



STANDARD CONTRACT

Contract Number: **RU21036**

This contract entered into this 16th day of February, 2021 by **Iconic Group dba GradImages**, located at 3490 Martin Hurst Road, Tallahassee, Florida, 32312, hereinafter called the “Contractor” and Commonwealth of Virginia, **Radford University**, called the “Purchasing Agency or Radford University”, located at 801 East Main Street, Radford, VA. 24142.”

1. **WITNESSETH** that the Contractor and Radford University, in consideration of the mutual covenants, promises and agreements contained, agree as follows:
2. **SCOPE OF CONTRACT:** The Contractor shall provide Graduation Photography Services to Radford University as set forth in the Contract Documents.
3. **TERM OF CONTRACT:** From February 16, 2021 through February 15, 2026.
4. **THE CONTRACT DOCUMENTS SHALL CONSIST OF:**

This signed Radford University Standard Contract. Document;

Radford University’s Request for Proposal (RFP) R21-001 dated June 24, 2020, Addendum No. 1 dated July 17, 2020, General Terms & Conditions incorporated by a clickable link have been printed and added to this section;

Contractor’s Proposal signed and dated August 4, 2020, Addendum No. 1 signed and dated August 20, 2020;

Negotiation Summation: Negotiation Points with GradImages signed and dated January 25, 2021.

5. **FINANCIAL CONSIDERATIONS:**

Picture/Package Price List:

Picture(s) Size:	Unit	GradIMages Pricing
8” x 10” Color Print	Each	\$ 10.95
5” x 7” Color Print	Each	\$ 5.95
Wallet Size – 1 Sheet	Each	\$ 12.95
Wallet Size – 2+ Sheets	Each	\$ 12.95
3” x 5” Color Print	Each	\$ 4.49
4” x 6” Color Print	Each	\$ 4.95
5” x 7” Color Print	Each	\$ 5.95
Packages:		
(1) 8” x 10”, (4) 5” x 7”	Package	\$ 29.95
(2) 8” x 10”, (4) 5” x 7” & (8) Wallets, 1 Digital Download	Package	\$ 84.95
(1) 8” x 10”, (2) 5” x 7”, (8) Wallets & Plaque, (All Images have Digital Download – Premium Download)	Package	\$169.95
Shipping & Handling Included for all pricing above		

Bonus Details:

\$3,000.00 signing bonus is due to Radford University within sixty business days of contract execution.
\$750.00 sign on bonus submitted to Radford University for VASCUPP schools of higher education accessing this contract with a minimum graduating class of 500.

Reporting Details:

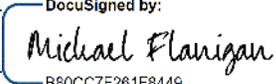
GradImages submits semi-annual reporting to Radford University of overall spend by VASCUPP institutions.
GradImages submits semi-annual reporting to Radford University for their overall spend.

IN WITNESS WHEREOF, the parties have caused this Contract to be duly executed intending to be bound thereby.

CONTRACTOR: ICONIC GROUP dba GRADIMAGES

Print Name: Michael Flanigan

Title: Director of Client Engagement

Signature:  DocuSigned by: Michael Flanigan
B80CC7F281F8449...

Date: 2/4/2021 | 1:01 PM EST

RADFORD UNIVERSITY

Print Name: Debbie Dove CPPB CUPO

Title: Senior Contract Officer

Signature:  DocuSigned by: Debbie Dove CPPB CUPO
52F3A28F4047428...

Date: 2/4/2021 | 1:03 PM EST

Attachment A:

**Radford University's
Request for Proposal (RFP) R21-001 dated June 24, 2020**

Addendum No. 1 dated July 17, 2020

**Radford University Mandatory
General Terms and Conditions**

RADFORD UNIVERSITY

**PROCUREMENT AND CONTRACTS
PO BOX 6885
501 STOCKTON STREET
RADFORD, VA 24142**

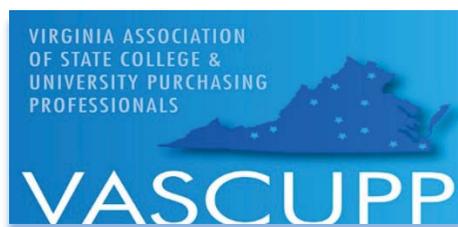
REQUEST FOR PROPOSAL

R21-001

TITLE

Graduation Photography Services

JUNE 24, 2020



RADFORD UNIVERSITY IS A PROUD MEMBER OF VASCUPP



**REQUEST FOR PROPOSAL
RFP # R21-001**

ISSUE DATE: June 24, 2020

TITLE: Graduation Photography Services

ISSUING AGENCY: **RADFORD UNIVERSITY**
Procurement and Contracts
David E. Armstrong Complex, 501 Stockton St.
Post Office Box 6885
Radford, VA 24142-6885

PERIOD OF CONTRACT: Upon execution of contract through January 19, 2022 with four (4) one-year renewal options **or as negotiated.**

PROPOSALS DUE DATE/TIME: Proposals will be received until **Wednesday, August 5, 2020, at 3:00 PM.** Failure to submit proposals to the correct location by the designated date and hour will result in disqualification. Procurement and Contracts mailing address is as follows:

If Mailing:
RADFORD UNIVERSITY
Procurement and Contracts Department
Post Office Box 6885
Radford, Virginia 24142

If Courier Delivery:
RADFORD UNIVERSITY
Procurement and Contracts
David E. Armstrong Complex
501 Stockton Street
Radford, Virginia 24142

PROPOSAL SUBMISSION: Bids or Proposals may NOT be hand-delivered to the Procurement Office.

Due to the COVID-19 Emergency Declaration, Radford University will accept electronic submission of proposals. All submissions should be submitted to ruprocure@radford.edu with the **RFP number, due date** and **time** in the **subject line** of the **email**.

Radford University will not confirm receipt of proposals. It is the responsibility of the proposers to ensure their proposals are delivered on time. If submitting electronically, delivery confirmation is recommended from the proposer's email system.

If submitting electronically, proposals and all attachments **CANNOT** exceed **25 MB** to avoid delivery issues through email servers. Proposers should email the buyer listed in this solicitation to notify buyer of electronic submission.

QUESTIONS/INQUIRIES: All inquiries concerning this solicitation should be submitted in writing via email, citing the particular RFP section and paragraph number to: Debbie Dove at ddove1@radford.edu. **Inquiries must be submitted by Monday, July 13, 2020 at 3:00 PM.** Inquiries will be answered in the way of an addendum posted on the eVA website.

PUBLIC POSTING: Reference section 2) D) 1 – *Commonwealth of Virginia Procurement Manual for Institutions of Higher Education and their Vendors* **VASCUPP** Public notices shall be published on the Department of General Services central

electronic procurement website, eVA (<http://eva.virginia.gov>), under Sourcing and Contracting on the eVA home page. This is the only electronic source used by Radford University's Procurement and Contracts Department to electronically post the RFP document and subsequent Addenda.

LATE PROPOSALS: To be considered for selection, proposals must be received by Procurement and Contracts by the designated date and hour. The official time used in the receipt of proposal is that time on the **automatic time stamp machine** in the Procurement and Contracts Department. Proposals received in the Procurement and Contracts Department **after** the date and hour designated are automatically disqualified and will not be considered. Procurement and Contracts **is not responsible** for delays in the delivery of mail by the U.S. Postal Office, private couriers, or the interuniversity mail system. It is the **sole responsibility of the Offeror** to ensure that its proposal reaches the Procurement and Contracts Department by the designated date and hour.

If using U.S.P.S. for delivery of proposals, note that all U.S.P.S. is delivered to a centralized post office on campus and not delivered directly to the Procurement office. It is the proposer's responsibility to ensure proposals are received before the due date posted on this solicitation.

NOTE: Proposal receipt scheduled during a period of **suspended state business operations** will be rescheduled for processing at the same time on the next regularly scheduled business day.

UNIVERSITY CLOSINGS: If the University is closed as a result of an act of God or an emergency situation, the University's website shall post notices of said closings. It is the **responsibility of the Offeror** to check the website at www.radford.edu for said notices. If the University is closed on the day proposals are due they will be accepted the same time the next scheduled business day the University is open. If the University is closed on the day of the scheduled pre-proposal conference a written addendum will be issued to officially reschedule the conference.

In compliance with this Request for Proposal and to all conditions imposed therein, the undersigned offers and agrees to furnish the goods/services described at the prices indicated in **Attachment [G] – Financial Proposal**.

Legal Name and Address of Firm (Type or Print):

Name:	Date:	
Street:	Signature:	
PO Box:	Print Name:	
City/State/Zip:	Title:	
FEI/FIN/SS No.:	Telephone:	
eVA Vendor ID No.:	Fax:	Email:
Check all that apply: <input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Proprietorship <input type="checkbox"/> Individual		
Department of Small Business and Supplier Diversity (DSBSD) Certification No. _____ and Expiration Date: _____		
Certification Category: <input type="checkbox"/> Woman-Owned <input type="checkbox"/> Minority-Owned <input type="checkbox"/> Small Business. Go to www.sbsd.virginia.gov for additional information.		
eVA Virginia's eProcurement Portal Registered: Yes <input type="checkbox"/> - eVA Vendor ID# _____		
Commonwealth of Virginia State Corporation Commission registration number: _____		

Note: This public body does not discriminate against faith-based organizations in accordance with §36 of the Governing Rules or against a bidder or Offeror because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.

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RFP R21-001 – Graduation Photography Services

I. PURPOSE

The intent and purpose of this Request for Proposals (RFP) is to solicit sealed proposals from qualified sources to establish contract(s) through competitive negotiations for Graduation Photography Services at Radford University's Main Campus located at 801 East Main Street, Radford, Virginia 24142 and our off-site campus, Radford University Carilion (RUC) located at 101 Elm Avenue, SE Roanoke, Virginia 24013, (hereinafter referred to as "RU", or "the University"), an agency of the Commonwealth of Virginia. Radford University reserves the right to make multiple contract awards.

II. BACKGROUND**A. University Background:**

Radford University is a comprehensive public university of 11,870 students that has received national recognition for many of its undergraduate and graduate academic programs, as well as its sustainability initiatives. Radford University serves the Commonwealth of Virginia and the nation through a wide range of academic, cultural, human service and research programs. Well known for its strong faculty/student bonds, innovative use of technology in the learning environment and vibrant student life on a beautiful 204-acre American classical campus, Radford University offers students many opportunities to get involved and succeed in and out of the classroom. The University offers 76 bachelor's degree programs in 47 disciplines, three associate degrees, and six certificates at the undergraduate level; 27 master's programs in 22 disciplines and six doctoral programs at the graduate level; and 14 post-baccalaureate certificates and one post-master's certificate. A Division I member of the NCAA and Big South Conference, Radford University competes in 16 men's and women's varsity athletics. With over 300 clubs and organizations, Radford University offers many opportunities for student engagement, leadership development and community service. In addition to robust academic offerings and engaging student experiences on the main campus located in Radford, Virginia, Radford University also offers a clinical-based educational experience for more than 1,000 students living and learning in Roanoke, Virginia as part of Radford University Carilion, a public-private partnership focused on the cutting-edge delivery of health sciences programming, outreach and service.

B. Specific Background:

The average number of degrees awarded during the Spring Sessions from 2015 to 2019 was 1,987. Radford University celebrates commencement in May and December of each year. In May, there is one commencement ceremony held at Radford University Carilion in Roanoke, Virginia. A hooding ceremony and one main ceremony for undergraduates is held in Radford, Virginia on our main campus. In December, there is one commencement ceremony held at Radford University Carilion in Roanoke and a hooding ceremony and two undergraduate ceremonies held on the main campus at Radford University in Radford, Virginia.

III. CONTRACT PARTICIPATION

Under the authority of §6 of the Rules Governing Procurement of Goods, Services, Insurance and Construction by a Public Institution of Higher Education of the Commonwealth of Virginia (copy available at [VASCUPP](#) web site). The intent of this solicitation and resulting contracts is to allow for cooperative procurement. Accordingly, any public body, public or private health or educational institutions or lead issuing institution's affiliated corporations may access any resulting contract if authorized by the contractor. Participation in this cooperative procurement is strictly voluntary. If authorized by the Contractor(s), the resultant contract(s) may be extended to the entities

indicated above to purchase at contract prices in accordance with the contract terms. The Contractor shall notify the lead-issuing institution in writing of any such entities accessing the contract. No modification of this contract or execution of a separate contract is required to participate. The Contractor will provide semi-annual usage reports for all entities accessing the contract. Participating entities shall place their own orders directly with the Contractor and shall fully and independently administer their use of the contract(s) to include contractual disputes, invoicing and payments without direct administration from Radford University. Radford University shall not be held liable for any costs or damages incurred by any other participating entity as a result of any authorization by the Contractor to extend the contract. It is understood and agreed that Radford University is not responsible for the acts or omissions of any entity and will not be considered in default of the contract no matter the circumstances.

Please refer to Attachment H, Zone Map, if the offeror wishes to submit a separate pricing structure based on approved zones for cooperative institutions. If no other prices are offered, pricing provided will apply to all zones in the Commonwealth. If you wish to provide pricing for a zone other than which this solicitation originated, please indicate you are doing so in the response. If you anticipate pricing differentials for different zones, separate pricing structures must be submitted for each zone that includes appropriate for pricing that zone.

Use of this contract(s) does not preclude any participating entity from using other contracts or competitive processes as the need may be. Please contact the buyer for additional information.

IV. **CONTRACT ADMINISTRATION:** Radford University assigns “Contract Administrators” to each contract awarded. The Contract Administrator shall be the initial point of contact for the Contractor. Contract Administrators are charged with ensuring the terms and conditions of the contract are followed, payments are made in accordance to the contractual pricing schedule, and reporting noncompliance issues to the Procurement and Contracts Department at Radford University. Contract Administrators **do not** have the authority to authorize changes and/or modifications to the contract. Should noncompliance issues exist and cannot be resolved at this level or changes/modifications to the contract are required, the assigned Contract Officer in the Procurement and Contracts Department must be notified immediately by the Contract Administrator. The assigned Contract Administrator is the Secretary to BOV/Sr. Assistant to the President in the Office of the President.

V. **SMALL, WOMAN-OWNED AND MINORITY-OWNED (SWAM) PARTICIPATION:**

It is the policy of the Commonwealth of Virginia to contribute to the establishment, preservation, and strengthening of small businesses and businesses owned by women and minorities and to encourage their participation in state procurement activities. The Commonwealth encourages contractors to provide for the participation of small businesses, and businesses owned by women and minorities through partnerships, joint ventures, subcontracts, and other contractual opportunities.

Radford University has established SWaM goals that are posted to the Procurement and Contract website. Links to the University’s SWaM initiative can be located at: [Procurement and Contracts | Radford University](#).

See **Attachment F** for information on reporting spend data with subcontractors and a SWaM Table (**Table A only**) to complete and submit in the proposal.

VI. **STATEMENT OF NEEDS**

Radford University wishes to secure the services of an experienced firm that specializes in photography for commencement ceremonies. The Contractor will be required to provide photography services at various commencement ceremonies held at Radford University and at the RUC site in Roanoke, Virginia. The Contractor shall work independently to furnish all equipment, labor, materials, Certificate of Insurance, supervision,

transportation and incidentals required for the completion of work necessary to provide graduation photography services on the campus at Radford University and RUC site.

The Contractor shall be responsible at all times for the actions and work of its employees. The Contractor shall enforce strict discipline and good order among event personnel. Radford University reserves the right to require the Contractor to remove any employee whose behavior is deemed as unprofessional or objectionable. Dress code shall be subject to approval by Radford University. All event personnel shall be easily and clearly identified, with the Contractor's name visible at all times. Event personnel shall, upon request, present appropriate identification.

Locations of commencement ceremonies are Radford University's main campus located in Radford, Virginia and Radford University Carilion located in Roanoke, Virginia. Tentative scheduled commencement ceremonies for 2020 are November 21 -22, 2020 and includes the following:

- Main Campus Graduate Hooding Ceremony on November 21, 2020, at the Dedmon Center in Radford, Virginia with approximately 225 graduates.
- Main Campus Commencement Ceremony November 21, 2020, in the Dedmon Center with approximately 1,300 graduates.
- Radford University Carilion Commencement Ceremony (for both graduate and undergraduate students) on November 22, 2020, at the Berglund Center in Roanoke, Virginia with approximately 240 graduates.
- Additional pinning ceremonies will be scheduled for various programs.

The 2021 May ceremonies will be held in Radford, Virginia and Roanoke, Virginia.

Future commencement ceremony dates listed below are **tentative** and **subject to change**. The University reserves the right to alter these dates at its discretion.

YEAR	TENTATIVE MAY COMMENCEMENT DATES	TENTATIVE NOVEMBER/DECEMBER COMMENCEMENT DATES
2020		November 21-22
2021	May 7-8	December 11
2022	May 6-7	December 10
2023	May 5-6	December 09
2024	May 3-4	December 14
2025	May 9-10	December 13

Provide a detailed response to the following:

- A. The contractor should be on-site, set up and ready to begin at least one (1) hour prior to beginning of the commencement ceremonies.
- B. Radford University will provide graduates the Contractor's ordering information.
- C. Each graduate will be photographed twice, once on stage with the President and a second posed photo.
- D. All photographs shall be in color and represent full, high quality service.
- E. Contractor should employ top quality photographers, equipment, film, paper and processing facilities.
- F. There will be no pre-payment or obligation to purchase photographs on the part of the graduate before or after they receive their free color proof.
- G. Contractor shall have no cords, light stands, tripods or people on stage at any time. Specify the equipment, including battery powered or hand-held equipment, to be utilized during the ceremony to ensure these requirements are met.
- H. The Contractor should provide complimentary photographs of ceremony, guest speakers, etc., if requested by Radford University.

- I. The Contractor shall be flexible and allow for any changes in the ceremony format/presentation that may be required by Radford University.
- J. Contractor should ensure Radford events are given top priority when scheduling conflicts arise with other clients.
- K. Contractor should obtain feedback from graduates after ordering and report to it to the University.
- L. It is Radford's preference that students be able to return photos at their discretion with no associated fees.
- M. Include one (1) sample proof package of the photographs Radford graduates would receive. The samples should be of a college or university ceremony. The University will not return the samples.

VII. PROPOSAL PREPARATION AND SUBMISSION

A. GENERAL INSTRUCTIONS:

1. **RFP Responses:** In order to be considered for selection, the Offeror shall submit to the University a complete response to this RFP. Proposals shall be **electronic documents as detailed below, each containing full identical content including all attachments.**

Format: Electronic file shall be text searchable using common business software, such as Adobe, Microsoft Word and Microsoft Excel.

Media: Include all of the following:

PAPER DOCUMENTS

One (1) paper original signed document

ELECTRONIC DOCUMENTS

One (1) complete electronic proposal, inclusive of all attachments, on individual USB drive

REDACTED ELECTRONIC DOCUMENT

One (1) redacted electronic proposal on a USB drive labeled FOIA

No other distribution of the proposal shall be made by the Offeror.

VFOIA (Virginia Freedom of Information Act) – The one redacted FOIA proposal contains identical content, however it blacks out information that is personally identifiable (such as FIN) and, if applicable, any trade secrets and proprietary information for which the Offeror must invoke in writing the protections of the [Code of Virginia 2.2-4342, Public Inspection of Certain Records](#).

2. **Contact:** Communications regarding this Request for Proposal (RFP) shall be formal from the date of issue until either a Contractor has been selected or the University Procurement and Contracts Department rejects all proposals. Formal communications, including but not limited to, request for information, comments or speculations regarding this RFP to any University employee other than a Procurement and Contracts representative may result in the offending Offeror's proposal being rejected.
3. **Proposal Presentation:**
 - **Sign and Complete:** Proposals shall be signed by an authorized representative of the Offeror. **See page 3. The original proposal must be clearly marked on the outside of the proposal.** All information requested must be submitted. Failure to submit all information requested may result in the University requiring prompt submission of missing information and/or giving a lowered evaluation of the proposal. Proposals which are substantially incomplete or lack key information may be rejected by the University. Mandatory requirements are those required by law or regulation or are such that they cannot be waived and are not subject to negotiation. All information requested by this Request for Proposal on the

ownership, utilization, and planned involvement of small businesses, women-owned businesses and minority-owned businesses must be submitted. See **Attachment F**. If an Offeror fails to submit all information requested, the University may require prompt submission of missing information after the receipt of proposals.

