the Musco Center; and developing strategic alliances with major players in the disciplines most closely associated with Chapman’s identified areas of strength.

* Scope note – Dates, quantities, materials listed within this document are for proposal process only and to give bidding firms a sense of project scale. Actual contract deliverables will be adjusted and solidified at time of contracting.

B. Scope 2: Create Web Site and Manage Social Media
Utilizing the brand strategy, logo, style manual, graphics and other assets created, designed and assembled under Scope 1, above, the selected agency will:

1. Website 1.0 (go live by Sept. 10, 2015):
   a. Propose, design, develop content, execute, and launch a robust Musco Center website that:
      (1) Works across multiple devices including computers, tablets, and mobile devices;
      (2) Encourages and facilitates ticket sales;
      (3) Generates awareness of the Musco Center and the breadth and scope of its programs;
      (4) Generates awareness of the ways the Musco Center benefits Chapman University student-performers;
      (5) Consistently loads and functions at high speeds.
b. Develop the structure for a website consistent with current needs and capable of future expansion;
c. Create and execute customized site navigation, a customized homepage, up to eight (8) customized landing pages, a standardized template for secondary landing pages, and load content for the nine (9) customized pages and up to 44 secondary landing pages;
d. Establish the site at MuscoCenter.com, the URL for which has already been obtained;
e. Select the theme and functionality upon which the website will be built, subject to approval by the Musco Center;
f. Develop, as needed, web masthead, and necessary design elements such as borders and buttons based on the Musco Center corporate identity manual;
g. Utilize existing editorial content, photography, and illustrations provided under Scope 1 and by Chapman University, and develop additional content and assets as needed consistent with best website practices;
h. Provide searchable event calendar that allows customer to check dates and prices prior to linking to University Tickets, Musco Center’s third-party online ticketing system. (Note: the selected events calendar must work with the University’s current calendar (events.chapman.edu) preferably via JSON or an API)
i. Establish consistent technical standards for all photography, illustration, animation, and video assets, optimize same for web use, and make an initial load of up to eighty (80) photographs or jpg assets and up to twelve (12) video assets to an easily loadable onboard media library established for the website;
j. Create functionality that highlights photography and video assets that are quickly and easily accessible;
k. Create functionality that enables interested parties to sign-up with their email address and other information that links to Chapman’s server.
l. Develop website to function in a manner that the Musco Center staff and other university personnel can update text and photos on their own with minimal training; (Note: the University uses Hannon Hill’s Cascade CMS).
m. Train designated Musco Center staff to make their own edits and changes and post their own photos within the established website style;
n. Evaluate and recommend enhancements to current CU web pages associated with the Musco Center and the College of Performing Arts (within the University’s identified design and content strategies).
o. Assist the University in optimizing relevant pages for search engine viability. Develop and implement in close cooperation with the University a robust social media outreach targeting appropriate audiences on multiple social media platforms in a strategized communications flow that emphasizes engagement.
p. Develop a section for use by the press and media that contains the media press kit developed under Scope 3 of this RFP, and load press releases as they are issued.

2. Website 1.1 (Go live: Jan. 10, 2016)
a. Load additional content, photography, and other assets that provide more detailed information about the Gala Opening and Demo Season events;
b. Add a section that highlights building photography (to be provide by Chapman University);
c. Develop a website section to archive a history of Musco Center productions including PDFs of program books, and photography;

3. **Social Media**
   a. Devise, develop content, and proliferate robust social media on numerous channels including but not limited to:
      (1) Facebook Fan pages
      (2) Twitter feeds
      (3) You Tube Channel
      (4) Online contest development and administration
      (5) Instagram and Pinterest applications
      (6) Blog creation and administration utilizing volunteer student, faculty and other blogger designees.

* Scope note – Dates, quantities, materials listed within this document are for proposal process only and to give bidding firms a sense of project scale. Actual contract deliverables will be adjusted and solidified at time of contracting.

