



## Ostrow School of Dentistry Communications/Advertising RFP

Solicitation Number: 1201-044

**NO LATE BIDS WILL BE ACCEPTED**

Documents are due prior to **Feb 3, 2012 3:00:00 PM PST**

Submit documents electronically to **[www.bidsync.com](http://www.bidsync.com)**

University of Southern California, Business Services, Purchasing Services, 3500 S. Figueroa Street, UGB 210,  
Los Angeles, CA 90089-8015  
Tel: (213) 740-9794; Fax: (213) 740-9797 [www.usc.edu/purchasing](http://www.usc.edu/purchasing)

## Bid 1201-044

### Ostrow School of Dentistry Communications/Advertising RFP

Bid Number	1201-044
Bid Title	Ostrow School of Dentistry Communications/Advertising RFP
Bid Start Date	Jan 24, 2012 10:29:18 AM PST
Bid End Date	Feb 3, 2012 3:00:00 PM PST
Question & Answer End Date	Jan 26, 2012 2:00:00 PM PST
Bid Contact	Suellen Martensson 213-740-9786 smartens@usc.edu
Contract Duration	90 days
Contract Renewal	Not Applicable
Prices Good for	150 days
Standard Disclaimer	<p>If you have questions or concerns in registering as a supplier on the BidSync site or processing your proposal, call BidSync Customer Service at 800-990-9339.</p> <p>USC shall have no obligation to any company or firm or the successful bidder unless or until USC and the successful bidder fully execute a final and definitive contract negotiated between the parties. Neither the mere selection and notification by USC that a bidder has been selected as the successful bidder for the purposes of negotiating a contract nor the process of negotiating a contract shall create any obligation on USC. No oral representations, agreements, or modifications shall be binding on USC. All modifications hereof must be in writing and executed by an authorized officer of USC.</p> <p>Please be sure you have set up your company's qualifications for the University of Southern California before submitting your offer. USC as well as many major companies include supplier diversity as a core business strategy. Certification is one of the tools used to validate and seek qualified minority, women and veteran business concerns. To set up your qualifications, find the "Steps for Placing a Bid" section located at the top of the page. Find the phrase "This agency has modified or added qualifications. Click to fill out qualifications for this agency is listed and select the "Click Here" link. On the next page that appears, select the applicable box(es) next to the listed qualifications and hit the save button.</p>
Bid Comments	<p>Thank you for quoting on the University of Southern California Ostrow School of Dentistry Communications/Advertising RFP.</p> <p>Please download the attached PDF file to review the RFP and proposed timeline.</p> <p>ALL QUESTIONS MUST BE DIRECTED THROUGH BIDSINC OR POSSIBLE ELIMINATION MAY APPLY.</p> <p>PLEASE BE SURE NOT TO CONTACT ANY USC REPRESENTATIVE EXCEPT THROUGH BIDSINC.</p> <p>Thank You, Suellen J. Martensson</p> <p>Added on Jan 24, 2012: Oops here is the bid information.</p>

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Changes made on Jan 24, 2012 12:37:09 PM PST

New Documents      RFP.Ostrow.Communications.doc

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Item Response Form

Item	1201-044--01-01 - Ostrow School of Dentistry RFP Communications/Advertising
Quantity	1 fee
Unit Price	<input type="text"/>

Delivery Location	University of Southern California <u>No Location Specified</u>
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Qty 1

**Description**

Ostrow School of Dentistry RFP Communications/Advertising - Per specifications in RFP



**Division of Financial and Business Services  
Purchasing Services  
CERTIFICATE OF NON-DISCRIMINATION**

This certification needs to be completed by all USC Suppliers who are fulfilling a contract in excess of \$100K. Please complete, sign, and submit form.

The undersigned certifies, to the best of his or her knowledge and belief, that under penalty of perjury under the laws of the State of California that Offeror:

- 1.) Does not unlawfully discriminate against any employee or applicant for employment with regard to race, color, religion, sex, sexual orientation, national origin, ancestry, physical handicap, medical condition, marital status, or age;
- 2.) Is in compliance with all available federal, state and local directives regarding nondiscrimination in employment;
- 3.) Establishes or observes employment policies which actively promote opportunities for minority persons and women at all job levels;
- 4.) Communicates this policy to all persons concerned, including all company employees, outside recruiting services, especially those serving minority communities and women, and to the minority communities and women at large;
- 5.) States in all solicitations or advertisements for employees that the Offeror will consider all qualified applicants for employment without regard to race, color, religion, sex, age, or national origin; and
- 6.) Requires its subcontractors shall comply with the provisions of the Fair Employment and Housing Act (Gov. Code Section 12900 et seq.) and the applicable regulations promulgated thereunder (Cal. Admin. Code, Tit 2, Sec 7285.0 et seq.).

Please attach any additional information available regarding equal opportunity, employment programs now in effect within your company, e.g. an Offeror's affirmative plan and/or policy statement.