- **Concise & Clear**: Proposals should be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be placed on completeness and clarity of content.
 - **Organization**: Proposals should be organized in the order in which the requirements are presented in the RFP. All pages of the proposal should be numbered. Each paragraph in the proposal should reference the paragraph number of the corresponding section of the RFP. It is also helpful to cite the attachment, paragraph number, sub letter, and repeat the text of the requirement as it appears in the RFP. If a response covers more than one page, the paragraph number and sub letter should be repeated at the top of the next page. The proposal should contain a table of contents, which cross-references the RFP requirements. Information which the Offeror desires to present that does not fall within any of the requirements of the RFP should be inserted at an appropriate place or be attached at the end of the proposal and designated as additional material. Proposals that are not organized in this manner risk elimination from consideration if the evaluators are unable to find the RFP requirements are specifically addressed.
 - **Word Usage**: As used in this RFP, the terms “must”, “shall”, “should” and “may” identify the criticality of requirements. “must” and “shall” identify requirements whose absence will have a major impact on the suitability of the proposed solution. Items labeled as “should” or “may” are highly desirable, although their absence will not have a large impact and would be useful, but are not necessary. Depending on the overall response to the RFP, some individual “must” and “shall” items may not be fully satisfied, but it is the intent to satisfy most, if not all, “must” and “shall” requirements. The inability of an Offeror to satisfy a “must” or “shall” requirement does not automatically remove that Offeror from consideration; however, it may seriously affect the overall rating of the Offeror's proposal.
 - **Binding, Ownership**: The original proposal and copies, if requested, should be bound or contained in a single volume where practical (ex: ring binder, spiral bound, stapled, etc.). All documentation submitted with the proposal should be contained in that single volume. Ownership of all data, materials and documentation originated and prepared for the state pursuant to the RFP shall belong exclusively to Radford University and be subject to public inspection in accordance with the Virginia Freedom of Information Act as specified in General Terms and Conditions.
 - **Legal Agreement**: Unless noted in the proposal, a signed and submitted proposal certifies that the firm’s principals or legal counsel has reviewed the Request for Proposal General Terms and Conditions and the Special Terms and Conditions and agrees that these provisions will become a part of any final agreement, and that the principals or legal counsel has reviewed and approved the firm’s entire proposal prior to submission to the University.
4. **Presentations**: Offerors who submit a proposal in response to this RFP may be invited to give a presentation of their proposal to the University. This provides an opportunity for the Offeror to clarify or elaborate on the proposal. This is a **fact finding** and **explanation** session only and does not include negotiations. The University will schedule the Zoom teleconference for these presentations. Presentations are an option for the University and may or may not be conducted.

Radford University expects Offerors who are invited to give a presentation will utilize the person or persons who will be working on the project to conduct the presentation so quality and experience of the contractor's staff can be evaluated prior to making the selection.

B. SPECIFIC PROPOSAL REQUIREMENTS: Proposals should be as thorough as possible so that Radford University may properly evaluate your capabilities to provide the required services. Offerors are required to submit the following items as a complete proposal:

1. Complete and Sign: The return of the completed RFP inside cover sheet (See page 3) and addenda acknowledgements, if any, signed, and filled out as required.
2. Qualifications and Relevant Experience: Describe your firm's experience in providing graduation photography services by listing the names of four (4) institutions of higher education where your firm has provided similar services as directed in Attachment D. Provide an overview of how long you have been in business, detailing the names, qualifications and experience of personnel to be assigned should you be awarded a contract. Include an organizational chart, individual qualifications, experience, etc.
3. Capabilities and Capacity: Provide information detailing your capabilities and capacity to fulfill the Statement of Needs of this RFP. Describe how your firm will manage the day-of timeline and employees (photographers) needed to provide services. Describe any condition(s) that could possibly have a negative effect on the Contractor's flexibility for changes in the University's ceremony format/presentation. Include how you will ensure Radford University and Radford University Carilion (RUC) events are given top priority in case of scheduling conflicts with other clients.
4. Approach and Methodology: Describe your approach and methodology for providing the goods/services as described in Section VI Statement of Needs of this Request for Proposal. Describe your firm's Dress Code policy and include the identification process (badges/patches) on photographers that are working with the Contractor. Describe, in detail, your firm's communication plan/schedule with the University prior to and after ceremonies. Describe how your firm ensures the proofs are matched with the correct graduate, i.e., in case the graduates get out of order at commencement. Specify timeline and method for providing each graduating student with one (1) free color proof. Indicate size of proof. Describe how your firm would compensate a student if you miss their picture or if the picture is not satisfactory. Specify how much time it will take your firm to process an order and place it in the outgoing mail (*do not include the mailing time*).
5. Financial Proposal: Contractor shall not charge any sitting, additional or miscellaneous fees. Shipping and handling shall be included in the price. Provide a fee structure associated with goods and services proposed to fulfill requirements. Include detailed information that speaks to how you will invoice and process payments. Reference Attachment G - this is a template for your use. However, you can provide your own financial document(s). It should incorporate financial considerations such as labor costs, overhead, contingency budgets, etc. Include any complimentary photos or photo packages your company would be willing to provide Radford University and in what manner (*photos in album, on DVD, etc.*). Describe your firm's process and options for orders. Describe how your firm obtains feedback from graduates after placing an order and how it can be reported to the University. Include your firm's policies and processes regarding refunds. Detail the refund policy and describe the process a graduate would follow to return a picture order. Provide the timeline for issuing the student a refund and specify any associated charges for returning the photos/packages.
6. Identification on Proposal Envelope: The signed proposal should be returned to the University to the attention of the identified Contract Officer in a sealed envelope or package with the following identifying information on the outside of the sealed envelope/package:

Name of Offeror:	RFP# R21-001
Address:	Due Date: August 5, 2020 Time: 3:00 PM EST
	RFP Title: Graduation Photography Services
City, State, Zip Code	Name of Contract Officer: Debbie Dove

VIII. EVALUATION AND AWARD CRITERIA

- A. **Evaluation Criteria:** Proposals will be evaluated for full compliance with the RFP requirements and the mandatory terms and conditions set forth within the RFP document. The objective of the Radford University Evaluation Committee will be to select the contractor that is most responsive to the herein described needs and represents the best value for Radford University.

The proposals will be evaluated by Radford University using the following weighted evaluation criteria:

	Evaluation Criteria	Percentage of Points
1	Qualifications and Relevant Experience	20%
2	Capabilities, Skills, and Capacity	25%
3	Approach and Methodology	30%
4	Financial Proposal	15%
5	SWaM - Participation of Small Businesses and Businesses Owned by Women and Minorities	10%
	TOTAL	100%

- B. **Award:** Selection shall be made of two or more offerors deemed to be fully qualified and best suited among those submitting proposals on the basis of the evaluation factors included in the Request for Proposals, including price, if so stated in the Request for Proposals. Negotiations shall be conducted with the offerors so selected. Price shall be considered, but need not be the sole determining factor. After negotiations have been conducted with each offeror so selected, the University shall select the offeror which, in its opinion, has made the best proposal, and shall award the contract to that offeror. **The University reserves the right to make multiple awards as a result of this solicitation.** The University may cancel this Request for Proposals or reject proposals at any time prior to an award, and is not required to furnish a statement of the reasons why a particular proposal was not deemed to be the most advantageous. Should the University determine in writing and in its sole discretion that only one offeror is fully qualified, or that one offeror is clearly more highly qualified than the others under consideration, a contract may be negotiated and awarded to that offeror. The award document will be a contract incorporating by reference all the requirements, terms and conditions of the solicitation and the Contractor's proposal as negotiated.

IX. REPORTING AND DELIVERY REQUIREMENTS

- A. Contractor shall provide annual contract spend to the Contract Administrator.
- B. Contractor shall report online survey feedback to the Contract Administrator.
- C. The Contractor shall provide a quarterly report to the Radford University Director of Strategic Sourcing and Supplier Diversity detailing the small business subcontractor spending if applicable. See **Attachment F**.

X. INVOICING AND PAYMENT:

- A. Radford University shall not be responsible for payment or collection of funds for payment of any photography services rendered or photographs produced. Radford University will not be responsible for distribution of any photographs.
- B. However, should the University purchase photographs, the Contractor shall submit a fully itemized invoice that references the Radford University contract number, material description, quantities and unit prices, and Purchase Order number, if applicable. Invoicing and payment will be in accordance with the Contract Documents. Mail or Email Invoice(s) to:

RADFORD UNIVERSITY
ACCOUNTS PAYABLE
POST OFFICE BOX 6906
RADFORD, VA 24142-6906
Email: acctspayable@radford.edu

XI. PRICING SCHEDULE

The Contractor shall provide pricing for all products and services included in the proposal indicating one-time and on-going costs. All shipping, handling, postage or any other type of fees shall be included in the Contractor's price per picture or package below. Pricing shall include all costs to the individual. Pricing quoted must represent full, high quality service.

	PICTURE SIZE	UNIT	UNIT PRICE
	8" x 10" Color Print	Each	\$
	5" x 7" Color Print	Each	\$
	Wallet Size –1 sheet – define number of pictures per sheet	Sheet	\$
	Wallet Size –more than 1 sheet	Sheet	\$
	3" x 5"	Each	\$
	4" x 6"	Each	\$
	5" x 7"	Each	\$
	8" x 10"	Each	\$
	Price per package (examples):		
	(2) 8" x 10", (4) 5" x 7", 2 wallet size sheets	Package	\$
	(1) 8" x 10", (2) 5" x 7"	Package	\$
	(1) 8" x 10", (2) 5" x 7", 1 wallet size sheet	Package	\$
	OPTIONAL ITEMS: include any and all other options, i.e. Photo Packages, Commencement Ceremony, CD/USB, etc.		

The offeror agrees to provide services in compliance with the Statement of Needs, Mandatory Terms and Conditions (see link in **Attachment B**) and Preferred Special Terms and Conditions (see Attachment C) of the Request for Proposal.

XII. **ATTACHMENTS LISTING**

Attachment A – Sample Contract Form

Attachment B – General Terms and Conditions

Attachment C – Special Terms and Conditions

Attachment D – Offeror Data Sheet

Attachment E – COVA W9 Request for Taxpayer Identification Number and Certification

Attachment F – SWaM Utilization Plan-

Attachment G – Financial Proposal

Attachment H – Zone Map

Attachment I – RFP Response Checklist

RFP R21-001
Attachment A - SAMPLE CONTRACT
FOR REFERENCE ONLY - DO NOT COMPLETE



COMMONWEALTH OF VIRGINIA
STANDARD CONTRACT

Contract Number: Rxxxxx

This contract entered into this ___ day of _____, 20___, by _____, located at (insert complete physical address), hereinafter called the "Contractor" and Commonwealth of Virginia, **Radford University**, called the "Purchasing Agency, located at 801 East Main Street, Radford, VA. 24142."

- I. **WITNESSETH** that the Contractor and the Purchasing Agency, in consideration of the mutual covenants, promises and agreements contained, agree as follows:
- II. **SCOPE OF WORK:** The Contractor shall provide the goods/services to the Purchasing Agency as set forth in the Contract Documents.
- III. **TERM OF CONTRACT:** From _____ through _____ with _____ **(1) year renewal options or as negotiated, to include all contractual provisions contained herein.**
- IV. **THE CONTRACT DOCUMENTS SHALL CONSIST OF:**
 - A. This signed form (Radford University Commonwealth of Virginia's Standard Contract inclusive of Commonwealth of Virginia General Terms and Conditions-Radford University and Special Terms and Conditions.
 - B. Radford University's Request for Proposal (RFP) Rxx-xxx dated _____, Addendum xxx dated _____ (list all addendums in this format). (Attachment A);
 - C. Contractor's Proposal signed and dated _____ (Attachment B);
 - D. Contractor's supplemental contract correspondence (Attachment C); (e.g., clarification and negotiation points) dated as follows:
 1. (list each document by title and execution date)
 - E. This Standard Contract identifies terms as negotiated and as agreed by both parties. In the event there is a conflict between the Standard Contract, Request for Proposal # Rxx-xxx, the Contractor's Proposal or Negotiation/Clarification points, the Standard Contract shall prevail.
- V. **FINANCIAL CONSIDERATIONS:**
- VI. **CONTRACT ADMINISTRATION:** [Include CA Special Term listing CA title with all contact information.]
- VII. **COMMONWEALTH OF VIRGINIA GENERAL TERMS AND CONDITIONS:**
- VIII. **SPECIAL TERMS AND CONDITIONS:** (Insert all applicable T/C's from the template located on the Procurement forms folder.)

IX. **GOVERNING RULES:** This Contract is governed by the provisions of the Restructured Higher Education Financial and Administrative Operations Act, Chapter 4.10 (§23-38-88 et seq.) of Title 23 of the Code of Virginia, and in particular § 23-38.90 of the Restructuring Act, referred to as the "Governing Rules" and the *Purchasing Manual for Institutions of Higher Education and Their Vendors.*"

IN WITNESS WHEREOF, the parties have caused this Contract to be duly executed intending to be bound thereby.

CONTRACTOR:

RADFORD UNIVERSITY

Print Name: _____

Print Name: _____

Title: _____

Title: _____

Signature: _____

Signature: _____

Date: _____

Date: _____

SAMPLE

RFP R21-001: Attachment B
Mandatory General Terms and Conditions

Radford University shall not be responsible for payment or collection of funds for payment of any photography services rendered or photographs produced. Radford University will not be responsible for distribution of any photographs.

Radford University mandatory General Terms and Conditions are incorporated into this Request for Proposal by reference. It is the Offeror's responsibility to access the document by clicking on the link below. These terms and conditions are deemed mandatory for each solicitation issued by Radford University. The Offeror agrees to these mandatory General Terms and Conditions.

[RADFORD UNIVERSITY GENERAL TERMS AND CONDITIONS](#)

RFP R21-001: Attachment C
Preferred Special Terms and Conditions

1. **ACCEPTANCE PERIOD:** Any proposal submitted in response to this solicitation shall be valid for (180) days. At the end of the (180) days, the proposal may be withdrawn at the written request of the Offeror. If the proposal is not withdrawn at that time, it remains in effect until an award is made or the solicitation is canceled.
2. **ADDITIONAL GOODS AND SERVICES:** The University may acquire other goods and services that the supplier provides than those specifically solicited. The University reserves the right, subject to mutual agreement, for the Contractor to provide additional goods and/or services as negotiated under the same terms and conditions and to make modifications or enhancements to the existing goods and services. Such additional goods and services may include other products, components, accessories, subsystems, or related services that are newly introduced during the term of this contract. Such additional goods and services will be provided to the University at favored nations pricing. The exact pricing of these good and services will be determined at the time of procurement.
3. **COMMUNICATIONS:** Communications regarding this Request for Proposals (RFP) shall be formal from the date of issue until either a Contractor has been selected or the University Procurement and Contracts Department rejects all proposals. Formal communications shall be directed to the University Procurement and Contracts Department. Informal communications including but not limited to, request for information, comments or speculations, regarding this RFP to any University employee other than a Procurement and Contracts Department representative may result in the offending Offeror's proposal being rejected.
4. **CONFIDENTIALITY OF PERSONALLY IDENTIFIABLE INFORMATION:** The Contractor assures that the information and data obtained as to personal facts and circumstances related to students or staff will be collected and held confidential, during and following the contract, and unless disclosure is required pursuant to court order, subpoena or other regulatory authority, will not be divulged without the individual's and the University's written consent and only in accordance with federal law or *Code of Virginia*. Contractors who utilize, access, or store personally identifiable information as part of the performance of a contract are required to safeguard this information and immediately notify the University of any breach or suspected breach in the security of such information. Contractors shall allow the University to both participate in the investigation of incidents and exercise control over decisions regarding external reporting. Contractors and their employees working on this project may be required to sign a confidentiality statement.
5. **CONTINUITY OF SERVICES:**
 - A. The Contractor recognizes that the services under this contract are vital to the University and must be continued without interruption and that, upon contract expiration, a successor, either the University or another Contractor, may continue them. The Contractor agrees:
 - To exercise its best efforts and cooperation to affect an orderly and efficient transition to a successor;
 - To make all University owned facilities, equipment, and data available to any successor at an appropriate time prior to the expiration of the contract to facilitate transition to successor; and
 - That the University Contract Officer shall have final authority to resolve disputes related to the transition of the contract from the Contractor to its successor.

- B. The Contractor shall, upon written notice from the Contract Office, furnish phase-in/phase-out services for up to ninety (90) days after this contract expires and shall negotiate in good faith a plan with the successor to execute the phase-in/phase-out services. This plan shall be subject to the Contract Officer's approval.
 - C. The Contractor shall be reimbursed for all reasonable, pre-approved phase-in/phase-out costs (i.e., costs incurred within the agreed period after contract expiration that result from phase-in/phase-out operations) and a fee (profit) not to exceed a pro rata portion of the fee (profit) under this contract. All phase-in/phase-out work fees must be approved by the Contract Officer in writing prior to commencement of said work.
6. **CONTRACTOR PERSONNEL:** All employees of the Contractor shall comply with the rules, regulations, policies and procedures of the University and shall maintain proper conduct. In the event the University finds, at its sole discretion, that an employee of the Contractor is objectionable to the University that employee shall be removed by the Contractor from the University grounds and shall not again be employed by the Contractor on University grounds until approved by the University.
7. **FORCE MAJEURE:** The performance of the Agreement by either party shall be subject to force majeure, including but not limited to acts of God, fire, flood, natural disaster, war or threat of war, acts or threats of terrorism, civil disorder, unauthorized strikes, governmental regulation or advisory, recognized health threats as determined by the World Health Organization, the Centers for Disease Control, or local government authority or health agencies (including but not limited to the health threats of COVID-19, H1N1, or similar infectious diseases), curtailment of transportation facilities, or other similar occurrence beyond the control of the parties, where any of those factors, circumstances, situations, or conditions or similar ones prevent, dissuade, or unreasonably delay the Event, or where any of them make it illegal, impossible, inadvisable, or commercially impracticable to hold the Event or to fully perform the terms of the Agreement. The Agreement may be cancelled by either party, without liability, damages, fees, or penalty, and any unused deposits or amounts paid shall be refunded, for any one or more of the above reasons, by written notice to the other party.
7. **INDEMNIFICATION:** Contractor agrees to indemnify, defend and hold harmless the Commonwealth of Virginia, its officers, agents, and employees from any claims, damages and actions of any kind or nature, whether at law or in equity, arising from or caused by the use of any materials, goods, or equipment of any kind or nature furnished by the Contractor/any services of any kind or nature furnished by the Contractor, provided that such liability is not attributable to the sole negligence of the using agency or to failure of the issuing agency to use the materials, goods, or equipment in the manner already and permanently described by the Contractor on the materials, goods or equipment delivered.
8. **PARKING POLICY:** All Contractors' vehicles parked on the Radford University campus must be registered with the Radford University Parking Services Department and display a valid Contractor's parking pass. A pass may be obtained by filling out an application for a Radford University Contractor's Parking Pass and submitting it to the Radford University Parking Services Department. Contractors should be aware that vehicles parked on the Radford University campus without a parking pass or permit are subject to ticketing and fines. Operating vehicles on sidewalks, plazas, and areas heavily occupied by pedestrians is prohibited. In the unlikely event a driver should find it necessary to drive on Radford University sidewalks, plazas and areas heavily used by pedestrians, the driver must yield to pedestrians. For a complete list of parking regulations, please go to <http://parking.asp.radford.edu/>. Radford University Parking Services may also be contacted by calling (540) 831-6361. The safety of our students, faculty and staff is of paramount importance to us. Accordingly, violators may be charged.
9. **PCI COMPLIANCE:** Contractor represents and warrants that for the life of the contract and/or while Contractor has possession of University customer cardholder data, the software and services used for processing transactions

shall be compliant with standards established by the Payment Card Industry (PCI) Security Standards Council (<https://www.pcisecuritystandards.org/index.shtml>). In the case of a third-party payment application, the application will be listed as PA-DSS compliant at the time of implementation by the University. Contractor acknowledges and agrees that it is responsible for the security of all University customer cardholder data in its possession. Contractor agrees to indemnify and hold University, its officers, employees, and agents, harmless for, from, and against any and all claims, causes of action, suits, judgments, assessments, costs (including reasonable attorneys' fees), and expenses arising out of or relating to any loss of University customer credit card or identity information managed, retained, or maintained by Contractor, including but not limited to fraudulent or unapproved use of such credit card or identity information. Contractor shall, upon written request, furnish proof of compliance with the Payment Card Industry Data Security Standard (PCI DSS) within 10 business days of the request. At a minimum, the following documentation shall be provided upon request:

- A. Payment Card Industry (PCI) Data Security Standard Attestation of Compliance for Onsite Assessments (Merchants and/or Service Providers version, as applicable);
- B. Approved Scanning Vendor (ASV) Scan Report Attestation of Scan Compliance.