**C. Scope 3: Press and Media Relations**

The anticipated scope of work will include:

1. Propose and implement a regional (Orange County) marketing strategy that elevates the exposure of the Musco Center to identified audiences via regional news and media organizations.
2. This strategy should include proposed campaign phases that recognize and address the grand opening, the shortened “gala season,” and the first full season.
3. This strategy should include recommendations for season and subscription ticket sales, single ticket sales, and proposed tactics to achieve identified marketing goals.
4. Proactively identify opportunities for media coverage, both locally and regionally, and propose ways to generate awareness and motivate ticket sales using earned media opportunities and tactics.
5. Schedule media interviews for identified CU faculty, alumni, students and invited performers to promote the Musco Center programs and events.
6. Develop relevant messaging that helps uniquely position the Musco Center within the performing arts world, and that can be used by the University’s internal marketing/communications and fundraising/development teams to build awareness of the Musco Center, the College of Performing Arts, and Chapman University.
7. Propose and facilitate approved media events to promote the Musco Center and its programs, visiting performers, and scope.
8. Monitor and report on the effectiveness of the firm’s marketing activities.
9. Generate measurable increases in media coverage of Chapman University’s programs and arts and entertainment.
10. Help generate viable volumes of ticket sales.

Please attach relevant examples of arts-related stories your firm has pitched and placed in the past three years.
III. ISSUING INFORMATION
This RFP is issued on behalf of Chapman University. The following individual will serve as the Issuing Officer from the date of release of this RFP until a contract is awarded:

Mark Woodland, Vice President
Strategic Marketing & Communications
Chapman University
One University Drive
Orange, CA  92866
woodland@chapman.edu

Restriction on Communication
From the issue date of this RFP until announcement of the successful vendor, vendors may contact only the Issuing Officer and only via email. The Issuing Officer will respond only to questions via email, but answers to individual questions will be shared with all interested vendors (without disclosing proprietary information). Vendors may be disqualified if they contact any Chapman University employee or Musco Center employee or contractor, other than the Issuing Officer (including any and all senior administrators, relevant Musco Center donors, faculty and staff).

Proprietary Information
Any and all information provided to vendors is to be considered proprietary information and is to be used solely for the purpose of responding to this RFP. Such information is not to be released to any party outside the vendor’s organization without the explicit written consent of Chapman University.

IV. SCHEDULE OF EVENTS AND STRUCTURE OF PROPOSALS
Respondents will be notified of any changes to this schedule.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>April 20, 2015</td>
<td>RFP issued and distributed to potential vendors</td>
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<tr>
<td>May 22, 2015</td>
<td>Deadline for submitting written questions</td>
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<tr>
<td>June 5, 2015</td>
<td>RFP responses due by 5 P.M. Pacific Time</td>
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<tr>
<td>June 12, 2015</td>
<td>Notification of finalists (top 3)</td>
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<tr>
<td>June 22-26, 2015</td>
<td>Onsite presentations by finalists</td>
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<tr>
<td>July 1, 2015</td>
<td>Notice of Intent to Award a Contract / Contract negotiation begins</td>
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Questions and Requests for Clarification
Vendors may submit written questions and requests for clarification regarding the RFP. The questions or requests for clarification must be submitted via e-mail and received by the Issuing Officer before 5:00 p.m. Pacific Time on June 5, 2015. Oral inquiries will not be permitted. If a question or request for clarification pertains to a specific section of the RFP, the page and section
number must be referenced. Issuing Officer will post all questions and requests for clarification received and responses on the SMC website at https://www.chapman.edu/campus-services/marketing-communication/requests/musco-center-rfp.aspx no later than May 25, 2015.

Amendment to the RFP and Bid Proposal and Withdrawal of Bid Proposal
Chapman University reserves the right to amend the RFP at any time. The vendor shall acknowledge receipt of any and all amendments in its proposal. If the amendment occurs after the closing date for receipt of bid proposals, CU may, in its sole discretion, allow vendors to amend their bid proposals in response to the amendment if necessary.