Contractor agrees that, notwithstanding anything to the contrary in the Agreement or the Addendum, the University may terminate the Agreement immediately without penalty upon notice to the Contractor in the event Contractor fails to maintain compliance with the PCI DSS or fails to maintain the confidentiality or integrity of any cardholder data.

10. **PUBLIC POSTING OF COOPERATIVE CONTRACTS:** Radford University maintains a web-based contract database with a public gateway access. Any resulting cooperative contract(s) to this solicitation will be posted to the publicly accessible website. Contents identified as proprietary information will not be made public.
11. **RENEWAL OF CONTRACT:** This contract may be renewed by the University for four (4) successive one-year periods) under the terms and conditions of the original contract except as stated in A. and B. below. Price increases may be negotiated only at the time of renewal. Written notice of the University's intention to renew shall be given approximately 90 days prior to the expiration date of each contract period.
 - A. If the University elects to exercise the option to renew the contract for an additional one-year period, the contract price(s) for the additional one-year shall not exceed the contract price(s) of the original contract increased/decreased by more than the percentage increase/decrease of the "other services" category of the Consumer Price Index for All Urban Consumers (Current Series) <CPI-U> released by the United States Bureau of Labor Statistics for the latest twelve months for which statistics are available.
 - B. If during any subsequent renewal periods, the University elects to exercise the option to renew the contract, the contract price(s) for the subsequent renewal period shall not exceed the contract price(s) of the previous renewal period increased/decreased by more than the percentage increase/decrease of the "other services" category of the Consumer Price Index for All Urban Consumers (Current Series) released by the United States Bureau of Labor Statistics for the latest twelve months for which statistics are available.
12. **SUBCONTRACTS:** No portion of the work shall be subcontracted without prior written consent of the University. In the event that the Contractor desires to subcontract some part of the work specified herein, the Contractor shall furnish the purchasing agency the names, qualifications and experience of their proposed subcontractors. The Contractor shall, however, remain fully liable and responsible for the work to be done by its subcontractor(s) and shall assume compliance with all requirements of the contract.

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Attachment D - Offeror Data Sheet

Attachment D is to be completed and submitted by the Offeror as part of a complete Proposal.

NOTE: The following information is required as part of your response to this solicitation. Failure to complete and provide this sheet may result in finding your offer nonresponsive.

Qualifications: The Offeror must have the capability and capacity in all respects to satisfy fully all of the contractual requirements.	
Vendor's Primary Contact for this RFP:	
NAME:	TITLE:
PHONE:	EMAIL:
Years in Business: Indicate the length of time the Offeror's company has been in business providing the type of good or service to the type of customer detailed in this RFP:	
YEARS:	MONTHS:
References: Indicate below a listing of at least four (4) current or recent accounts (educational, commercial or governmental) that your company is servicing, has serviced, or has provided similar goods/services. Include the length of service and the name, address and telephone number of the point of contact. The Contact should be knowledgeable about the design, implementation, training, and service the Offeror's company provided to the referenced company.	
1) Company:	Contact Name and Title:
Phone:	Email:
Fax:	
Project:	
Dates of Service:	\$ Value:
2) Company:	Contact Name and Title:
Phone:	Email:
Fax:	
Project:	
Dates of Service:	\$ Value:

3) Company:	Contact Name and Title:
Phone:	Email:
Fax:	
Project:	
Dates of Service:	\$ Value:
4) Company:	Contact Name and Title:
Phone:	Email:
Fax:	
Project:	
Dates of Service:	\$ Value:

LOST ACCOUNTS: If you have lost accounts in the past (12) twelve months please indicate below providing the reasons as to why.

5) Company:	Contact Name and Title:
Phone:	Email:
Fax:	
Project:	
Dates of Service:	\$ Value:
6) Company:	Contact Name and Title:
Phone:	Email:
Fax:	

Project:	
Dates of Service:	\$ Value:

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Attachment E - COVA W-9 Request for Taxpayer Identification Number and Certification

Radford University shall not be responsible for payment or collection of funds for payment of any photography services rendered or photographs produced. Radford University will not be responsible for distribution of any photographs.

Effective February 1, 2016 Radford University began using the Commonwealth of Virginia's new financial management system, Cardinal, with which the University is required to interface. Within Cardinal, a statewide vendor table has been created to establish a single vendor database for the Commonwealth. As a result, the Commonwealth Vendor Group (CVG) was created to keep up to date vendor records and to ensure all vendor data is managed uniformly and consistently.

All vendors must be properly established Virginia's eProcurement Portal, eVA, for the purchase of goods and services. Vendors are encouraged to become self-registered with eVA prior to doing business with Radford University. Please visit the eProcurement Portal for additional information at the following link <https://eva.virginia.gov/pages/eva-i-sell-to-virginia.htm>. A vendor will be required to submit a W9 to eVA when they register. The Commonwealth of Virginia has a [Substitute W-9 \(COVA W-9\)](#) that is required in lieu of the IRS W-9 form for each individual who is a US citizen or US resident alien and from each corporation, company, partnership, or association created or organized in the US or under the US laws. The COVA W-9 requires additional information that is needed by the CVG to ensure the vendor is properly established in Cardinal. Once a vendor is established in eVA their information will be integrated into Cardinal.

NOTE: **Updated by Kim McKinney, RU Accounting Services 2.24.2017.**

Please note the COVA W-9 should be completed by the vendor and returned with their proposal as directed in the RFP.

RFP R21-001
Attachment F - SWaM Utilization Plan

Attachment F, Table A is to be completed and submitted by the Offeror as part of a complete Proposal.

- A. Table A - Complete the SWaM Utilization Plan table below and submit with Proposal. See www.sbsd.virginia.gov for additional information on DSBSD certification.

SWaM Vendor Name, Address, Phone	Virginia DSBSD Certification # and Expiration	Knowledgeable Contact Name, Title, Email	Goods/Services to be Provided	\$ Planned Spend and % of Total \$

NOTE: This information will be used to determine percentage of points assigned to Evaluation Criteria if Offeror is not a DSBSD SWaM certified vendor.

- B. **Table B is NOT to be completed** for the proposal. If a contract is awarded, the contractor shall provide the below quarterly report to Radford University's Director of Strategic Sourcing and Supplier Diversity detailing the small business utilization actual spending. The quarterly report will be due the first week of the subsequent month for each quarter year, consisting of Jan-Mar, Apr-Jun, Jul-Sep, and Oct-Dec. The report must be submitted to the following address (email preferred):

Radford University
 Director of Strategic Sourcing and Supplier Diversity
 PO Box 6885
 Radford, Virginia 24142
amah@radford.edu

Table B is on the following page for reference only – do not complete the Quarterly SWaM Subcontractor Expenditure Reporting Form as part of the proposal.

THIS PAGE FOR REFERENCE ONLY - DO NOT COMPLETE FOR RFP R21-001 PROPOSALS

**Radford University
Quarterly SWaM Subcontractor Expenditure Reporting Form**

The subcontractor expenditure information provided on this form will be submitted in an electronic dashboard on behalf of Radford University to the Virginia Department of Small Business and Supplier Diversity (DSBSD). Provide all information requested for actual expenditures for the monthly billing period.

Reporting Period: Fiscal Year _____ Quarter Ended _____

Prime Contractor Information: Complete one form for each Prime Contractor

Company Name: _____ Company Contact: _____
 Company Address: _____ Company Tax ID: _____
 _____ RU Contract/Project ID _____

Subcontracting Expenditures: The amount paid by prime contractors to DSBSD-certified SWaM business for work directly traceable to the fulfillment of a contract or project with Radford University.

Table B:

Subcontractor Name	Subcontractor Tax ID	Category * (MB/WB/SB)	Subcontractor Dollar Amount	DSBSD Certification Number

Category: (MB) Minority Business, (WB) Women-owned Business, and (SB) Small Business.
 (Attach additional pages if necessary)

Summary of Expenditures by SWaM Category

Total Subcontracting Amount with Minority Businesses (MB)	Total Subcontracting Amount with Women-owned Business (W)	Total Subcontracting Amount with Small Business (SB)

Submitted by: _____ **Name:** _____
Title: _____ **Signature** _____
Telephone: _____ **Title** _____

RFP R21-001
Attachment G - Financial Proposal

Attachment G is to be completed and submitted by the Offeror as part of a complete Proposal. Offerors shall identify **all** costs associated with providing the services as specified in this document.

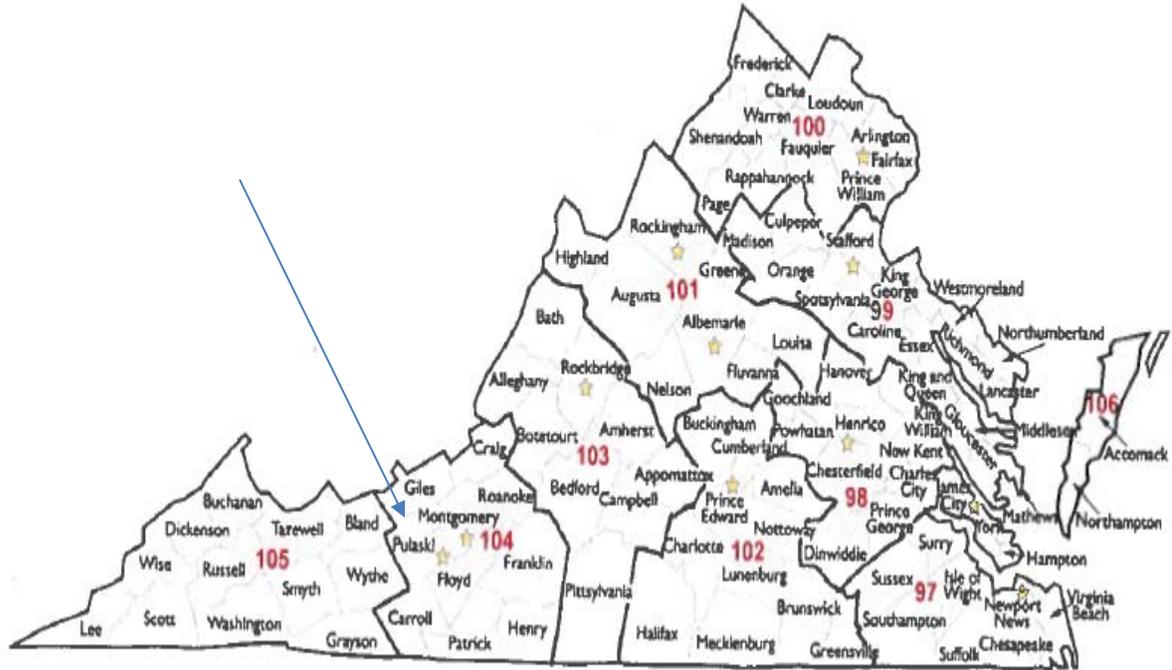
- A. Offerors should submit a fixed pricing as applicable. The hourly rates should be a schedule of hourly labor rates categorized by labor categories appropriate to perform the services requested. All labor rates shall be inclusive (fully burdened) to include all direct labor, indirect costs, travel, and profit.
- B. Offerors are encouraged to include pricing incentives and relative discounts.
- C. Indicate allowed discounts for payment terms less than n30 days.

FINANCIAL PROPOSAL:

NOTE: This Financial Proposal may be applied to the Offeror’s form/template and included in their proposal.

<i>Line Item</i>	<i>Description Provide additional description as appropriate for clarity of offer</i>	<i>Notes on Price Details, Factors, and Discounts</i>	<i>Fixed Price for each Line Item</i>
1			
2			
3			
4			
5			
6			
7			
8			
9			

RFP R21-001
ATTACHMENT H – ZONE MAP



Virginia Association of State College & University Purchasing Professionals (VASCUPP)

List of member institutions by zones

Zone 97

Old Dominion Univ (Norfolk)
College of William & Mary (Williamsburg)

Zone 98

Virginia Commonwealth Univ (Richmond)

Zone 99

Univ Mary Washington (Fredricksburg)

Zone 100

George Mason Univ (Fairfax)

Zone 101

James Madison Univ (Harrisonburg)
University of Virginia (Charlottesville)

Zone 102

Longwood University (Farmville)

Zone 103

Virginia Military Institute (Lexington)

Zone 104

Radford University (Radford)
Virginia Tech (Blacksburg)



RFP R21-001
Attachment I - RFP Response Offeror Checklist

The following items are required as part of your RFP submission. Ensure you have either completed the task or included the deliverable as part of your response. **This is your checklist.**

___ Completed and Signed Legal Name, Address and additional information, inside cover sheet

___ Detailed RFP Response per Section VIII, Proposal Preparation and Submission

___ Acknowledge of Addendum(s) to RFP – If applicable

___ Attachment D – Offeror Data Sheet

___ Attachment E – COVA W9

___ Attachment F – SWaM Utilization Plan

___ Attachment G – Financial Proposal



Addendum Number 1

Date: July 17, 2020

Reference Request For Proposal Number:	R21-001
Commodity:	Graduation Photography Services
Dated:	July 15, 2020
IF MAILING For Delivery To:	RADFORD UNIVERSITY Procurement & Contracts Department PO Box 6885 Radford, Virginia 24142
IF COURIER DELIVERY For Delivery To:	RADFORD UNIVERSITY Procurement and Contracts David E. Armstrong Complex 501 Stockton Street Radford, Virginia 24142
Proposal Due Date/Time:	August 5, 2020 at 3:00 PM

Below are questions and information related to RFP # R21-001 Graduation Photography Services:

1Q: Is SWAM certification a requirement to offer a proposal for this solicitation?

1A: It is not a requirement to be SWaM Certified to bid on the above solicitation.

However, there are advantages to holding a SWaM certification in the Commonwealth of Virginia and Radford University encourages vendors to seek certification if they are eligible.

Radford University, as other entities in the Commonwealth, have SWaM spend goals to meet annually and seek out SWaM certified vendors whenever possible for applicable solicitations.

For this solicitation, a SWaM certified vendor will receive 10 points in the SWaM Certification category of the scoring section. See page 12, **Section VIII EVALUATION AND AWARD CRITERIA, A. Evaluation Criteria, #5 SWAM – Participation of Small Businesses and Businesses Owned by Women and Minorities** of the solicitation.

Eligibility for points will be awarded if offeror's SWaM certification is valid on the date & time of submission deadline. Proposals will be received until August 5, 2020 at 3:00 PM.

2Q: Section V: If a company has not been classified by your state as Minority Owned, Woman Owned or Small, does the Attachment F need to be returned with the bid?

2A: Return Attachment F if it applies to you or return with offer noted as Non Applicable. Radford conducts due diligence in verifying SWaM certifications on all offerors.

3Q: Section VI for reference could you list the dates, and times of all the ceremonies that would have taken place in May 2020 so I can project the possible scenario for scheduling in 2021?

3A: Thursday – throughout day, various locations- Radford University Carilion Pinning Ceremonies-
Friday 10 a.m. – Radford University Carilion - ~250 undergraduate and graduates combined in one ceremony – Roanoke Berglund Center
Friday morning - Radford University main campus – ROTC Commissioning Ceremony
Friday afternoon - Radford University main campus – Pinning Ceremonies
Friday 5 p.m. – Radford University main campus – Graduate College Hooding and Commencement Ceremony - ~200 graduates
Saturday - Radford University main campus – One main ceremony ~1,300 graduates – rain plan moves to Dedmon Center with multiple ceremonies

4Q: Section VI the RFP lists the number of graduates for Fall, but approximately how many graduates walk in the Spring ceremonies?

4A: Reference 3A above for number of graduates:
RUC - ~250 Combined in one ceremony
Radford Campus - ~200 Graduate College Hooding & Commencement
Saturday - ~1,300 Graduates

5Q: Section VII – B- 5 regarding Financial Plan Attachment G, I do not remember having to fill out one of these before. Am I correct that I do not have to list anything on this Attachment if I am not seeking reimbursement for said expenses from the University? If so, please ignore next paragraph.

If not and you still need this information despite our company not seeking reimbursement, it states I should list the fixed costs my company will incur on this project. Is this correct? If so, does it seem reasonable to list the expenses such as labor for the event, payroll taxes on said employees, travel expenses including hotels, mileage and meals? Am I on the right track here?

5A: Attachment G's Financial Table is for reference if the offeror wants to use this format to give pricing. The offeror can submit their proposal in their own format but when considering the financials, include any costs referenced in A, B & C that applies to your costs.

6Q: Section XI on the pricing page you have said you want the shipping charges included on the chart. Shipping for all companies is generally a flat fee on the total order not just on one package. So, I want to make sure I understand this as it's a critical part of the bid. Let's assume I charge \$8 per 5x7 and I charge a \$5 shipping fee on the total order. So, in this scenario, in the spot where it asks for the cost of a 5x7 should \$8.00 be entered or \$13.00 be entered?

6A: You should enter \$13.00. Reference the total cost. This section is used for scoring purposes per Section VIII EVALUATION AND AWARD CRITERIA in the Evaluation Criteria table, #4 Financial Proposal.

7Q: How will our company acquire the contact information from the graduate? Most our clients supply us an electronic list of permanent addresses with emails. Some require us to attend a rehearsal and collect cards from the graduates there. Some have us pass out cards in line-up the day of the ceremony. Which of these methods has your University implemented for your past ceremonies?

7A: Code of Virginia now prohibits Radford University from releasing student names and email addresses. Radford University does not have a rehearsal. Radford University would provide vendor’s information on the commencement website and it would be included in emails going to the graduates. Vendor providing information that day is a possibility but it’s preferable that it doesn’t happen in line up. Instead, prefer after the students have crossed the stage.

8Q: Are all names called from a list at the ceremony whether they are there or not? Or do you only call the names of people there? In this case are they checked off a list in line-up or do the graduates have a reader card that is handed at the reader podium as they cross the stage?

8A: Students are provided cards in line up with their names, college and major on them. They hand the card to the “reader” and the cards are kept in order (to the best of Radford’s ability), banded and then given to the photography contractor.

9Q: Considering that the Radford University Carilion ceremony occurs off campus in a city 45 miles away and has a separate planning committee for their ceremony, would purchasing consider allowing them input into the final decision or better yet consider the possibility that the Radford University ceremonies in Radford, VA and the Radford University Carilion Ceremony in Roanoke, VA each be allowed to make independent decisions in regards to the winner(s) of this bid?

9A: The evaluation committee for this solicitation consists of end user(s) and member(s) with expertise in photography services. They will play a large part in the determination of the contract(s) awarded.

Note: A signed acknowledgement of this addendum must be received at the location indicated on the RFP either prior to the proposal due date and hour or attached to your proposal. Signature on this addendum does not substitute for your signature on the original proposal document. The original proposal document must be signed.

Respectfully,

DocuSigned by:
Debbie Dove CPPB CUPO
52F3A26F4047428...
Phone: 540-831-5598
Email: ddove1@radford.edu

Senior Contract Officer 7/17/2020 | 4:02 PM EDT

Name of Firm:	
Signature:	Title:
Print Name:	
Date:	

**MANDATORY
GENERAL TERMS AND CONDITIONS – RADFORD UNIVERSITY**

1. **PURCHASING MANUAL**: This solicitation is subject to the provisions of the Commonwealth of Virginia Purchasing Manual for Institutions of Higher Education and their Vendor's and any revisions thereto, which are hereby incorporated into this contract in their entirety. A copy of the manual is available for review at the University Procurement and Contracts Office. In addition, the manual may be accessed electronically at <https://vascupp.org> or a copy can be obtained by calling Procurement and Contracts at (540) 831-6097.

2. **ADVERTISING**: In the event a contract is awarded for supplies, equipment, or services resulting from this bid/proposal, no indication of such sales or services to Radford University will be used in product literature or advertising. The Contractor shall not state in any of its advertising or product literature that Radford University has purchased or uses any of its products or services, and the Contractor shall not include Radford University in any client list in advertising and promotional materials without the prior written consent of the University.
3. **ANTI-DISCRIMINATION**: By submitting their (bids/proposals), (bidders/offerors) certify to the Commonwealth that they will conform to the provisions of the Federal Civil Rights Act of 1964, as amended, as well as the Virginia Fair Employment Contracting Act of 1975, as amended, where applicable, the Virginians with Disabilities Act, the Americans with Disabilities Act and § 10 of the Rules Governing Procurement. If the award is made to a faith-based organization, the organization shall not discriminate against any recipient of goods, services, or disbursements made pursuant to the contract on the basis of the recipient's religion, religious belief, refusal to participate in a religious practice, or on the basis of race, age, color, gender or national origin and shall be subject to the same rules as other organizations that contract with public bodies to account for the use of the funds provided; however, if the faith-based organization segregates public funds into separate accounts, only the accounts and programs funded with public funds shall be subject to audit by the public body. (Governing Rules, §6).

In every contract over \$10,000 the provisions in 1 and 2 Below apply:

1. During the performance of this contract, the contractor agrees as follows:
 - a. The contractor will not discriminate against any employee or applicant for employment because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment, except where there is a bona fide occupational qualification reasonably necessary to the normal operation of the contractor. The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.
 - b. The contractor, in all solicitations or advertisements for employees placed by or on behalf of the contractor, will state that such contractor is an equal opportunity employer.

- c. Notices, advertisements and solicitations placed in accordance with federal law, rule or regulation shall be deemed sufficient for the purpose of meeting these requirements.
2. The contractor will include the provision of 1. Above in every subcontract or purchase order over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.
4. **ANTITRUST**: By entering into a contract, the contractor conveys, sells, assigns, and transfers to Radford University and the Commonwealth of Virginia all rights, title and interest in and to all causes of action it may now have or hereafter acquire under the antitrust laws of the United States and the Commonwealth of Virginia, relating to the particular goods or services purchased or acquired by the Commonwealth of Virginia under said contract.
5. **ANNOUNCEMENT OF AWARD**: Upon award or the announcement of the decision to award a contract over \$50,000 as a result of this solicitation, Radford University will publicly post such notice on the DGS/DPS eVA web site (www.eva.virginia.gov) for a minimum of ten (10) days.
6. **APPLICABLE LAWS AND COURTS**: This solicitation and any resulting contract shall be governed in all respects by the laws of the Commonwealth of Virginia and any litigation with respect thereto shall be brought in the courts of the Commonwealth. The University and the contractor are encouraged to resolve any issues in controversy arising from the award of the contract or any contractual dispute using Alternative Dispute Resolution (ADR) procedures (Governing Rules, §56). The contractor shall comply with all applicable federal, state and local laws, rules and regulations.
7. **ASSIGNMENT OF CONTRACT**: A contract shall not be assignable by the contractor in whole or in part without the written consent of Radford University, an agency of the Commonwealth.
8. **AUDIT**: The Contractor shall retain all books, records, and other documents relative to this contract for five (5) years after final payment, or until audited by the Commonwealth of Virginia, whichever is sooner. The University, its authorized agents, and/or state auditors shall have full access to and the right to examine any of said materials during said period.
9. **AUTHORIZATION TO CONDUCT BUSINESS IN THE COMMONWEALTH**: A Contractor organized as a stock or non-stock corporation, limited liability company, business, trust, or limited partnership or registered as a registered limited liability partnership shall be authorized to transact business in the Commonwealth as a domestic or foreign business entity if so required by Title 13.1 or Title 50 of the *Code of Virginia* or as otherwise required by law. Any business entity described above that enters into a contract with a public body shall not allow its existence to lapse or its certificate of authority or registration to transact business in the Commonwealth, if so required by Title 13.1 or Title 50, to be revoked or cancelled at any time during the term of the contract. A public body may void any contract with a business entity if the business fails to remain in compliance with the provisions of this section.

(The clause has been modified to remove reference to the VPPA. PIM 27 added this clause to meet requirements of *Code of Virginia § 2.2-4311.2* regarding businesses authorized to transact business in the Commonwealth.)

10. **AVAILABILITY OF FUNDS**: It is understood and agreed between the parties herein that Radford University shall be bound hereunder only to the extent of the funds available or which may hereafter become available for the purpose of this agreement.
11. **CANCELLATION OF CONTRACT**: Radford University reserves the right to cancel and terminate any resulting contract, in part or in whole, without penalty, upon 60 days written notice to the Contractor. In the event the initial contract period is more than 12 months, the resulting contract may be terminated by either party, without penalty, after the initial 12 months of the contract period upon 60 days written notice to the other party. Any contract cancellation notice shall not relieve the contract of the obligation to deliver and/or perform on all outstanding orders issued prior to the effective date of cancellation.
12. **CHANGES TO THE CONTRACT**: Changes can be made to the contract in any of the following ways:
 1. The parties may agree to modify the scope of the contract. An increase or decrease in the price of the contract resulting from such modification shall be agreed to by the parties as a part of their written agreement to modify the scope of the contract.
 2. The University may order changes within the general scope of the contract at any time by written notice to the contractor. Changes within the scope of the contract include, but are not limited to, things such as services to be performed, the method of packing or shipment, and the place of delivery or installation. The contractor shall comply with the notice upon receipt. The contractor shall be compensated for any additional costs incurred as the result of such order and shall give the University a credit for any savings. Said compensation shall be determined by one of the following methods:
 - a. By mutual agreement between the parties in writing; or
 - b. By agreeing upon a unit price or using a unit price set forth in the contract, if the work to be done can be expressed in units, and the contractor accounts for the number of units of work performed, subject to the University's right to audit the contractor's records and/or to determine the correct number of units independently; or
 - c. By ordering the contractor to proceed with the work and keep a record of all costs incurred and savings realized. A markup for overhead and profit may be allowed in provided by the contract. The same markup shall be used for determining a decrease in price as the result of savings realized. The contractor shall present the University with all vouchers and records of expenses incurred and savings realized. The University shall

have the right to audit the records of the contractor as it deems necessary to determine costs or savings. Any claim for an adjustment in price under this provision must be asserted by written notice to the University within thirty (30) days from the date of receipt of the written order from the University. If the parties fail to agree on an amount of adjustment, the question of an increase or decrease in the contract price or time for performance shall be resolved in accordance with the procedures for resolving disputes provided by the Disputes Clause of this contract, or if there is none, in accordance with the disputes clause provisions of the Commonwealth of Virginia Purchasing Manual for Institutions of Higher Education and Their Vendors. Neither the existence of a claim nor a dispute resolution process, litigation or any other provision of this contract shall excuse the contractor from promptly complying with the changes ordered by the University or with the performance of the contract generally.

13. **CONTROLLING VERSION OF SOLICITATION**: The PDF version of the solicitation and any addenda issued by Radford University's Procurement and Contracts Department is the mandatory controlling version of the document. Any modification to the solicitation by the Bidder or Offeror shall not modify the official version of the solicitation issued by Radford University's Procurement and Contracts Department. Such modifications or additions to the solicitation by the Bidder or Offeror may be cause for rejection of the bid or proposal; however, Radford University reserves the right to decide, on a case-by-case basis, in its sole discretion, whether to reject such a bid or proposal.
14. **DEBARMENT STATUS**: By submitting their (bids/proposals), (bidders/offerors) certify that they are not currently debarred by the Commonwealth of Virginia from submitting bids or proposals on contracts for the type of goods and/or services covered by this solicitation, nor are they an agent of any person or entity that is currently so debarred.
15. **DEFAULT**: In case of failure to deliver goods or services in accordance with the contract terms and conditions, the University, after due oral or written notice, may procure them from other sources and hold the contractor responsible for any resulting additional purchase and administrative costs. This remedy shall be in addition to any other remedies which the Commonwealth may have.
16. **DRUG-FREE WORKPLACE**: During the performance of this contract, the contractor agrees to (i) provide a drug-free workplace for the contractor's employees; (ii) post in conspicuous places, available to employees and applicants for employment, a statement notifying employees that the unlawful manufacture, sale, distribution, dispensation, possession, or use of controlled substance or marijuana is prohibited in the contractor's workplace and specifying the actions that will be taken against employees for violations of such prohibitions; (iii) state in all solicitations or advertisements for employees placed by or on behalf of the contractor that the contractor maintains a drug-free workplace; and (iv) include the provisions of the foregoing clauses in every subcontract or purchase order of over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.

For the purposes of this section, “drug-free workplace” means a site for the performance of work done in connection with a specific contract awarded to a contractor, the employees of whom are prohibited from engaging in the unlawful manufacture, sale, distribution, possession or use of any controlled substance or marijuana during the performance of the contract.

17. **ETHICS IN PUBLIC CONTRACTING**: By submitting their (bids/proposals), (bidders/offerors) certify that their (bids/proposals) are made without collusion or fraud and that they have not offered or received any kickbacks or inducements from any other (bidder/offeror), supplier, manufacturer or subcontractor in connection with their (bid/proposal) and that they have not conferred on any public employee having official responsibility for this procurement transaction any payment; loan, subscription, advance, deposit of money, services or anything of more than nominal value, present or promised, unless consideration of substantially equal or greater value was exchanged.

18. **eVA BUSINESS-TO-GOVERNMENT VENDOR REGISTRATION, CONTRACTS, AND ORDERS**: The eVA Internet electronic procurement solution, website portal [eVA Electronic Virginia Portal](#) streamlines and automates government purchasing activities in the Commonwealth. The eVA portal is the gateway for vendors to conduct business with state agencies and public bodies. All vendors desiring to provide goods and/or services to the Commonwealth should participate in the eVA Internet e-procurement solution by completing the free eVA Vendor Registration. All bidders or offerors must register in eVA and pay the Vendor Transaction Fees specified below; failure to register will result in the bid/proposal being rejected.

Vendor transaction fees are determined by the date the original purchase order is issued and the current fees are as follows:

- a. For orders issued July 1, 2014 and after, the Vendor Transaction Fee is:
 - (i) DSBSD-certified Small Businesses: 1%, capped at \$500 per order.
 - (ii) Businesses that are not DSBSD-certified Small Businesses: 1%, capped at \$1,500 per order.

- b. For orders issued prior to July 1, 2014 the vendor transaction fees can be found at [eVA Electronic Virginia Portal](#).

The specified vendor transaction fee will be invoiced, by the Commonwealth of Virginia Department of General Services, approximately 30 days after the corresponding purchase order is issued and payable 30 days after the invoice date. Any adjustments (increases/decreases) will be handled through purchase order changes. **(*Updated by DP&S July 1, 2014).**

You are required to register through the eVA website at www.eva.virginia.gov . Click on the “Vendor” tab and follow the registration instructions. If you need assistance, or on line directions, please contact Radford University at (540) 831-5429.

19. **eVA ORDERS AND CONTRACTS (Effective July 6, 2015):** The solicitation/contract will result in one or more purchase order(s) with the applicable eVA transaction fee assessed for each order.

Vendors desiring to provide goods and/or services to the Commonwealth shall participate in the eVA Internet e-procurement solution and agree to comply with the following: If this solicitation is for a term contract, failure to provide an electronic catalog (price list) or index page catalog for items awarded will be just cause for the Commonwealth to reject your bid/offer or terminate this contract for default. The format of this electronic catalog shall conform to the eVA Catalog Interchange Format (CIF) Specification that can be accessed and downloaded from www.eva.virginia.gov. Contractors should email Catalog or Index Page information to eVA-catalog-manager@dgs.virginia.gov.

20. **IMMIGRATION REFORM AND CONTROL ACT OF 1986:** By submitting their (bids/proposals), (bidders/offerors) certify that they do not and will not during the performance of this contract employ illegal alien workers or otherwise violate the provisions of the federal Immigration Reform and Control Act of 1986.
21. **INSURANCE:** By signing and submitting a bid or proposal under this solicitation, the bidder or offeror certifies that if awarded the contract, it will have the following insurance coverage at the time the contract is awarded. For construction contracts, if any subcontractors are involved, the subcontractor will have workers' compensation insurance in accordance with § 25 of the Governing Rules. The bidder or offeror further certifies that the contractor and any subcontractors will maintain these insurance coverages during the entire term of the contract and that all insurance coverage will be provided by insurance companies authorized to sell insurance in Virginia by the Virginia State Corporation Commission.

MINIMUM COVERAGES AND LIMITS REQUIRED FOR MOST CONTRACTS:

- Workers' Compensation – Statutory requirements and benefits. Coverage is compulsory for employers of three or more employees, to include the employer. Contractors who fail to notify the Commonwealth of increases in number of employees that change their workers' compensation requirements under the Governing Rules during the course of the contract shall be in noncompliance with the contract.
- Employer's Liability - \$ 100,000.
- Commercial General Liability - \$1,000,000 per occurrence and \$2,000,000 in the aggregate. Commercial General Liability is to include bodily injury and property damage, personal injury and advertising injury, products and completed operations coverage. The Commonwealth of Virginia must be name as an additional insured and so endorsed on the policy.

- Automobile Liability - \$1,000,000 combined single limit (Required if a motor vehicle not owned by the Commonwealth is to be used in the contract. Contractor must assure that the required coverage is maintained by the Contractor (or third party owner of such motor vehicle).

Professional Service	<u>Limits</u>
Accounting	\$1,000,000 per occurrence, \$3,000,000 aggregate
Architecture	\$2,000,000 per occurrence, \$6,000,000 aggregate
Asbestos, Design, Inspection or Abatement Contractors	\$1,000,000 per occurrence, \$3,000,000 aggregate
Health Care Practitioner (to include Dentists, Licensed Dental Hygienists, Optometrists, Registered or Licensed Practical Nurses, Pharmacists, Physicians, Podiatrists, Chiropractors, Physical Therapists, Physical Therapist Assistants, Clinical Psychologists, Clinical Social Workers, Professional Counselors, Hospitals or Health Maintenance Organizations)	\$2,150,000 per occurrence, \$4,250,000 aggregate
(Limits increase each July 1 through fiscal year 2031 <i>per Code of Virginia § 8.01 – 581.15</i>)	
Insurance Risk Management	\$1,000,000 per occurrence, \$3,000,000 aggregate
Landscape/Architecture	\$1,000,000 per occurrence, \$1,000,000 aggregate
Legal	\$1,000,000 per occurrence, \$5,000,000 aggregate
Professional Engineer	\$2,000,000 per occurrence, \$6,000,000 aggregate
Surveying	\$1,000,000 per occurrence, \$1,000,000 aggregate

*When Used: FOR CONSTRUCTION SERVICE CONTRACTS AND GOODS CONTRACTS WHEN INSTALLATION IS **REQUIRED**. Required in all solicitations where a contractor will perform work or services in or on state facilities, the limits are minimums and may be increased. **When soliciting one of the Professions/Services listed above the specific profession/service referenced in the bid/offer shall apply.**

22. **MANDATORY USE OF STATE FORM AND TERMS AND CONDITIONS:** Failure to submit a response on the official state form provided for that purpose may be a cause for rejection of the response. Modification of or additions to the General Terms and Conditions of the solicitation may be cause of rejection of the response; however, the University reserves the right, on a case by case basis, in its sole discretion, whether or not to reject such a proposal.
23. **NONDISCRIMINATION OF CONTRACTORS:** A bidder, offeror, or contractor shall not be discriminated against in the solicitation or award of this contract because of race, religion, color, sex, national origin, age, disability, faith-based organizational status, any other basis prohibited by state law relating to discrimination in employment or because the bidder or offeror employs ex-offenders unless the university, department or institution has made a written determination that employing ex-offenders on the specific contract is not in its best interest. If the award of this contract is made to a faith-based organization and an individual, who applies for or receives goods, services, or disbursements provided pursuant to this contract objects to the religious

character of the faith-based organization form which the individual receives or would receive the goods, services, or disbursements, the public body shall offer the individual, within a reasonable period of time after the date of his objection, access to equivalent goods, services, or disbursements from an alternative provider.

24. **PAYMENT:**

1. **Prime Contractor:**

- a. Invoices for items ordered, delivered and accepted shall be submitted by the contractor directly to the payment address shown on the purchase order/contract. All invoices shall show the state contract number and/or purchase order number. Radford University's payment address is as follows:

**RADFORD UNIVERSITY
ATTN: ACCOUNTS PAYABLE
PO BOX 6906
RADFORD, VA. 24142
Email: acctspayable@radford.edu**

- b. Any payment terms requiring payment in less than 30 days will be regarded as requiring payment 30 days after invoice or delivery, whichever occurs last. However, this shall not affect offers of discounts for payment in less than 30 days.
- c. All goods and services provided under this contract or purchase order, that are to be paid with public funds shall be billed by the contractor at the contract price, regardless of which public agency is being billed.
- d. The following shall be deemed to be the date of payment: the date of postmark in all cases where payment is made by mail, or the date of offset when offset proceedings have been instituted as authorized under the Virginia Debt Collection Act.
- e. **Unreasonable Charges.** Under certain emergency procurements and for most time and material purchases, final job costs cannot be accurately determined at the time orders are placed. In such cases, contractors should be put on notice that final payment in full is contingent on a determination of reasonableness with respect to all invoiced charges. Charges which appear to be unreasonable will be researched and challenged, and that portion of the invoice held in abeyance until a settlement can be reached. Upon determining that invoiced charges are not reasonable the Commonwealth shall promptly notify the contractor, in writing, as to those charges which it considers unreasonable and the basis for the determination. A contractor may not institute legal action unless a settlement cannot be reached within thirty (30) days of notification. The provisions of this section do not relieve the University of its prompt payment obligations with respect to those charges which are not in dispute (*Governing Rule §53. Contractual disputes*).

2. To Subcontractors:

a. A contractor awarded a contract under this solicitation is hereby obligated:

- 1) To pay the subcontractor(s) within seven (7) days of the contractor's receipt of payment from the Commonwealth for the proportionate share of the payment record for work performed by the subcontractor(s) under the contract; or
- 2) To notify the University and the subcontractor(s), in writing, of the contractor's intention to withhold payment and the reason.

b. The contractor is obligated to pay the subcontractor(s) interest at the rate of one percent per month (unless otherwise prohibited under the terms of the contract) on all amounts owed by contractor that remain unpaid seven (7) days following receipt of payment from the Commonwealth, except for amounts withheld as stated in (2) above. The date of mailing of any payment by U.S. Mail is deemed to be payment to the addressee. These provisions apply to each sub-tier contractor performing under the primary contract. A contractor's Obligation to pay an interest charge to a subcontractor may not be construed to be an obligation of the Commonwealth.

3. Each prime contractor who wins an award in which provision of a SWaM procurement plan as specified in the contract documents and is a condition to the award, shall deliver to the contracting agency or institution, on or before request for final payment, evidence and certification of compliance (subject only substantial shortfalls and to shortfalls arising from subcontractor default) with the SWAM procurement plan. Final payment under the contract in question may be withheld until such certification is delivered and, if necessary, confirmed by the University or institution, or other appropriate penalties may be assessed in lieu of withholding such payment.

25. **PRECEDENCE OF TERMS:** The following General Terms and Conditions COMMONWEALTH OF VIRGINIA PURCHASING MANUAL for INSTITUTIONS OF HIGHER EDUCATION and THEIR VENDORS, APPLICABLE LAWS AND COURTS, ANTI-DISCRIMINATION, ETHICS IN PUBLIC CONTRACTING, IMMIGRATION REFORM AND CONTROL ACT OF 1986, DEPARTMENT STATUS, ANTITRUST, MANDATORY USE OF STATE FORM AND TERMS AND CONDITIONS, CLARIFICATION OF TERMS, PAYMENT shall apply in all instances. In the event there is a conflict between any of the other General Terms and Conditions and any Special Terms and Conditions in this solicitation, the Special Terms and Conditions shall apply.