The vendor may amend its bid proposal. The amendment must be in writing, signed by the vendor and received via email by the time set for the receipt of proposals. Vendors who submit proposals in advance of the deadline may withdraw, modify, and resubmit proposals at any time prior to the deadline for submitting proposals. Vendors must notify the Issuing Officer via email if they wish to withdraw their proposals.

Submission of Bid Proposals
The Issuing Officer must receive the bid proposal at the email address set forth above before 5:00 p.m. Pacific Time, June 5, 2015. This is a mandatory requirement and will not be waived by Chapman University. Any bid proposal received after this deadline will be rejected. It is the vendor’s responsibility to ensure that the bid proposal is received prior to the deadline. Vendors must furnish all information necessary to evaluate the bid proposal. Bid proposals that fail to meet the mandatory requirements of the RFP will be disqualified. Verbal information provided by the vendor shall not be considered part of the vendor’s proposal.

Bid Proposal Opening
The bid proposals will remain confidential until the evaluation committee has reviewed all the bid proposals submitted in response to this RFP and Chapman University has announced a notice of intent to award a contract.

Costs of Preparing the Bid Proposal
The costs of preparation and delivery of the bid proposal is solely the responsibility of the vendor submitting such proposal.

Rejection of Bid Proposals
Chapman University reserves the right to reject any or all bid proposals, in whole and in part, received in response to this RFP. Issuance of this RFP in no way constitutes a commitment by Chapman University to award a contract.

Disqualification
CU may reject proposals outright for any one of the following reasons, or for other reasons not specified below:

☐ The vendor fails to deliver the bid proposal by the due date and time.
☐ The vendor fails to include information necessary to substantiate that it will be able to meet a service requirement. A response of “will comply” or merely repeating the
requirement is not sufficient. Responses must indicate present capability and/or cite
evidence of past fulfillment of similar requirements; representations that future
developments will satisfy the requirement will not be considered sufficient.

☐ The vendor provides misleading or inaccurate responses.
☐ The vendor fails to respond to Chapman’s request for information, documents, or
references.
☐ The vendor fails to include any signature, certification, authorization, stipulation,
disclosure or guarantee requested by this RFP.
☐ The vendor presents the information requested by this RFP in a format inconsistent with
the instructions of the RFP.
☐ The vendor initiates unauthorized contact regarding the RFP with Chapman University or
Musco Center employees.

Nonmaterial and Material Variances
Chapman University reserves the right to waive or permit certain nonmaterial variances in the
bid proposal if, in the judgment of Chapman University, it is in CU’s best interest to do so.
Nonmaterial variances include minor informalities that do not affect responsiveness; that are
merely a matter of form or format; that do not change the relative standing or otherwise prejudice
other vendors; that do not change the meaning or scope of the RFP; or that do not reflect a
material change in the services. In the event CU waives or permits cure of nonmaterial variances,
such waiver or cure will not modify the RFP requirements or excuse the vendor from full
compliance with RFP specifications or other contract requirements if the vendor is awarded the
contract. The determination of materiality is in the sole discretion of CU.

Reference Checks
Chapman University reserves the right to contact any reference to assist in the evaluation of the
bid proposal, to verify information contained in the bid proposal and to discuss the vendor’s
qualifications.

Information from Other Sources
CU reserves the right to obtain and consider information from other sources concerning a
vendor, such as the vendor’s capability and performance under other contracts.

Verification of Bid Proposal Contents
The content of a bid proposal submitted by a vendor is subject to verification. Misleading or
inaccurate responses may result in disqualification.

Bid Proposal Clarification Process
CU reserves the right to contact a vendor after the submission of bid proposals for the purpose of
clarifying a bid proposal to ensure mutual understanding. CU will not consider information
received if the information materially alters the content of the bid proposal. An individual
authorized to legally bind the vendor shall sign responses to any request for clarification.
Responses shall be submitted to CU within the time specified in the request. Failure to comply
with requests for additional information may result in rejection of the bid proposal as
noncompliant.
Disposition of Bid Proposals
All proposals become the property of CU and shall not be returned to the vendor.