26. **PRICING CURRENCY:** Unless stated otherwise in the solicitation, bidders/offerors shall state bid/offer in U.S. dollars.

27. **QUALIFICATIONS OF (BIDDERS/OFFERORS)**: The Commonwealth may make such reasonable investigations as deemed proper and necessary to determine the ability of the (bidder/offeror) to perform the services/furnish the goods and the (bidder/offeror) shall furnish to the Commonwealth all such information and data for this purpose as may be requested. The Commonwealth reserves the right to inspect (bidder/offeror's) physical facilities prior to award to satisfy questions regarding the (bidder/offeror's) capabilities. The Commonwealth further reserves the right to reject any (bid/proposal) if the evidence submitted by, or investigations of, such (bidder/offeror) fails to satisfy the services and/or furnish the goods contemplated therein.
28. **TAXES**: Sales to the Commonwealth of Virginia are normally exempt from State sales tax. State sales and use tax certificates of exemption ST-12, will be issued upon request. Deliveries against this contract shall usually be free of Federal excise and transportation taxes. The Commonwealth's excise tax exemption number is 54-73-0076K.
29. **TESTING AND INSPECTION**: The Commonwealth reserves the right to conduct any test/inspection it may deem advisable to assure goods and services conform to specifications.
30. **VIRGINIA FREEDOM OF INFORMATION ACT**: Except as provided, once an award is announced, all proposals/bids submitted to this RFP/IFB will be open to inspection by any citizen, or interested person, firm or corporation, in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by a firm prior to or as part of its proposal will not be subject to public disclosure under the Virginia Freedom of Information Act only under the following circumstances: (1) the appropriate information is clearly identified by some distinct method such as highlighting or underlining; (2) only the specific words, figures, or paragraphs that constitute trade secrets or proprietary information are identified; and (3) a summary page is supplied immediately following the proposal title page that includes (a) the information to be protected, (b) the section(s)/page number(s) where this information is found in the proposal, and (c) a statement why protection is necessary for each section listed. The firm must also provide a separate electronic copy of the proposal (CD, etc.) with the trade secrets and/or proprietary redacted. *If all of these requirements are not met, then the firm's entire bid/proposal will be available for public inspection.*

Attachment B:

Contractor's Proposal Signed and Dated August 4, 2020

**Contractor's Addendum No. 1 Signed and Dated August
20, 2020**

COMMENCEMENT PHOTOGRAPHY PROPOSAL

Prepared for:

RADFORD UNIVERSITY



Submitted on
August 4th, 2020 by

 **GRADIMAGES**

RFP INSIDE COVER SHEET

Legal Name and Address of Firm (Type or Print):

Name: GradImages	Date: 8/4/2020	
Street: 3490 Martin Hurst Road	Signature: <i>Michael Flanigan</i>	
PO Box: N/A	Print Name: Michael Flanigan	
City/State/Zip: Tallahassee, FL 32312	Title: Director of Special Operations	
FEI/FIN/SS No.: XXXXXXXXXX	Telephone: 800.261.2576 Cel: 425.444.2093	
eVA Vendor ID No.: VS0000055809	Fax: (850) 574-0774	Email: mflanigan@gradimages.com
Check all that apply: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Proprietorship <input type="checkbox"/> Individual		
Department of Small Business and Supplier Diversity (DSBSD) Certification No. _____ and Expiration Date: _____		
Certification Category: <input type="checkbox"/> Woman-Owned <input type="checkbox"/> Minority-Owned <input type="checkbox"/> Small Business.		
eVA Virginia's eProcurement Portal Registered: <input type="checkbox"/> Yes - eVA Vendor ID#: _____		
Commonwealth of Virginia State Corporation Commission registration number: _____		

RFP R21-001

Attachment I - RFP Response Offeror Checklist

The following items are required as part of your RFP submission. Ensure you have either completed the task or included the deliverable as part of your response. **This is your checklist.**

- Completed and Signed Legal Name, Address and additional information, inside cover sheet
- Detailed RFP Response per Section VIII, Proposal Preparation and Submission
- Acknowledge of Addendum(s) to RFP – If applicable
- Attachment D – Offeror Data Sheet
- Attachment E – COVA W9
- Attachment F – SWaM Utilization Plan
- Attachment G – Financial Proposal

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ATTACHMENTS LISTING

Attachment A – Sample Contract Form

GradImages Response: Reviewed. GradImages agrees with the terms.

Attachment B – General Terms and Conditions

GradImages Response: Reviewed. GradImages agrees to the terms.

Attachment C – Special Terms and Conditions

GradImages Response: Reviewed. GradImages agrees to the terms.

Attachment D – Offeror Data Sheet

GradImages Response: See page **5-6**

Attachment E – COVA W9 Request for Taxpayer Identification Number and Certification

GradImages Response: See page **7**

Attachment F – SWaM Utilization Plan

GradImages Response: See page **8**

Attachment G – Financial Proposal

GradImages Response: Pricing Schedule and Financial proposal combined:
See page: **37-40**

Attachment H – Zone Map

GradImages Response: Reviewed. No response needed.

Attachment I – RFP Response Checklist

GradImages Response: Reviewed. No response needed.

Attachment D - Offeror Data Sheet

RFP R21-001 Attachment D - Offeror Data Sheet

Attachment D is to be completed and submitted by the Offeror as part of a complete Proposal.
NOTE: The following information is required as part of your response to this solicitation. Failure to complete and provide this sheet may result in finding your offer nonresponsive.

Qualifications: The Offeror must have the capability and capacity in all respects to satisfy fully all of the contractual requirements.	
Vendor's Primary Contact for this RFP:	
NAME: Michael Flanigan PHONE: 425.444.2093	TITLE: Director of Special Operations EMAIL: mflanigan@gradimages.com
Years in Business: Indicate the length of time the Offeror's company has been in business providing the type of good or service to the type of customer detailed in this RFP:	
YEARS: 43	MONTHS: 3
References: Indicate below a listing of at least four (4) current or recent accounts (educational, commercial or governmental) that your company is servicing, has serviced, or has provided similar goods/services. Include the length of service and the name, address and telephone number of the point of contact. The Contact should be knowledgeable about the design, implementation, training, and service the Offeror's company provided to the referenced company.	
[REDACTED]	[REDACTED]

Attachment D - Offeror Data Sheet

[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	

LOST ACCOUNTS: If you have lost accounts in the past (12) twelve months please indicate below providing the reasons as to why.

[REDACTED]	[REDACTED]

SWaM Utilization Plan

Attachment F, Table A is to be completed and submitted by the Offeror as part of a complete Proposal.

Table A - Complete the SWaM Utilization Plan table below and submit with Proposal. See www.sbsd.virginia.gov for additional information on DSBSD certification.

SWaM Vendor Name, Address, Phone	Virginia DSBSD Certification # and Expiration	Knowledgeable Contact Name, Title, Email	Goods/Services to be Provided	\$ Planned Spend and % of Total \$
Not Applicable				

NOTE: This information will be used to determine percentage of points assigned to Evaluation Criteria if Offeror is not a DSBSD SWaM certified vendor.

Table B is NOT to be completed for the proposal. If a contract is awarded, the contractor shall provide the below quarterly report to Radford University’s Director of Strategic Sourcing and Supplier Diversity detailing the small business utilization actual spending. The quarterly report will be due the first week of the subsequent month for each quarter year, consisting of Jan-Mar, Apr-Jun, Jul-Sep, and Oct-Dec. The report must be submitted to the following address (email preferred):

Radford University
 Director of Strategic Sourcing and Supplier Diversity PO Box 6885
 Radford, Virginia 24142 amah@radford.edu

Table B is on the following page for reference only – do not complete the Quarterly SWaM Subcontractor Expenditure Reporting Form as part of the proposal.

STATEMENT OF NEEDS

RFP REQUIREMENT A

The contractor should be on-site, set up and ready to begin at least one (1) hour prior to beginning of the commencement ceremonies.

GRADIMAGES RESPONSE

GradImages shall be on-location at least two (2) hours prior to each commencement event, and will be set up and ready for operations at least one (1) hour prior to the beginning of the ceremony.

RFP REQUIREMENT B

Radford University will provide graduates the Contractor's ordering information.

GRADIMAGES RESPONSE

GradImages understands that the University will provide graduates the Contractor's ordering information. Additionally, GradImages has had excellent success coordinating with leadership at Radford University over the last 25 years and we would love to discuss the possibility of continuing these opportunities at the University's discretion, primarily through the collection of information graduates willingly share with our company. More information on this can be found on page 14.

RFP REQUIREMENT C

Each graduate will be photographed twice, once on stage with the President and a second posed photo.

GRADIMAGES RESPONSE

GradImages will provide a minimum of two unique posed images of each graduate including a posed image in front of a background and a handshake image with the President. Please see pages 17-18 for specifics.

RFP REQUIREMENT D

All photographs shall be in color and represent full, high quality service.

GRADIMAGES RESPONSE

We offer a range of products available for purchase including full color and black and white digital images and hard copy prints.

STATEMENT OF NEEDS

RFP REQUIREMENT E

Contractor should employ top quality photographers, equipment, film, paper and processing facilities.

GRADIMAGES RESPONSE

Ours teams receive twice yearly training to help maintain best practices in photography. In addition, we provide ongoing web seminars, on site clinics and push best practices multiple times throughout the year. All of our equipment is company owned and maintained. We utilize Nikon cameras and Profoto flashes, and each set is constantly tested and retested to verify functionality. In case of any failure, photographers are equipped with 2 complete rigs, one primary, one backup.

Our lab is Candid Color Systems in Oklahoma City. They have been producing high quality imagery on Kodak paper since 1972.

RFP REQUIREMENT F

There will be no pre-payment or obligation to purchase photographs on the part of the graduate before or after they receive their free color proof.

GRADIMAGES RESPONSE

At no time does GradImages take any form of payment until after an event has been photographed and an actual picture and package is selected online or on an order form.

RFP REQUIREMENT G

Contractor shall have no cords, light stands, tripods or people on stage at any time. Specify the equipment, including battery powered or hand-held equipment, to be utilized during the ceremony to ensure these requirements are met.

GRADIMAGES RESPONSE

All of our equipment is handheld, with internal battery packs. We do not utilize any equipment that needs tripods, lights stands or cords.

STATEMENT OF NEEDS

RFP REQUIREMENT H

The Contractor should provide complementary photographs of ceremony, guest speakers, etc., if requested by Radford University at any time.

GRADIMAGES RESPONSE

We will provide unlimited access to our Public Relations images to the University as well as hard copy prints and electronic copies as requested free of charge.

RFP REQUIREMENT I

The Contractor shall be flexible and allow for any changes in the ceremony format/presentation that may be required by Radford University.

GRADIMAGES RESPONSE

We photograph over 5,000 ceremonies across the US every year. We are equipped to deal with any changes that occur at any time.

RFP REQUIREMENT J

Contractor should ensure Radford events are given top priority when scheduling conflicts arise with other clients.

GRADIMAGES RESPONSE

We have over 2400 active photographer employees that work for us. We set our schedule 2-3 months ahead of season to help alleviate any conflicts.

RFP REQUIREMENT K

Contractor should obtain feedback from graduates after ordering and report to it to the University.

GRADIMAGES RESPONSE

GradImages would be more than happy to conduct any surveys on behalf of the University, and share and compile the results with the University.

STATEMENT OF NEEDS

RFP REQUIREMENT L

It is Radford's preference that students be able to return photos at their discretion with no associated fees.

GRADIMAGES RESPONSE

All orders come with our 100% money back guarantee. If any customer is unsatisfied for any reason, we will do everything we can to fix the problem to the customer's complete satisfaction, or provide a full refund (sometimes both).

RFP REQUIREMENT M

Include one (1) sample proof package of the photographs Radford graduates would receive. The samples should be of a college or university ceremony. The University will not return the samples.

GRADIMAGES RESPONSE

In lieu of paper samples due to digital submission, please see website navigation and hard copy mailing samples on pages 13 and 14.

STATEMENT OF NEEDS

Online ordering platform:



Home Special Offers View My Photos EN ?

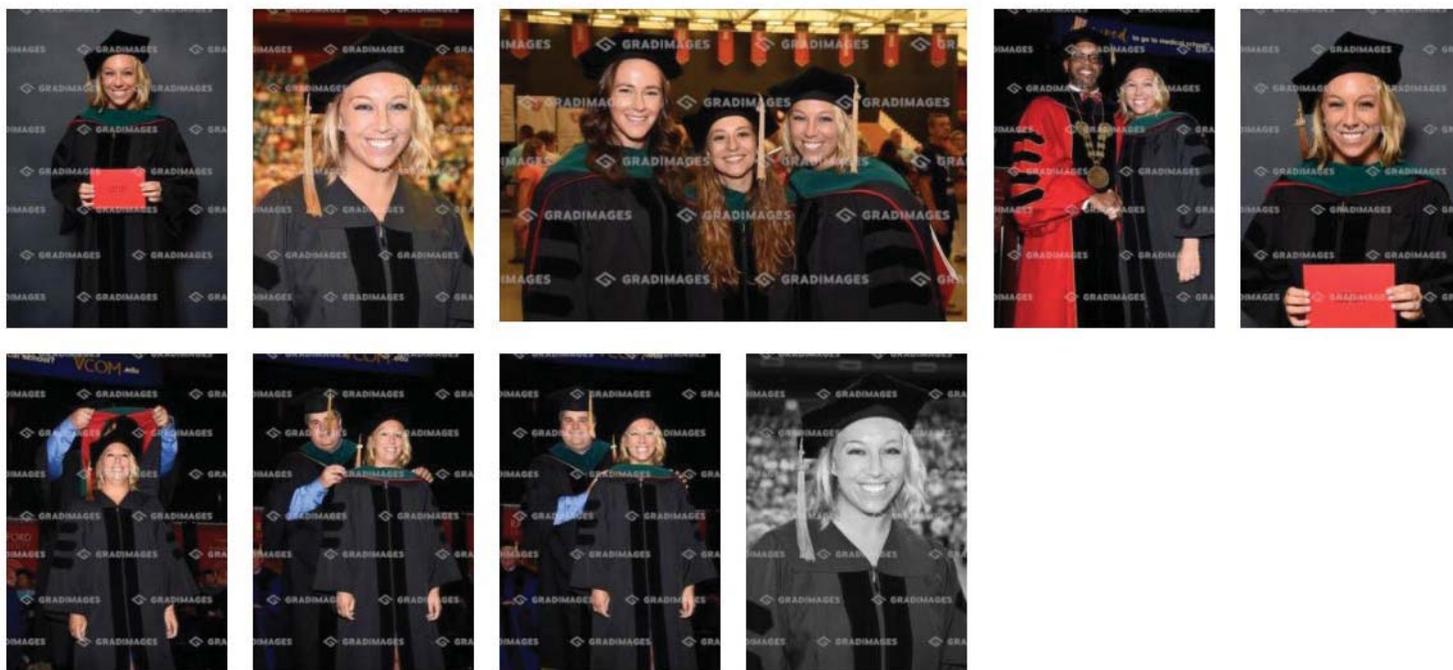
View Your Photos

CHECK OUT THESE GREAT PHOTOS OF PERRY

PICK A PACKAGE

You can't go wrong, but a heart on the image means it's your grad's favorite.

Click here to pick a package.



PROFESSIONAL PRINTS



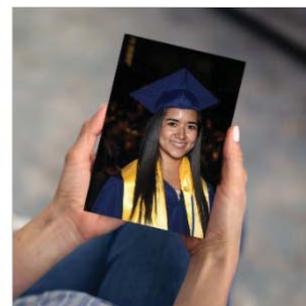
Graduate Special
starting at \$29.95

VIEW & CUSTOMIZE



8x10 Print
starting at \$10.95

VIEW & CUSTOMIZE



1 5x7 Photo
starting at \$5.45

VIEW & CUSTOMIZE

STATEMENT OF NEEDS

Paper order form (Sample only, pricing will be dependent on university's decision from proposals submitted):



GRADIMAGES

ORDER ONLINE: MyGradImages.com

CALL TO ORDER: **1-800-261-2576**

Mail: PO Box 182829, Tallahassee, FL 32312

CUST. # **118074302**

Check here if there is a change of address and fill out the box on the back.

You did it! (We've Got Proof.)

To the family of:
PERRY SMITH
2405 PATES CRK
WILLIAMSBURG VA 23185-8032



Pose A. 106703832 Pose B. 106701698 Pose C. 106883989 Pose D. 106708207

ORDER DEADLINE:

1. Ultimate Grad Package	BEST VALUE		1. Ultimate Grad Package (Multi-Image) Matte Finish (Standard) \$129.95 8x10 (choose 2) 5x7 (choose 4) 8 Wallets (choose 1) Add Pearlized Paper +\$15.00 Digital Images _____ E-mail required E-mail required	Quantity				Amount
				A	B	C	D	
One stop shopping! Get all your digital images and prints in our biggest and best value package. DIGITAL copies of ALL your images (2) 8x10 prints (4) 5x7 prints (8) wallets								

2. 8x10 Plaque Make your graduation day extra classy! Elegant 8x10 black plaque with 3 lines of custom text.		Please print information exactly as you would like it to appear. 30 character max per line. Student Name _____ Class of: _____ Graduation Year _____ School Name _____	2. 8x10 Plaque \$39.95 3. Graduate Special (Single Image) Matte Finish \$39.95 Pearlized Paper \$49.95 4. 5x7 White Framed Print \$39.95 5. 8x10 Photo (1) Matte Finish \$16.95 Pearlized Paper \$22.95				
--	--	--	--	--	--	--	--

3. Graduate Special Pick one perfect pose and get prints in all these sizes — (1) 8x10 print (4) 5x7 prints		4. White Framed Print Single 5x7 image in a slim, modern easel-backed white frame that makes your photo pop!		6. 5x7 Photo (1) Matte Finish \$7.95 Pearlized Paper \$13.95 7. Wallets (1 set of 8) Matte Finish \$21.95 Pearlized Paper \$27.95				
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5. 8x10 Photo (1) 	6. 5x7 Photo (1) 	7. Wallets (8) 	8. Complexion Touch-Up Our touch-up artists soften skin imperfections, brighten your teeth and eyes and enhance your overall image.		8. Complexion Touch-Up Single Image \$12.95 Apply to All Images \$19.95			
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MasterCard Visa American Express (U.S. Only) Discover (U.S. Only) Check / Money Order (Payable to: GradImages)

Card #: _____ Exp. Date: _____
 Cardholder's Name: _____
 Billing Zip Code: _____
 Billing Zip Code: _____
 Authorized signature: _____

SHIPPING & HANDLING For the U.S., Canada & Mexico	
Up to \$25.00	\$5.00
\$25.01-\$45.00	\$8.00
\$45.01-\$75.00	\$10.00
\$75.01-\$100.00	\$10.50
\$100.01-\$150.00	\$12.00
Over \$150.00	\$15.00

Add sales tax for your state of residence: We collect sales tax in ALL STATES EXCEPT: AK, DE, HI, MT, ND, NH, OK, OR, SD, WY.

SHIPPING CHARGES
GRAND TOTAL

E-Mail: _____ required for order confirmation and digital downloads

QUALIFICATIONS AND RELEVANT EXPERIENCE

Qualifications and Relevant Experience: Describe your firm's experience in providing graduation photography services by listing the names of four institutions of higher education where your firm has provided similar services as directed in Attachment D. Provide an overview of how long you have been in business, detailing the names, qualifications and experience of personnel to be assigned should you be awarded a contract. Include an organizational chart, individual qualifications, experience, etc.



SUMMARY - QUALIFICATIONS AND RELEVANT EXPERIENCE

Quite simply, GradImages is unequivocally the most qualified and experienced firm for Radford University.

In addition to our 40+ years of commencement photography experience partnering with more than 3,000 institutions across North America, we have been the exclusive provider for Radford for over 27 years and counting. Below, we've summarized the totality of our longstanding partnership with Radford University.

Radford University and GradImages – By the Numbers:

- **27 consecutive years of commencement partnership**
- **More than 400 commencement ceremonies photographed**
- **Approximately 60,000 graduates photographed**

Our knowledge and expertise doesn't stop there. GradImages is also inarguably the most experienced and recognized firm in the VASCUPP community. Below, we've concisely summarized our proud and decorated partnerships throughout VASCUPP.

- **Partnered with 10 of the 11 VASCUPP institutions**
- **Exclusive partner with 7 of 11 VASCUPP institutions**
- **25+ years of ongoing partnership at 9 of 11 VASCUPP institutions**
- **Cumulatively, 250+ years of experience in the VASCUPP network**
- **1,000,000+ VASCUPP graduates photographed and counting**



15 years



29 years
EXCLUSIVE



25 years
EXCLUSIVE



23 years
EXCLUSIVE



29 years
EXCLUSIVE



27 years
EXCLUSIVE



29 years
EXCLUSIVE



30 years



26 years



29 years
EXCLUSIVE

COMPANY OVERVIEW

**FIRST CLASS PHOTOGRAPHERS.
COMMENCEMENT EXPERTS.**



40+

Years of Experience



1.9M

Yearly Grads
Photographed



6,000

Graduation
Events Annually



3,300

Client Schools
& Universities

GRADIMAGES PROUDLY SHINES AS THE INDUSTRY-LEADER IN COMMENCEMENT AND CONVOCATION PHOTOGRAPHY.

- World class customer service
- The fastest & easiest online ordering
- Multiple pose options for each graduate
- A wider and more innovative product selection
- Professional and dedicated GradImages team

We lead the industry in Innovation & Technology!

GradRoll Name Display: Video system displays each graduate's name and degree on your video feed

Iconic ID Image Recognition: Our enhanced image recognition system identifies graduates in PR and friends & family photos

Personalized Ceremony Video: Auto-generated video with the graduate's ceremony photos to celebrate their achievement

Iconic Enhance: Every image goes through an image enhancement process called "Iconic Enhance" to help improve color and clarity. Other touch-up services are also available

More innovations coming every year!

HOW WE PROVIDE THE BEST QUALITY & SERVICE

Below are our primary four (4) areas on which our company focuses in order to provide the highest quality images & service to graduates and their families.

COORDINATION WITH EVENT PLANNERS

Commencement is the most important academic event at your university and we understand the importance of your ceremony coordinators. Our team strives to maintain an open, proactive line of communication with our clients to accommodate any elements that may affect the quality of photos or the flow of ceremony. Radford University will have a dedicated team within GradImages to make sure that your ceremony is a success.

EQUIPMENT

Our dedicated Logistics team is hard at work year around making sure our shooting teams are equipped with the best gear available today. GradImages has partnered with Nikon USA and ProFoto Lighting and solely use Nikon cameras and Profoto flashes. These partnerships and others have allowed GradImages access to hardware experts, the Nikon Pro team, and custom software builds specific to graduation photography. Our rigs are fully self-contained, requiring no external power or cords, keeping your walking spaces clean and free of trip hazards.



TRAINING

Photographer training is critically important to our company. Not only do our photographers participate in regular online training modules, but we also bring every photographer into a classroom setting for hands-on instruction in over 40 cities around the nation each year. Consistency is critical in graduation photography, which is why our photographers are employees, not contract employees or independent contractors, as many of our competitors use.

IMAGE REVIEW

GradImages is the only graduation photography company that has a full-time, year around Image Review Department. They are tasked with providing rapid evaluation and feedback on incoming images and real time corrective communications to photographers in the field, when needed. This helps ensure we are maintaining consistent proficiency in the photographer corps across all events.

SERVICE FOR RADFORD UNIVERSITY

Below you will find an organizational chart, with detailed information on the two key individuals within our company who would be responsible for our overall service to RU. Robin and Caitlyn have a combined 11 years of experience managing commencement events similar to those at Radford University. As a whole, the management team has over 115 years of combined experience in commencement photography.

Michelle Jagers
Chief Operating Officer

David Evard
Sr. VP of External Operations

Josh Timm
VP of External Operations

Drew Carlisle
VP of Sales & Service

Courtney Martin
Client Services Manager



Robin Adams

External Operations Manager

There is a significant amount of work that goes into both the planning and execution of our work at every graduation. As an External Operations Manager, Robin is responsible for much of that. Her job is to make sure our photographers' work is consistent with our high standards, and that the quality of our images is something graduates and their families will cherish. She is an expert commencement photographer, a valuable asset to our company, and is a great resource for Radford University.



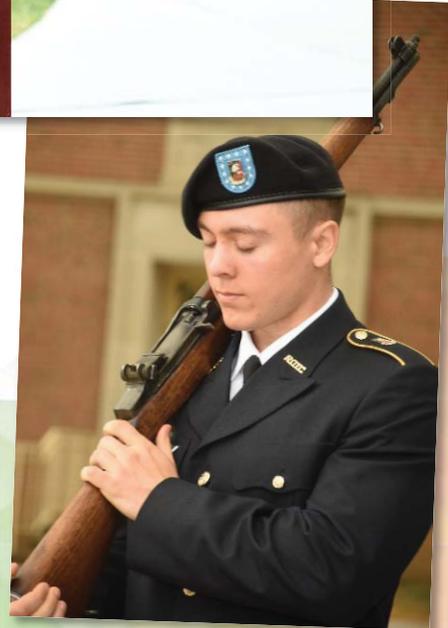
Caitlyn Lennie

Client Services Specialist

As the Client Services Specialist for Radford University, Caitlyn's responsibilities include managing all correspondence and coordination between the University administration and GradImages. Caitlyn has been working with GradImages since 2018, and she expertly handles event confirmations, processing and delivery of rebate payments, as well as distribution of materials and all documentation within our system to ensure our mutual success.

CAPABILITIES AND CAPACITY

Capabilities and Capacity: Provide information detailing your capabilities and capacity to fulfill the Statement of Needs of this RFP. Describe how your firm will manage the day-of timeline and employees (photographers) needed to provide services. Describe any condition(s) that could possibly have a negative effect on the Contractor's flexibility for changes in the University's ceremony format/presentation. Include how you will ensure Radford University and Radford University Carilion (RUC) events are given top priority in case of scheduling conflicts with other clients.



GRADIMAGES TIMELINE

Each graduation ceremony we photograph goes through multiple stages. While most of these are transparent to our clients, each is important for our success at their events, and many are vital to ensure graduates and their families receive the best possible images.

Time Frame	Activity
6–9 months	Event details are obtained and long-range planning begins for staffing, equipment and logistics.
4 months	Photographers and event staff are scheduled.
60 - 90 days	Follow-up confirmations are made with ceremony contacts, and internal assignments are noted for any special needs for that event, such as unique PR image requests.
4-6 weeks	GradImages seeks to obtain an electronic copy of students who will be eligible to graduate, as well as their contact information. This helps expedite proof delivery, and supplements the information graduates provide themselves at the ceremony and through our pre-registration platform.
10 days	If permitted by the school, GradImages alerts graduates via email about the graduation photographs, and provides a discount for completing pre-registration online.
The week of:	Verbal contact is made by phone between our Team Captain and the on-site ceremony contact. Cell phone numbers are exchanged for day-of communication, and a final review is made.
Day Of:	Our photography team arrives at least two hours prior to the ceremony start time, dressed in dark, formal business attire (unless otherwise directed by the University). Upon arrival, our team leader checks in with the event coordinator(s). Location setup begins, equipment checks are performed, as well as any final steps necessary to ensure a successful event.
Immediately after the event	Our Team Captain will seek a quick debrief with your event coordinators and take notes from our photographers about each poses' execution. They will then immediately upload images, sequence data and ceremony notes to GradImages using our proprietary event management software.
Within 48-72 hrs.	Images are identified, enhanced and prepared for proof delivery. Once our quality checks are performed, proofs are delivered via email and text notifications to your graduates and their families.
Within two weeks	Images are further reviewed for photographer evaluation purposes. Notes and details of the ceremony are recorded in our event management software to ensure our services at the next ceremony will adapt, if necessary, to meet Radford University's needs. Additionally, all required reports and rebate payments will be submitted to the University.

EVENT STAFF:

The previous page succinctly defines our execution strategy and the timeline by which everything will be managed. However, we want to further summarize some of the terminology and our strategy to ensure that Radford's events are fully and flawlessly executed by our staff.

TEAM CAPTAIN: The Team Captain is the leader for the photography team. Every single event has a designated Team Captain, who serves as the primary contact for your Commencement Coordinator. Our Team Captains have, on average, at least 7 or more years of commencement photography experience. They are seasoned veterans who are unquestionably equipped to handle even the most complex commencement events.

PHOTOGRAPHY TEAM: The photography team is comprised of the Team Captain, the Pose Photographers and our position assistants. In most cases, the assistants are trained and experienced photographers who are fully capable of executing a pose themselves, are simply staffed to event to ensure everything runs smoothly. However, should anything unexpected occur, they are ready to step in to replace any team members should there be any unforeseen issue – for example, car trouble or a personal emergency.

To demonstrate the experienced staff that Radford continually receives, we have provided a brief summary of the employees that have been assigned at Radford University over the last five years, and their years of experience in the commencement industry:

Jesse S. – 18 years
Kenny W. – 20 years
Vlad B. – 12 years
Neil I. – 19 years

Mark E. – 10 years
Courtney Y. – 10 years
Steve Z. – 7 years
Willie K. – 10 years

Michael M. – 7 years
Andrew C. – 7 years
Brandon B. – 8 years

PRIORITY STAFFING FOR RADFORD UNIVERSITY: When you photograph 6,000 events each year, planning is everything. Our management team schedules all event assignments well in advance – we should have your team assigned and confirmed by the end of February for your May events, to ensure Radford has the best possible team in place from GradImages.

APPROACH AND METHODOLOGY

Approach and Methodology: Describe your approach and methodology for providing the goods/services as described in Section VI Statement of Needs of this Request for Proposal. Describe your firm's Dress Code policy and include the identification process (badges/patches) on photographers that are working with the Contractor. Describe, in detail, your firm's communication plan/schedule with the University prior to and after ceremonies. Describe how your firm ensures the proofs are matched with the correct graduate, i.e., in case the graduates get out of order at commencement. Specify timeline and method for providing each graduating student with one (1) free color proof. Indicate size of proof. Describe how your firm would compensate a student if you miss their picture or if the picture is not satisfactory. Specify how much time it will take your firm to process an order and place it in the outgoing mail (*do not include the mailing time*).



SUMMARY - APPROACH AND METHODOLOGY

Nearly all of these items are covered at some other point in this proposal, but for the University's convenience, we would like to address the specific items requested here.

DRESS CODE POLICY: Every member of our photography team is required to wear dark, formal business attire. Generally, our staff will wear a black or navy two-piece suit, with a button up shirt and tie in neutral colors or a professionally appropriate blouse. We encourage our staff to coordinate their ties with University colors to demonstrate our commitment to our collegiate partners.

IDENTIFICATION: Each employee is equipped with a name badge to make themselves readily identifiable as a member of the GradImages team. These are prominently displayed on their coat lapel, or otherwise easily distinguishable on their person.

COMMUNICATION PLAN: Please see Page 21 for a comprehensive summary of our communication plan.

GRADUATION IDENTIFICATION: Please see Page 30 for a comprehensive summary of our reliable and proven identification process.

GRADUATE PROOFS: Our Production team begins to sequence, identify, and distribute proofs for each ceremony as soon as the data hits our internal servers, often within an hour or two of the conclusion of the ceremony. Once the students are identified and a supervisor has reviewed the assignments to confirm accuracy, proofs are distributed – typically within 24-48 hours of the ceremony. Graduates can immediately access their proofs (3"x4") through our consumer website, and proof cards are mailed out shortly thereafter. See Page 33 for more information.

SATISFACTION GUARANTEE: We recognize that we are a partner to the University, and accordingly, our professionalism and quality reflect not only on us, but also on our partner institutions. All of our products come with a 100% satisfaction guarantee. If we are unable to correct the issue to the customer's liking, the customer will receive a full refund for their order – no questions asked. More information can be found on Page 34.

ORDER PROCESSING: Below is a summary of the typical delivery times for all of our orders.

- **Digital Products** – Instantaneous electronic delivery
- **Print Products** – Typically mailed within 1-2 days
- **Specialty Products** – Typically mailed within 1-2 weeks

GRADIMAGES ADDRESS CARDS

At commencements where graduates are individually recognized on stage, we encourage those institutions to allow graduates to complete address cards before the ceremony begins. These can also double as “reader cards” for the announcement of that graduate’s name.

When graduates are individually recognized on stage, cards are collected in order after each name has been announced. Our company can provide a professional event assistant, at our expense, to help with card collection during the ceremony. The sequence of these cards helps us to identify each ceremony participant and is an essential step to ensure a quick delivery of proofs to the correct individuals.

Following the ceremony, we can make arrangements to provide Radford University with post-graduation address updates from the information provided on these cards.

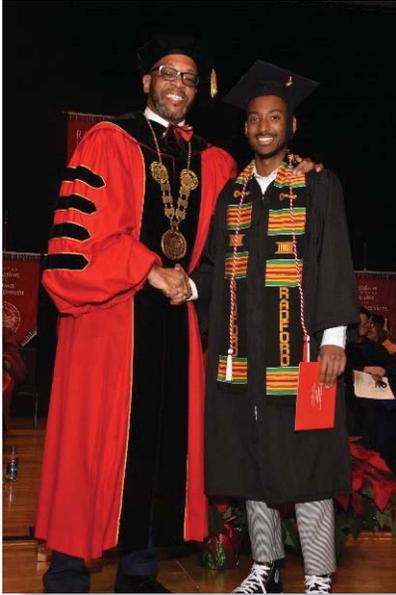
GradImages would be pleased to provide our reader cards or we can simply utilize our address cards as an additional means of collecting graduate contact information for proof delivery.

We would also like to express our gratitude to Radford University for their cooperation in providing a spreadsheet listing for those who are eligible for graduation, along with their email and/or mailing address. This will ensure that each student will receive the proofs from this momentous occasion, while also providing graduates the opportunity to share their preferred method of communication.

The image shows two overlapping address cards. The top card is a 'READER CARD' with the following text: 'This information is necessary so that your name can be read', 'PLEASE PRINT CAREFULLY AND LEGIBLY', '1.) YOUR NAME' (with a line for 'First'), and '2.) PHONETIC SPELLING' (with a line for 'Your name the way it sounds'). The bottom card is a 'STUDENT INFORMATION' card with the 'GRADIMAGES' logo, fields for 'Mr. Ms. Mrs. Mx. First Name', 'Last Name', 'Email (.com)', 'Email (.edu)', 'Mobile', and 'School Name'. Below that is 'PARENT/FAMILY INFORMATION' with fields for 'Email', 'Mobile', 'Street Address', 'City', 'State', and 'Zip'. A QR code box is labeled 'QR code .75 square'. A consent statement at the bottom reads: 'By completing this card, you expressly consent to receive marketing text or SMS messages and emails from Iconic Group / GradImages at the contact information provided above, advising you when your pictures are available for viewing online. Texts or SMS messages may be sent using automatic dialing equipment. You are not required to consent to receive text or SMS messages as a condition to purchase photos and your personal information will not be sold.'

COMMENCEMENT POSES

HANDSHAKE PHOTOGRAPHS



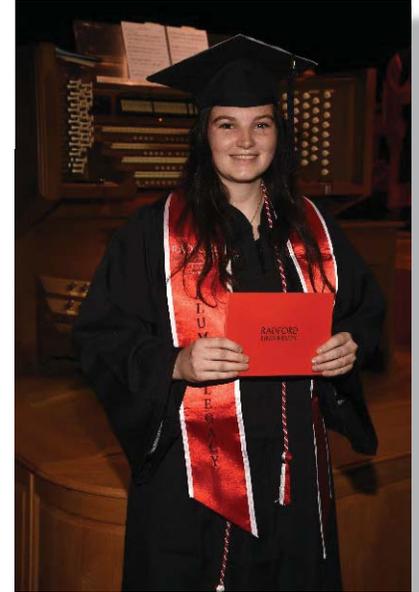
Handshake photographs are the most prevalent type of images taken at commencement. Our handshake photographers are trained to photograph the most rapid of ceremonies. For North America's fastest ceremonies, we often compose and execute images for graduates at a rate of less than 2 seconds each. We strive to be invisible, with dark suits and low power flashes, the best compliment we receive is "I didn't even know you were there!"

For the handshake photographer, it is more complicated than simply establishing the proper distance, elevation, angle, and camera settings. Mindful consideration of the stage layout, background environment, and ambient lighting is essential. In addition, we must also factor in administration behavior, and graduate's walking path and reaction.

The complexity of this pose alone warrants a company that specializes in this type of photography. During individual recognition, there is only a split-second when each graduate is in the perfect position, shaking hands with the presenter, and smiling with his or her eyes open. This pose, like no other, requires unique skill and experience. The best handshake photographers know how to anticipate that precise moment on stage, adapt to constantly changing targets, and then to repeat that process over and over for each graduate.

COMMENCEMENT POSES

CEREMONY PORTRAIT PHOTOGRAPHS



The Ceremony Portrait is our most popular pose, and by far, *this keepsake garners the highest interest from graduates and their families*. Generally shot at 3/4 body length, it can be photographed with a variety of backdrops. Background selection is based on the flow of the graduation, the available space and coordinator's preference.

A custom step and repeat backdrop is a favorite of graduates and their family across our portfolio. We would be pleased to provide Radford University with a complimentary customized backdrop for all of their ceremonies. More information on this added service can be found on page 36.

Seated graduates and spectators can also be used for the ceremony portrait background, as long as the people in the background do not detract from the graduate being photographed.

PUBLIC RELATIONS



Our photographers will capture public relations images before, during, and after each event. We strive to capture all the memorable moments from your ceremony, including the processional, all the action on stage and lots of smiling graduates and their families. Our dedicated PR photographer will work with you to ensure we capture all requested images. We love input from the committee, and will work off a list you provide or take verbal direction, if that's more convenient. An overview image of the ceremony stage, graduates, and spectators will also be captured. Digital images, print photos, and photo albums will be available to Radford University at no cost.

CLIENT TESTIMONIAL

AS ALWAYS, THE GRADIMAGES TEAM WENT ABOVE AND BEYOND, GETTING GREAT PR SHOTS FOR US AS WELL AS GRAD PHOTOS AT ALL CEREMONIES."

-MELISSA WARNER
ARIZONA STATE UNIVERSITY

CEREMONY CANDIDS



CLIENT TESTIMONIAL

“THE PICTURES TURNED OUT GREAT AND OUR STUDENTS LOVED THE ONE ON ONE PICTURES WITH THEIR FAMILIES. THANK YOU!”

—MARCIA CAMPBELL
UNIVERSITY OF MICHIGAN - FLINT



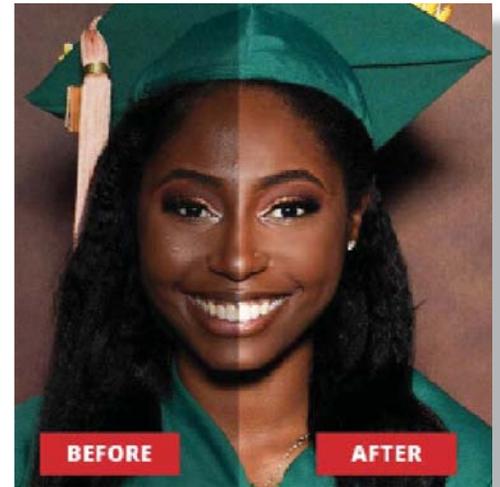
Following the ceremony, our photographers will stay to attend receptions, or to wherever graduates may gather with their families. We will take informal candid photographs of graduates together, with friends and family, or even their professors and administrators. We will use IconicID to match these photos with the ceremony photos to help build the photo portfolio of each graduate’s most important day. More Information on IconicID can be found on page 31. This service adds even more value and variety to graduate photo packages.

IDENTIFYING EACH GRADUATE

We pride ourselves on being one of the most efficient commencement photography companies in the nation when it comes to graduate identification and proof distribution.