Copyrights
By submitting a bid proposal, the vendor agrees that CU may copy the bid proposal for purposes of facilitating the evaluation of the bid proposal. The vendor consents to such copying by submitting a bid proposal and warrants that such copying will not violate the rights of any third party. CU shall have the right to use ideas or adaptations of ideas that are presented in the bid proposals.

Release of Claims
By submitting a bid proposal, the vendor agrees that it will not bring any claim or cause of action against CU based on any misunderstanding concerning the information provided herein or concerning CU’s failure, negligent or otherwise, to provide the vendor with pertinent information as intended by this RFP.

Acceptance of Terms and Conditions
The vendor shall specifically agree that the bid proposal is predicated upon the acceptance of all terms and conditions stated in the RFP. If the vendor objects to any term or condition, the vendor must specifically refer to the RFP page and section. Objections or responses that materially alter the RFP may be deemed non-responsive and disqualify the vendor.

Evaluation of Bid Proposals Submitted
Bid proposals that are timely submitted and are not subject to disqualification will be reviewed in accordance with Section V and VI of the RFP.

Choice of Law and Forum
This RFP and the resulting contract are to be governed by the laws of the state of California. Changes in applicable laws and rules may affect the award process or the resulting contract. Vendors are responsible for ascertaining pertinent legal requirements and restrictions. Any and all litigation or actions commenced in connection with this RFP shall be brought in the appropriate California forum.

No Minimum Guaranteed
Chapman University anticipates that the selected vendor will provide services as requested by University. CU will not guarantee any minimum compensation will be paid to the vendor or any minimum usage of the vendor’s services.

Certification of Independence and No Conflict of Interest
The vendor shall certify that it developed the bid proposal independently. The vendor shall also certify that no relationship exists or will exist during the contract period between the vendor and CU that interferes with fair competition or is a conflict of interest. CU reserves the right to reject a bid proposal or cancel the award if, in their discretion, any relationship exists that could interfere with fair competition or conflict with the interests of CU.
Vendor Bid Proposal Terms
Terms of the proposal, including proposed budgets, will remain firm for a minimum of 90 days following the deadline for submitting proposals.

V. PROPOSAL REQUIREMENTS
Instructions
These instructions prescribe the format and content of the bid proposal. They are designed to facilitate a uniform review process. Failure to adhere to the proposal format may result in the disqualification of the bid proposal.

☐ The proposal shall be an Adobe PDF document using 8.5” x 11” paper size.
☐ The proposal shall be an attachment to an email addressed to the issuing officer listed previously. The subject line of the email should be “Proposal for Marketing/Communication Services for the Musco Center at Chapman University.”
☐ The following electronic documents and responses shall be included in the bid proposal in the order given below.

A. Cover Letter -- The cover letter shall serve as an Executive Summary of the major points contained in the proposal and must be signed by a principal or officer authorized to represent and commit on behalf of the firm. Cover letters should be no more than two (2) single-spaced pages and shall include the name, address, phone number and email address of the proposer’s lead contact person.

B. Company Background – In order to be considered for selection, the following should be included in the proposal as proof that the minimum qualifications listed below are met. The respondent has a continuing obligation to disclose information throughout the RFP process should any qualifications or situations change that might render the Respondent as an unqualified candidate.

1. Name of agency.
2. Federal tax identification number.
3. Business address and phone number.
4. Principle contact (phone and email address).
5. Please give a brief description of your operation as you would describe it to prospective clients. Include evidence the firm/agency has at least five years’ experience in providing marketing/advertising services in the same manner as described in this RFP.
6. Indicate the year the agency was founded. Indicate if it has operated continuously since that time.
7. List all primary services offered by the agency, excluding those that are subcontracted. Please provide a list of subcontractors that may be used for this account.
8. List three clients similar in size and scope to the Musco Center account, and provide a brief description and/or samples of the work you do for each client. Include for each client: a reference contact and telephone number.
9. Provide the name(s) of the key personnel who will likely be assigned to work with CU. Include evidence that the key personnel has a minimum of two years’ experience managing an account with similar scope as is described in this RFP.
10. Affirm that the firm and its personnel has all authorizations, permits, licenses, and certifications as may be required under federal, state or local law to perform the services specified in this RFP at the time it submits a response to the RFP.