Our primary system to match those images to the correct graduates is to utilize the documents that the name readers use to call the names. In most cases it is a list or a name card, and we use these in combination with audio backups to identify the "marching order" of your graduates. We digitize whatever paper source we have, compare it against the taken audio to ensure accuracy. If no paper source exists, we simply use our backup recordings as the primary data. Shortly after the ceremony, the names will be matched with electronic address records for each graduate.

Immediately following the ceremony, images are transferred to our offices, we run the images through our proprietary software, **ICONIC ENHANCE**. This software looks at each image, and makes any minor corrections necessary - including color balance, lighting, exposure, and clarity. Following that, our production staff is able to rapidly and accurately match sequenced images with graduate sequence data, using our proprietary image management software, **GradTrak®**. Once this is complete and passes supervisor inspection, proofs are quickly delivered to graduates and their families by email, text message, and Postal mail.



Sample of ICONIC ENHANCE

Graduate privacy is key. Whether viewing the email proofs, paper proofs, or viewing their proofs on our secure website, your graduates see only their images in an individual gallery.

If requested, a sequenced list of graduates who were individually recognized on stage from each ceremony can be provided to Radford University.



ICONIC ID

ENHANCED DIGITAL IMAGE RECOGNITION

IconicID is our enhanced image recognition technology that helps identify graduates among the hundreds of candid images we capture at each event.

Every image is scanned, and images that are able to be identified then become available inside the private photo galleries for applicable graduates.



When graduates are individually recognized on stage, we are able to determine precisely who each person is by virtue of the fact that names are announced. However, it is not easy to individually identify candid images of graduates taken before or after the ceremony. This is because photographers capture these images “in the moment,” and cannot always document each person’s name before moving on to the next opportunity. The result is that these images are put into a large “gallery” with hundreds of other images, and graduates often need to browse through them all in order to find their own.

We are changing this with enhanced image recognition, which has made remarkable advancements in the last few years. Leveraging the most sophisticated technology in the image recognition industry, the objective is to scan every image using our software, and attempt to match the person (or people) in each image with a known person from the individual recognition. There are several instances during commencements where this technology will be valuable:

- Small group pictures taken of a graduate with family and friends.
- Candid images taken during the ceremony, when our photographers must be discrete.

This is an exciting opportunity that will provide graduates and their families with more candid, personal images. There would, of course, be no cost to the University, and no surcharge for graduates who wished to order these images.

MARKETING AND SALES

GRADUATES ARE UNDER NO OBLIGATION TO ORDER THEIR COMMENCEMENT PHOTOS

Our objective is never to barrage graduates with unwanted advertisements. Instead, we work hard to ensure that graduates and their families are simply aware of their ceremony photos.

BEFORE COMMENCEMENT: PRE-REGISTRATION

Graduates are able to receive valuable discounts by pre-registering their address information with our company. Pre-registration supplements the information we receive from the University, or graduates themselves, and helps ensure we have up-to-date contact information for each graduate in order to facilitate proof delivery. Our current promotion is 20% off their order of \$50 or more after graduation, if they pre-register their information prior to graduation day.



AT COMMENCEMENT: FRIENDS AND FAMILY CARDS

At many institutions, parents and family members are the last to know about photo options for their graduates. Our company helps to solve this by having our event staff members ready and waiting at venue exits to distribute "Friends and Family Cards" to graduates and spectators as they leave. Each card is just slightly larger than a standard business card, and provides concise information for how graduates' proofs can be found online. Parents who receive these cards are usually very appreciative to receive the contact information of the photographer who captured their graduate's photos.

AFTER COMMENCEMENT: PROOF DELIVERY

Immediately after images have been identified and posted online, emails are sent to those graduates with a known email address. Graduates are free to opt out of email notifications at any time, and our company is fully compliant with the CAN-SPAM Act of 2003. If any graduate indicated he or she would prefer to be contacted via text message about ceremony photos, our company can also send those notifications immediately when images are available online. Graduates simply receive a text message about their photos, and a link to our mobile-friendly website.

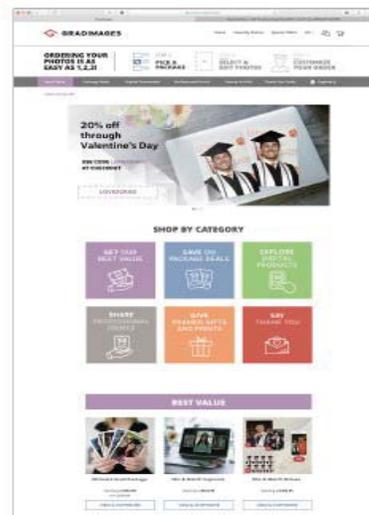
OUR WEBSITE

WWW.GRADIMAGES.COM

We have designed our website to be a simple-to-use gateway that scales to the browsing device being used and allows easy viewing and ordering of graduates pictures.

Unlike other companies, GradImages does not rely on a third party for our e-commerce platform. When placing orders, if customers are redirected from the photography company's website to another domain such as gradphotonetwork.com or imagequix.com, that company is relying on a third-party vendor to receive orders and store customer and payment data. Our proprietary system, however, was developed exclusively for our company, and is managed by our internal IT Department.

Orders can be placed and tracked through our secure online e-commerce website, fax, mail, or by calling our Customer Service Department. During checkout on our website, www.gradimages.com, traffic between our servers and the graduate's browser is encrypted, helping to ensure online privacy and security. All electronic data is stored in a secure database which undergoes routine security audits.



ORDER TRACKING AND DELIVERY

After we receive an order, hard copy prints are immediately queued for print and are shipped within a day or two. Orders for digital image products are delivered immediately via internet download, while orders for plaques and other specialty products can take up to one week to fulfill, and are then shipped by either Fed Ex or USPS First Class Mail.

If an order has both print photographs and specialty products, these items are shipped separately, as soon as each is ready.

All orders come with our 100% money-back guarantee. If any customer is unsatisfied for any reason, we'll do everything we can to fix the problem to the customer's total satisfaction, or provide a full refund, or both if the situation warrants it.

VALUE ADDED SERVICES

AS PART OF OUR PROPOSAL, GRADIMAGES IS PLEASED TO OFFER THESE ADDITIONAL VALUE ADDED SERVICES AT NO COST TO RADFORD UNIVERSITY:

ENHANCED POST-GRADUATION ADDRESS UPDATES

We can provide Radford University with an electronic copy of the address information that graduates provide our company themselves. Please note that except for this information sharing arrangement with Radford University, our company will never share, sell, or distribute graduate data.

ALUMNI LETTER MAILING

When we send paper proofs to graduates, we can also include a letter, flyer, or other information piece from the University. This service is offered at no cost. The University could simply provide a full-color PDF of the document it wished to include, and our Printing Department will handle the rest.

CUSTOM LANDING PAGE

We can establish a custom landing page for graduates to view their photo proofs and place orders. This can be co-branded to appear as though it were a service provided by the University. We can include special information for your graduates, and even a "call-to-action" to join the Alumni Association.



In May of 2019, American Achievement Corporation completed its merger with Iconic Group, creating an unparalleled product and service offering the scholastic and collegiate graduation market. As a result of this merger, GradImages is now united in its strategy and vision with Balfour, the national leader in Class Rings, Regalia and other specialty University branded pieces.

Balfour was founded in 1913 and is well known for its long and successful history of the manufacturing. They specialize in sales and marketing of class rings, yearbooks, letter jackets and graduation regalia to middle school, high school and college students and alumni. Today, they are focused on delivering exceptional quality that lasts a lifetime and captures the special memories of student life.

The benefits of the union between our two companies to our clients is immeasurable. Partner institutions now have an unprecedented network of personnel within the management teams of both companies that offer an incomparable vested interest in their success at commencement.

Your institution not only has the opportunity to partner with the premier vendors for class rings, regalia and photography, but those industry leaders will be vested in one another's commitment to your institution.

Quite simply, no other photography company can boast this level of commitment to Radford University.

GRADROLL

SERVICE OF GRADIMAGES

The GradRoll system is our proprietary name calling assist program. It allows graduates names to be shown on the venue's video systems as each person is recognized on stage. While many of our competitors also have similar software, ours has been rigorously tested at ceremonies all over the country.

GradRoll is a free service offered *only* to our family of clients. It is not a standalone service.

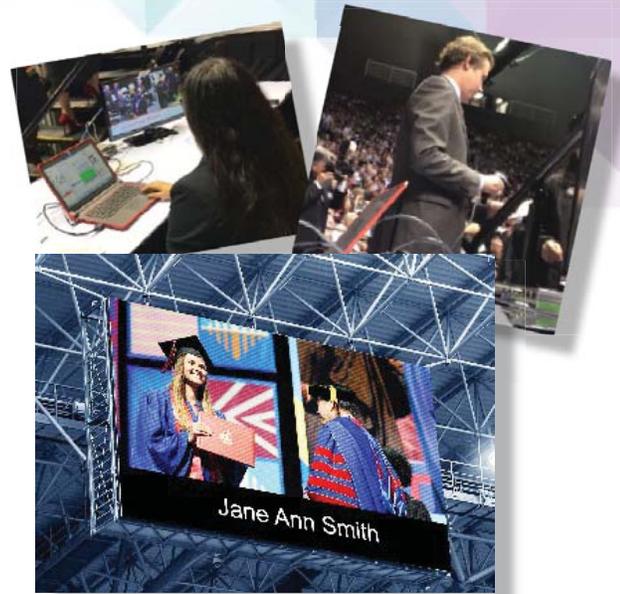
Here's the way our system works:

1. In advance of each ceremony, the school provides GradImages with a list of names of all students who are candidates for graduation. (We can also display additional information if desired, such as degree or honors.)
2. GradImages would work with the University to print a unique QR code (two-dimensional barcode) on each graduate's reader card. We can print these cards on behalf of the University at no cost.
3. At commencement, as each graduate approaches the stage, his/her QR code is scanned using a hand-held scanner, which places that graduate's name in the correct sequence, and queues it for display on the video systems. (Card scanning will not interfere with the flow of graduates or impact the pace of the ceremony.)
4. Once the graduate enters the video camera's field of view to shake hands with the presenter, a staff member would advance the system to display his/her name on the video screens.

A Windows-based laptop and a bar code scanner are the only pieces of equipment needed to operate the GradRoll software. Your AV team may have some requirements based on the AV connections needed to display the GradRoll name banner. Additionally, GradRoll can gracefully handle instances where a graduate may approach the stage without his or her reader card.

GradImages does not charge for the use of the GradRoll system. We will customize the name banner, configure and provide the GradRoll software per your specifications and print custom reader cards with QR code free of charge. You will be required to provide the needed equipment and personnel to operate GradRoll at your event.

GradImages does not provide staff or equipment for operating GradRoll during your event. You will need to provide two people per line, one on each laptop and one on each scanner, to utilize GradRoll. While we cannot provide staff to execute the service, we do offer technical support to assist with your setup, configuration and troubleshooting.



Custom Banners

Show a little school pride for Commencement portraits.



GradImages would be pleased to provide Radford University with a complimentary customized backdrop for all of their ceremonies. Once provided, if for any reason your branding should ever change, we would be happy to work with the University to update the design, at no cost.

Below are the required assets we need to provide our Creative team to create your banner. If the University would prefer to design their own banner, we can provide the correct size specifications so that your design will print properly.

Custom Banners are a time sensitive project, and we need at least 6 weeks from the time we receive the University's branding assets to delivery of the final project to our offices for inspection.

DESIGN REQUIREMENTS

- University's PMS or CMYK color code(s)
- A vector (.eps) file of the University logo

FINANCIAL PROPOSAL - SUMMARY

Nearly all of these items are covered at some other point in this proposal, but for the University's convenience, we would like to address the specific items requested here.

SITTING, ADDITIONAL OR MISCELLANEOUS FEES: GradImages does not employ any of these with regards to the Scope of Work outlined.

FEE STRUCTURE: There are no fees or costs to Radford University.

We have presented three options for the University to choose from to best serve the collective interests of the University and its graduates. Please see Pages 38-40 for more information.

INVOICE AND PAYMENT PROCESSING: The University will not be subject to any invoicing or payments. Customers are able to pay via check, money order, debit card, credit card, or Paypal. We are happy to make every accommodation for the customer's convenience.

COMPLIMENTARY BENEFITS & SERVICES: GradImages is pleased to offer a wide array of complimentary benefits and services for University use.

- **Alumni Mailing** – A mailing to the graduates on behalf of the University - VALUE: **\$4,400 annually**
- **GradRoll** – Interactive Name Display at the University commencement ceremonies - VALUE: **\$7,500 annually**
- **Public Relations Photography** – Access to all digital assets our photographers capture. These can be furnished electronically for direct download, on a CD, on a thumbdrive, or any other manner per the University's preference - VALUE: **\$1,800 annually**
- **Professional Prints** – Unlimited complimentary prints from each ceremony - VALUE: **\$1,500 annually**
- **Sponsored Photo Gift for Graduates** – A coupon for a free 5x7 for each graduate - VALUE: **\$22,000 annually** (*based on Option C: Pricing & Rebate*)
- **University Remuneration** – Financial benefits to the University - VALUE: **\$8,200 annually** (*based on Option C: Pricing & Rebate*)

TOTAL POTENTIAL VALUE TO THE UNIVERSITY: \$45,400 annually

ORDERING PROCESS AND OPTIONS: Please see Page 33 for a detailed summary, and our summary of products available on pages 38-40.

OBTAINING FEEDBACK FROM GRADUATES: In an effort to be as unobtrusive as possible, we do not solicit feedback from graduates after placing their order as a standard practice.

With that said, we have a highly sophisticated and cutting edge marketing infrastructure and robust team; we are more than happy to coordinate with the University leadership to complete a survey or collection of information at the University's direction, and can monitor open rates, click through rates, and graduate responsiveness and provide regulatory reporting on not only graduate engagement, but also response and overall analytics.

POLICIES AND PROCESSES REGARDING REFUNDS: Our goal is 100% satisfaction. If a customer is unhappy with their order, they can simply contact our Customer Service Department and we will be happy to work with you toward a resolution. If they only want a refund, they may return their photos and/or products with a note stating that they do not want them and we will issue a full refund for the original purchase price as soon as the returned products are received – no questions asked.

FINANCIAL PROPOSAL

GradImages is pleased to offer the following 3 choices for package and rebate options. Prices would be guaranteed not to increase during the contract term for all options.

Option A:

This option represents lowest possible pricing for your graduates.

- Product pricing is below
- **A \$3,000 signing bonus**
- **No per graduate rebate**

Prints	Price
One 3x5	\$ 4. ⁴⁹
One 4x6	\$ 4. ⁹⁵
One 5x7	\$ 5. ⁹⁵
One 8x10	\$ 12. ⁴⁹
Sheet of Eight Wallets (2" x 3")	\$ 14. ⁹⁵
(2) Sheets of Eight Wallets (2" x 3")	\$ 29. ⁹⁰

Print Packages	Price
(1) 8" x 10", (4) 5"x 7" (Graduate Special)	\$ 34. ⁹⁵
(2) 8" x 10", (4) 5"x 7", 1 sheet of eight wallets (Mix and Match Value)	\$ 49. ⁹⁵
(1) 8" x 10", (2) 5" x 7", 1 sheet of eight wallets (Mix and Match Deluxe)	\$ 84. ⁹⁵
(1) 8" x 10", (2) 5" x 7", 1 sheets of eight wallets , All Images, Graduation Plaque (Mix and Match Supreme)	\$ 169. ⁹⁵

Digital Products & Packages	Price
Single Full-Resolution Digital Image Download	\$ 39. ⁹⁵
Premium Download (All of a graduate's images plus select public relations images)	\$ 99. ⁹⁵
Grad CD (All of a graduate's images plus select public relations images on CD)	\$ 119. ⁹⁵
Premium Plus (All of a graduate's images and two 5x7s)	\$ 109. ⁹⁵
Ultimate Grad Package (All a graduate's images plus two 8x10s, four 5x7s, and eight wallets)	\$ 129. ⁹⁵

Gift Products and Services	Price
Classic Graduation Plaque (8x10 plaque with single image)	\$ 39. ⁹⁵
Tassel Frame for 5x7 Print	\$ 49. ⁹⁵
Dual Image Plaque (11x14 plaque with two images)	\$ 74. ⁹⁵
Premium Thank You Cards (12 cards)	\$ 35. ⁹⁵

****** Numerous additional ordering enhancements are available to the graduates, including variations in finish, retouching options, presentation folders, lamination, and other customization features.

FINANCIAL PROPOSAL

Option B:

This option represents a hybrid scenario of lower tier pricing for students and remuneration to the University.

- Product pricing is below
- **A \$5,000 signing bonus**
- **\$2.00 per graduate that walks in a ceremony for whom we receive a mailing/email address**

Prints	Price
One 3x5	\$ 6. ⁴⁹
One 4x6	\$ 6. ⁹⁵
One 5x7	\$ 7. ⁹⁵
One 8x10	\$ 16. ⁹⁵
Sheet of Eight Wallets (2" x 3")	\$ 21. ⁹⁵
(2) Sheets of Eight Wallets (2" x 3")	\$ 43. ⁹⁰

Print Packages	Price
(1) 8" x 10", (4) 5"x 7" (Graduate Special)	\$ 39. ⁹⁵
(2) 8" x 10", (4) 5"x 7", 1 sheet of eight wallets (Mix and Match Value)	\$ 69. ⁹⁵
(1) 8" x 10", (2) 5" x 7", 1 sheet of eight wallets (Mix and Match Deluxe)	\$ 89. ⁹⁵
(1) 8" x 10", (2) 5" x 7", 1 sheets of eight wallets , All Images, Graduation Plaque (Mix and Match Supreme)	\$ 169. ⁹⁵

Digital Products & Packages	Price
Single Full-Resolution Digital Image Download	\$ 39. ⁹⁵
Premium Download (All of a graduate's images plus select public relations images)	\$ 99. ⁹⁵
Grad CD (All of a graduate's images plus select public relations images on CD)	\$ 119. ⁹⁵
Premium Plus (All of a graduate's images and two 5x7s)	\$ 109. ⁹⁵
Ultimate Grad Package (All a graduate's images plus two 8x10s, four 5x7s, and eight wallets)	\$ 129. ⁹⁵

Gift Products and Services	Price
Classic Graduation Plaque (8x10 plaque with single image)	\$ 39. ⁹⁵
Tassel Frame for 5x7 Print	\$ 49. ⁹⁵
Dual Image Plaque (11x14 plaque with two images)	\$ 74. ⁹⁵
Premium Thank You Cards (12 cards)	\$ 35. ⁹⁵

****** Numerous additional ordering enhancements are available to the graduates, including variations in finish, retouching options, presentation folders, lamination, and other customization features.

FINANCIAL PROPOSAL

Option C:

This option represents our standard pricing, with the highest remuneration to the University.

- Product pricing is below
- **An \$8,000 signing bonus**
- **\$3.00 per graduate that walks in a ceremony for whom we receive a mailing/email address**
- **A complimentary 5x7 coupon sent to each graduate for the duration of the contract**

Prints	Price
One 3x5	\$ 8. ⁴⁹
One 4x6	\$ 8. ⁹⁵
One 5x7	\$ 9. ⁹⁵
One 8x10	\$ 19. ⁹⁵
Sheet of Eight Wallets (2" x 3")	\$ 23. ⁹⁵
(2) Sheets of Eight Wallets (2" x 3")	\$ 47. ⁹⁰

Print Packages	Price
(1) 8" x 10", (4) 5"x 7" (Graduate Special)	\$ 44. ⁹⁵
(2) 8" x 10", (4) 5"x 7", 1 sheet of eight wallets (Mix and Match Value)	\$ 89. ⁹⁵
(1) 8" x 10", (2) 5" x 7", 1 sheet of eight wallets (Mix and Match Deluxe)	\$ 119. ⁹⁵
(1) 8" x 10", (2) 5" x 7", 1 sheets of eight wallets , All Images, Graduation Plaque (Mix and Match Supreme)	\$ 169. ⁹⁵

Digital Products & Packages	Price
Single Full-Resolution Digital Image Download	\$ 39. ⁹⁵
Premium Download (All of a graduate's images plus select public relations images)	\$ 99. ⁹⁵
Grad CD (All of a graduate's images plus select public relations images on CD)	\$ 119. ⁹⁵
Premium Plus (All of a graduate's images and two 5x7s)	\$ 109. ⁹⁵
Ultimate Grad Package (All a graduate's images plus two 8x10s, four 5x7s, and eight wallets)	\$ 129. ⁹⁵

Gift Products and Services	Price
Classic Graduation Plaque (8x10 plaque with single image)	\$ 44. ⁹⁵
Tassel Frame for 5x7 Print	\$ 49. ⁹⁵
Dual Image Plaque (11x14 plaque with two images)	\$ 74. ⁹⁵
Premium Thank You Cards (12 cards)	\$ 35. ⁹⁵

****** Numerous additional ordering enhancements are available to the graduates, including variations in finish, retouching options, presentation folders, lamination, and other customization features.