11. Affirm that the firm has a policy and practice of equal employment opportunity and non-discrimination based on race, age, creed, sexual orientation or gender.

C. Action Plan for Scope of Services
Provide a project narrative that describes the agency's overall approach including strategies for accomplishing the Scope of Services and rationale for the agency’s approach, as well as the ways in which your agency could successfully implement the services requested.

D. Work Schedule for Completing Scope of Services
Provide a work schedule that outlines proposed timelines and potential completion dates for each of the itemized requirements in the Scope of Services. This schedule should likely include a summary “time line” or other similar graphic representation of the marketing process, as well as recognizing the time involved in community engagement and outreach, designing the various campaigns (including approval processes), commencing and completing web work, and other marketing activities.

E. Measurement Plan
Provide a measurement plan that details metrics to be used to determine the success of the implementation of the itemized requirements in the Scope of Services.

F. Budget
Provide a comprehensive budget page detailing the projected costs for the activities listed in the Scope of Services (and other services as anticipated by the vendor). Include in this budget the planned compensation to your agency as a separate item. Your proposed compensation should be stated for each of the following contract periods: (1) Launch/Introductory phase, July 1, 2015 – Sept. 15, 2016; (2) Gala + Demo season phase, Sept. 16, 2015 – May 15, 2016; (3) Season ONE phase, Sept. 1, 2016 – May 31, 2017.

Contrary to common perceptions, CU has limited marketing resources and is interested in creative ideas that maximize the value of the communication and PR dollar spent. Please outline your plan (which would include all associated costs, such as salary, travel, administration, etc.) by referencing projects listed in the Scope of Services within the specified target ranges outlined below. Again, please show compensation to your agency as a separate item.

G. Litigation. Provide details of any state regulatory, self-regulatory organization, professional organization, litigation or other legal proceedings action taken against your firm or any of its owners, principals, or personnel, in the three preceding years.

H. Flexibility. Chapman University is interested in providing flexibility to all vendors in their responses to this RFP. Provide any additional comments or information relevant to your proposal that has not already been included in your responses to the preceding questions.
VI. EVALUATION AND SELECTION
All proposals received on time and properly formatted will be considered by the Chapman University Musco Center’s marketing selection committee.

Discussions and/or Presentations
After the review and evaluation of the proposals, the selection committee will conduct interviews with three finalists. CU reserves the right, in its sole discretion, to award the contract based upon the written proposals received without prior discussion or negotiations.

Selection
Chapman University will select the firm that the institution determines, in its sole discretion, to be fully qualified and best suited among those submitting proposals to fulfill the purposes of the RFP in a cost effective manner.

Evaluation Criteria
Corporate Information
Evidence of corporate maturity, fiscal stability and full-time senior and intermediate staff resources to provide the services outlined in the Scope of Services.

Account Services
Past, current and prospective services demonstrating capabilities to mount and execute a marketing/communications program outlined in the Scope of Services.

Account Team
Professional qualifications and work experience on similar project engagements of the account team members who will be primarily responsible for the majority of the work performed in the Scope of Services.

Action Plan for Scope of Services
An understanding of the Scope of Services to be performed and evidence of the capabilities and creativity necessary to perform the Scope of Services in a manner that is the most advantageous to Chapman and the Musco Center for the Arts.

Cost of Services
Evidence that services will be reasonably priced and provide a good value to the Musco Center.
VII. CONTRACT NEGOTIATION
Upon selection of the chosen vendor, CU will require a proposed contract from the vendor. The contract must be vetted and approved by the University’s legal department before work begins.

Issued: Apr. 20, 2015

By: Mark Woodland

Title: Vice President, Marketing & Communications, Chapman University

Signature: Mark Woodland