Addendum Number 1

Date: July 17, 2020

Reference Request For Proposal Number:	R21-001
Commodity:	Graduation Photography Services
Dated:	July 15, 2020
IF MAILING For Delivery To:	RADFORD UNIVERSITY Procurement & Contracts Department PO Box 6885 Radford, Virginia 24142
IF COURIER DELIVERY For Delivery To:	RADFORD UNIVERSITY Procurement and Contracts David E. Armstrong Complex 501 Stockton Street Radford, Virginia 24142
Proposal Due Date/Time:	August 5, 2020 at 3:00 PM

Below are questions and information related to RFP # R21-001 Graduation Photography Services:

1Q: Is SWAM certification a requirement to offer a proposal for this solicitation?

1A: It is not a requirement to be SWaM Certified to bid on the above solicitation.

However, there are advantages to holding a SWaM certification in the Commonwealth of Virginia and Radford University encourages vendors to seek certification if they are eligible.

Radford University, as other entities in the Commonwealth, have SWaM spend goals to meet annually and seek out SWaM certified vendors whenever possible for applicable solicitations.

For this solicitation, a SWaM certified vendor will receive 10 points in the SWaM Certification category of the scoring section. See page 12, **Section VIII EVALUATION AND AWARD CRITERIA, A. Evaluation Criteria, #5 SWAM – Participation of Small Businesses and Businesses Owned by Women and Minorities** of the solicitation.

Eligibility for points will be awarded if offeror's SWaM certification is valid on the date & time of submission deadline. Proposals will be received until August 5, 2020 at 3:00 PM.

2Q: Section V: If a company has not been classified by your state as Minority Owned, Woman Owned or Small, does the Attachment F need to be returned with the bid?

2A: Return Attachment F if it applies to you or return with offer noted as Non Applicable. Radford conducts due diligence in verifying SWaM certifications on all offerors.

3Q: Section VI for reference could you list the dates, and times of all the ceremonies that would have taken place in May 2020 so I can project the possible scenario for scheduling in 2021?

3A: Thursday – throughout day, various locations- Radford University Carilion Pinning Ceremonies-
Friday 10 a.m. – Radford University Carilion - ~250 undergraduate and graduates combined in one ceremony – Roanoke Berglund Center
Friday morning - Radford University main campus – ROTC Commissioning Ceremony
Friday afternoon - Radford University main campus – Pinning Ceremonies
Friday 5 p.m. – Radford University main campus – Graduate College Hooding and Commencement Ceremony - ~200 graduates
Saturday - Radford University main campus – One main ceremony ~1,300 graduates – rain plan moves to Dedmon Center with multiple ceremonies

4Q: Section VI the RFP lists the number of graduates for Fall, but approximately how many graduates walk in the Spring ceremonies?

4A: Reference 3A above for number of graduates:
RUC - ~250 Combined in one ceremony
Radford Campus - ~200 Graduate College Hooding & Commencement
Saturday - ~1,300 Graduates

5Q: Section VII – B- 5 regarding Financial Plan Attachment G, I do not remember having to fill out one of these before. Am I correct that I do not have to list anything on this Attachment if I am not seeking reimbursement for said expenses from the University? If so, please ignore next paragraph.

If not and you still need this information despite our company not seeking reimbursement, it states I should list the fixed costs my company will incur on this project. Is this correct? If so, does it seem reasonable to list the expenses such as labor for the event, payroll taxes on said employees, travel expenses including hotels, mileage and meals? Am I on the right track here?

5A: Attachment G's Financial Table is for reference if the offeror wants to use this format to give pricing. The offeror can submit their proposal in their own format but when considering the financials, include any costs referenced in A, B & C that applies to your costs.

6Q: Section XI on the pricing page you have said you want the shipping charges included on the chart. Shipping for all companies is generally a flat fee on the total order not just on one package. So, I want to make sure I understand this as it's a critical part of the bid. Let's assume I charge \$8 per 5x7 and I charge a \$5 shipping fee on the total order. So, in this scenario, in the spot where it asks for the cost of a 5x7 should \$8.00 be entered or \$13.00 be entered?

6A: You should enter \$13.00. Reference the total cost. This section is used for scoring purposes per Section VIII EVALUATION AND AWARD CRITERIA in the Evaluation Criteria table, #4 Financial Proposal.

7Q: How will our company acquire the contact information from the graduate? Most our clients supply us an electronic list of permanent addresses with emails. Some require us to attend a rehearsal and collect cards from the graduates there. Some have us pass out cards in line-up the day of the ceremony. Which of these methods has your University implemented for your past ceremonies?

7A: Code of Virginia now prohibits Radford University from releasing student names and email addresses. Radford University does not have a rehearsal. Radford University would provide vendor's information on the commencement website and it would be included in emails going to the graduates. Vendor providing information that day is a possibility but it's preferable that it doesn't happen in line up. Instead, prefer after the students have crossed the stage.

8Q: Are all names called from a list at the ceremony whether they are there or not? Or do you only call the names of people there? In this case are they checked off a list in line-up or do the graduates have a reader card that is handed at the reader podium as they cross the stage?

8A: Students are provided cards in line up with their names, college and major on them. They hand the card to the "reader" and the cards are kept in order (to the best of Radford's ability), banded and then given to the photography contractor.

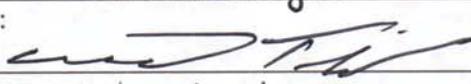
9Q: Considering that the Radford University Carilion ceremony occurs off campus in a city 45 miles away and has a separate planning committee for their ceremony, would purchasing consider allowing them input into the final decision or better yet consider the possibility that the Radford University ceremonies in Radford, VA and the Radford University Carilion Ceremony in Roanoke, VA each be allowed to make independent decisions in regards to the winner(s) of this bid?

9A: The evaluation committee for this solicitation consists of end user(s) and member(s) with expertise in photography services. They will play a large part in the determination of the contract(s) awarded.

Note: A signed acknowledgement of this addendum must be received at the location indicated on the RFP either prior to the proposal due date and hour or attached to your proposal. Signature on this addendum does not substitute for your signature on the original proposal document. The original proposal document must be signed.

Respectfully,

DocuSigned by:
Debbie Dove CPPB CUPO Senior Contract Officer 7/17/2020 | 4:02 PM EDT
52F3A26F4047428...
Phone: 540-831-5598
Email: ddove1@radford.edu

Name of Firm: GradImages	
Signature: 	Title: Director of Special Operations
Print Name: Michael Flanigen	
Date: 8/26/20	

Attachment C:

Negotiation Points with GradImages Signed and Dated July 25, 2021

Radford University RFP#R21-001
Graduation Photography Services
NEGOTIATION POINTS WITH GradImages

As allowed in Section VIII Evaluation and Award Criteria, subsection B, of the subject RFP, the University is conducting negotiations. We are requesting a written response to the negotiation questions listed below.

GradImages

NEGOTIATION POINTS:

RADFORD UNIVERSITY: Reference Section VII Proposal Preparation and Submission for requested documents to deem confidential and protected under the Freedom of Information Act. **GradImages** submitted a **file** labeled as FOIA. Upon review of your FOIA **file**:

- eVA Vendor ID Number is public record on eVA's portal
- Sample of paper order form – this document is important for other entities to have available. Radford requests this to be made public. Do you agree?
- Website with order tracking & tracking delivery – this document is important for other entities to have available. Radford requests this to be made public. Do you agree?
- GradRoll info – this document is important for other entities to have available. By disclosing this option, other entities will better understand your processes. Radford requests this to be made public. Do you agree?
- Custom banners info – this document is important for other entities to have available. Radford requests this to be made public. Do you agree?
- Financial proposal – you cannot request your pricing schedule to remain confidential. Radford University is a state agency and, as such, we cannot deem your financial proposal as proprietary or confidential.

VENDOR RESPONSE: GradImages agrees to the release of all points.

RADFORD UNIVERSITY: If a contract is awarded by **January 31, 2021**, will you be prepared to photograph the ceremonies for Radford University and RUC's Spring Commencement?

VENDOR RESPONSE: GradImages has provided commencement photography to Radford for over 27 years. We are prepared to photograph any ceremony at any time.

RADFORD UNIVERSITY: If a contract is awarded by **January 31, 2021**, would you be in a position to support all aspects of this contract?

VENDOR RESPONSE: GradImages agrees.

RADFORD UNIVERSITY: If you are awarded a contract, are you willing to offer the contract services to other agencies of the Commonwealth of Virginia as described in Section III, Contract Participation?

VENDOR RESPONSE: Yes we are.

RADFORD UNIVERSITY FOLLOW-UP (1/20/2021): If a contract is awarded, are you in agreement to report overall spend semi-annually w/ all entities that access this contract?

VENDOR FOLLOW-UP RESPONSE (1/20/2021): GradImages agrees to share overall spending by VASCUPP institutions with the VASCUPP representatives.

CONTRACTUAL TERMS, CONDITIONS AND TEMPLATES

RADFORD UNIVERSITY: If awarded a contract, are you in agreement the terms and conditions as published in the RFP solicitation shall govern the contract?

VENDOR RESPONSE: Yes we are.

RADFORD UNIVERSITY: If awarded a contract, do you agree the standard two-party contract made available in the RFP document will be the only document used to award the contract? **If your response is no, provide any additional forms or documents** that you will require to be incorporated into the contract document.

VENDOR RESPONSE: Please see our attached standard service agreement.

RADFORD UNIVERSITY FOLLOW-UP (12/18/2020): The standard two-party contract was provided in the Request for Proposal document. At the conclusion of negotiations, if GradImages is awarded a contract, all documents (i.e., GradImages proposal, and all subsequent negotiations) will be incorporated into the contract by reference. A separate "Request for Service" will not be executed by Radford University. Do you agree?

VENDOR FOLLOW-UP RESPONSE (12/18/2020): GradImages agrees.

RADFORD UNIVERSITY: If a contract is awarded, are you in agreement to adhere to and follow **Section IX, Reporting and Delivery Requirements**, in the RFP document? If your response is no, provide additional information to Radford pertaining to exceptions **GradImages** may have to our Reporting and Delivery Requirements.

VENDOR: GradImages agrees.

RADFORD UNIVERSITY FOLLOW-UP (1/20/2021): If a contract is awarded, are you in agreement to report overall spend semi-annually with Radford University?

VENDOR FOLLOW-UP RESPONSE (1/20/2021): GradImages agrees.

RADFORD UNIVERSITY: Do you agree the initial contract is for a period of one year?

VENDOR RESPONSE: GradImages agrees.

RADFORD UNIVERSITY: Upon completion of the initial contract period, does **GradImages** agree the contract may be renewed by Radford University, upon written agreement by both parties, for four one-year periods or as negotiated, under the terms of the current contract?

VENDOR RESPONSE: GradImages agrees.

RADFORD UNIVERSITY: **GradImages** is currently registered in the eVA internet procurement solution. Your eVA status is self-registered and the eVA ID number is **VS000019872**. If awarded a contract do you agree to retain your current eVA status throughout the contract term?

VENDOR RESPONSE: GradImages agrees.

RADFORD UNIVERSITY: In eVA, your organization is registered as **Iconic Group, Inc.** with your eMail contact listed as **Austin Livingston**. Should you be awarded a contract and an order is placed with your company, what *order to* and *invoice to* company name and address would be used to set up your account in Radford's contract database and accounts payable system? Please confirm: the entity's legal name, your contact, the contact's email, phone number and fax number.

VENDOR RESPONSE: Iconic Group d/b/a GradImages
Contact: Michael Flanigan
Email: mflanigan@gradimages.com
Phone: 425.444.2093
Fax: 850.574.0774

RADFORD UNIVERSITY: In the eVA database **GradImages** is not listed as a certified SWaM vendor. Please confirm.

VENDOR RESPONSE: This is correct. The State of Virginia defines "small businesses" as (among other criteria) having 250 or fewer employees. Our company has more than 250 employees. Furthermore, GradImages does not appear to qualify for any other special categorization from Virginia, including women-owned, minority-owned, veteran-owned, or service-disabled owned, or disadvantaged business. We have not attempted to qualify because our company appears does not meet the qualifications for this program.

RADFORD UNIVERSITY: Do you acknowledge, agree and understand that Radford University cannot guarantee a minimum amount of business if a contract is awarded to your company?

VENDOR RESPONSE: GradImages understands.

FINANCIAL CONSIDERATIONS:

RADFORD UNIVERSITY: Would GradImages consider a reduction in the pricing that was submitted in your proposal? Please see below and confirm:

Picture Size	Unit	GradImages' Proposal Pricing	VENDOR RESPONSE: GradImages, Revised Pricing
8" x 10" Color Print	Each	\$12.49	\$10.95
5" x 7" Color Print	Each	\$5.95	\$5.95
Wallet Size – 1 Sheet	Each	\$16.90	\$12.95
Wallet Size – 2+ Sheets	Each	\$14.95	\$12.95
3" x 5" Color Print	Each	\$4.49	\$4.49
4" x 6" Color Print	Each	\$4.95	\$4.95
5" x 7" Color Print	Each	\$5.95	\$5.95
Package:			
(1) 8" x 10", (4) 5" x 7"	Package	\$34.95	\$29.95
(2) 8" x 10", (2) 5" x 7"	Package	\$49.95	No offered*
(2) 8" x 10", (4) 5" x 7" & (8) Wallets	Package	\$84.95	\$84.95**
(1) 8" x 10", (2) 5" x 7", (8) Wallets & Plaque	Package	\$169.95	\$169.95***

Are there any other options that you recommend? Please list them with pricing.

VENDOR RESPONSE:

* We currently do not offer a "(2) 8" x 10", (2) 5" x 7" Package

** The Package "(2) 8" x 10", (4) 5" x 7" & (8) Wallets" above also comes with 1 digital download.

*** The Package "(2) 8" x 10", (2) 5" x 7", (8) Wallets & Plaque" above also comes with all digital images, also known as the Premium Download

RADFORD UNIVERSITY FOLLOW-UP (12/18/2020):

Part A: Radford University's chooses Option A as best pricing for graduates and their families and requests the revised pricing be incorporated into Option A's pricing table and submitted to Radford. Are there additional incentives or price reductions available (i.e. other schools elect to use Radford's cooperative contract – what incentives would you provide Radford?

Part B: If awarded a contract does GradImages agree to submit a check for the \$3,000.00 signing bonus referenced in Option A within 60 days of contract execution?

VENDOR FOLLOW-UP RESPONSE (12/18/2020):

Part A: We appreciate the opportunity to extend this agreement to other VASCUPP members. GradImages holds great representation in the VASCUPP community, carrying a longstanding relationship with the majority of these institutions as is the case with Radford University. As such, we would not initiate any incentives for those Universities with whom we have pre-existing and exclusive partnerships.

However, there are three institutions with whom GradImages does not have exclusive coverage, and one VASCUPP member with whom we have not historically partnered in any capacity. Should those clients decide to implement this agreement, thereby providing us additional

business and opportunity, GradImages would be pleased to offer the following one-time incentives to Radford University upon completion of an institute-wide agreement:

1. Virginia Commonwealth University: \$1,000 cooperation bonus
2. University of Virginia: \$1,500 cooperation bonus
3. College of William & Mary: \$250 cooperation bonus
4. Virginia Military Institute: \$100 cooperation bonus

Part B: GradImages agrees.

RADFORD UNIVERSITY FOLLOW-UP (1/20/2021): If a contract is awarded, are you in agreement to offer a one-time incentive payment of \$750.00 to Radford University for all new entities that access the contract?

VENDOR FOLLOW-UP RESPONSE (1/20/2021): GradImages will pay Radford University a bonus in the amount \$750 per new entity that accesses the Radford contract. The bonus would apply so long as the institution is:

1. A VASCUPP member, or a new partner institution that generates at least 500 graduates per ceremony on average.
2. The agreement is applied institution-wide (not for a single college or department within a University, but for the University as a whole).
3. GradImages has the opportunity to direct market for at least 90% of graduates through coordinated data collection.
4. GradImages has the opportunity to capture a minimum of two images of each graduate during the ceremony/ceremonies.

RADFORD UNIVERSITY: Should the need arise for Radford University to purchase goods or services, does **GradImages** agree to provide monthly invoices with payment due thirty (30) days after receipt of invoices or goods/services, whichever is later?

VENDOR RESPONSE: Yes, GradImages can do that.

RADFORD UNIVERSITY: If awarded a contract, do you agree to limit price increases for all goods sold to students and their families and Radford University to no more than the percentage increase of the “other services” category of the Consumer Price Index for All Urban Consumers (Current Series) <CPI-U> for the latest twelve (12) months for which statistics are available at the time of renewal?

VENDOR RESPONSE: GradImages will not raise prices for the entirety of the contact and all extensions.

RADFORD UNIVERSITY FOLLOW-UP (1/20/2021): If a contract is awarded, are you in agreement to issue the period of contract from upon execution of contract to February 1, 2026, or as negotiated?

VENDOR FOLLOW-UP RESPONSE (1/20/2021): GradImages agrees.

RADFORD UNIVERSITY: If awarded a contract, do you agree that all fees in your financial proposal are inclusive and no additional fees will be added?

VENDOR RESPONSE: GradImages agrees.

SCOPE IMPLEMENTATION and ASSOCIATED FEES:

RADFORD UNIVERSITY: If awarded a contract, confirm there will always be dedicated staff assigned to work with Radford University. Please identify all employees that will be working with Radford University to achieve the requirements of the contract. List their names, titles, areas of responsibility and contact information.

VENDOR RESPONSE: GradImages agrees:
Caitlyn Lennie - Client Services Specialist
Internal communications, event setup and client contact
Office: 850.906.3557
Email: CLennie@gradimages.com

Robin Adams - External Operations Manager
Staffing and Field Operations
Office: 850.591.3364
Email: radams@gradimages.com

RADFORD UNIVERSITY: Reference Attachment C Special Terms and Conditions. As allowed in #2, should additional services be identified during the contract term, a contract modification will be submitted, reviewed and executed, in advance, by GradImages and Radford University. Are you in agreement with this methodology/approach?

VENDOR RESPONSE: GradImages agrees.

RADFORD UNIVERSITY: Should additional services be incorporated into the contract, does **GradImages** agree to provide monthly invoices with payment due thirty (30) days after receipt of invoices or goods/services, whichever is later?

VENDOR RESPONSE: GradImages agrees.

RADFORD UNIVERSITY: Identify additional services you can provide under a contract with applicable rates assigned to each.

VENDOR RESPONSE: None.

RADFORD UNIVERSITY: Please list any expectations you have of Radford University should you be awarded the contract.

VENDOR RESPONSE: All of GradImages expectations are outlined in the attached service agreement.

RADFORD UNIVERSITY FOLLOW-UP (1/20/2021): If a contract is awarded, are you in agreement to waive the service agreement as agreed to on 12/18/2020 in question six of Radford's follow-up on page 2 of this document?

VENDOR FOLLOW-UP RESPONSE (1/20/2021): GradImages agrees.

RADFORD UNIVERSITY: What is your required lead time for photography services not planned in advance?

VENDOR RESPONSE: Ideally we would expect notice 2 weeks from an event date, but we can usually staff an event with as little as 72 hours' notice.

GradImages

Michael Flanigan

Print Name

Director of Client Engagement

Title

Michael Flanigan

Signature

1/25/2021

Date