Authorized Supplier Representative

Name (typed)

Signature

Title

Date

Name of Company

Project Name

University of Southern California, Business Services, Purchasing Services, UGB 210, Los Angeles, CA 90089-8015  
Tel: (213) 740-2281 Fax: (213) 740-9797 <http://www.usc.edu/purchasing>

Form ps-cnd (Rev. 05-2007)



Purchasing Services  
**CERTIFICATION REGARDING DEBARMENT,  
 SUSPENSION  
 PROPOSED DEBARMENT, AND OTHER  
 RESPONSIBILITY MATTER**

This certification needs to be complete by all USC Suppliers who are fulfilling a single procurement in excess of \$30K. Please complete, sign and submit form.

1. The undersigned certifies, to the best of his or her knowledge and belief, that:
  - a. The Offeror and/or any of its Principals:
    - i. ☐ Are ☐ Are Not  
 presently debarred, suspended, proposed for debarment, or declared ineligible for the award of contracts by any Federal agency;
    - ii. ☐ Have ☐ Have Not  
 within a three-year period preceding this offer, been convicted of or had a civil judgment rendered against them for: commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, state, or local) contract or subcontract; violation of Federal or state antitrust statutes relating to the submission of offers; or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, tax evasion, or receiving stolen property; and
    - iii. ☐ Are ☐ Are Not  
 presently indicted for, or otherwise criminally or civilly charged by a government entity with, commission of any of the offenses enumerated in subdivision i (A) and (B) of this provision; and
    - iv. ☐ Have ☐ Have Not  
 within a three-year period preceding this offer, had one or more contracts terminated for default by any Federal agency.
2. "Principles", for the purpose of this certification, means officer; directors; owners; partners; and, persons having primary management or supervisory responsibilities within a business entity (e.g., general manager; plant manager; head of a subsidiary, division, or business segment, and similar position). This Certification concerns a matter within the jurisdiction of an agency of the United States and the making of a false, fictitious, or fraudulent certification may render the maker subject to prosecution under Section 1001, title 18, United States Code;
3. The Offeror shall provide immediate written notice to Purchasing Services if, at any time prior to contract award, the Offeror learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances;
4. A certification that any of the items in this provision exists will not necessarily result in withholding of an award under this solicitation. However, the certification will be considered in connection with a determination of the Offeror's responsibility. Failure of the Offeror to furnish a certification or provide such additional information as requested by USC Purchasing Services may render the Offeror non-responsive;

5. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render, in good faith, the certification required by this provision. The knowledge and information of an Offeror is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings; and
6. The certification of this provision is a material representation of fact upon which reliance was placed when making award. If it is later determined that the Offeror knowingly rendered an erroneous certification, in addition to other remedies available to the Government, USC Purchasing Services may terminate the contract resulting from this solicitation for default.

## Authorized Supplier Representative

Name (typed)

Signature

Title

Date

Name of Company

Project Name

University of Southern California, Business Services, Purchasing Services, UGB 210, Los Angeles, California  
90089-8015

Tel: (213) 740-9794 Fax: (213) 740-9797 <http://usc.edu/purchasing>

Form ps-crdsdpd (Rev. 07-2008)



**Division of Financial and Business Services  
Purchasing Services  
CERTIFICATION OF COMPLIANCE  
TO FEDERAL ACQUISITION  
REGULATIONS:  
LOBBYING AND ANTI- KICKBACK**

This certification needs to be completed by all USC Suppliers who are fulfilling a contract in excess of \$100K. Please complete, sign, and submit form.

**A. CERTIFICATION REGARDING LOBBYING.** The undersigned certifies, to the best of his or her knowledge and belief, that:

- 1.) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any federal contract, the making of any Federal grant, the making of Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement;
- 2.) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or any employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form – LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions;
- 3.) The offeror shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontract, subgrants, and contracts under grants, loans, and cooperative agreements) and that all recipients of subcontracts in excess of \$100,000 shall certify and disclose accordingly.
- 4.) The offeror understands that this certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each failure.

**B. CERTIFICATION REGARDING ANTI KICKBACK.** The undersigned certifies, to the best of his or her knowledge and belief, that:

- 1.) The Offeror is aware that this procurement is subject to the terms of the Anti Kickback Act of 1986 (41 United States Congress 51-58). The Act was passed to deter subcontractors from making payments and contractors from accepting payments for the purpose of improperly obtaining or rewarding favorable treatment in connection with a prime contract or subcontract relating to a prime contract;
- 2.) The Offeror is aware that the Act imposes criminal penalties on any person who knowingly and willfully engages in the prohibited conduct and provides for the recovery of civil penalties by the United States from any person who knowingly engages in such prohibited conduct and from any person whose employee and/or subcontractor employee provides, accepts or charges a kickback.

Authorized Supplier Representative

Name (typed)

Title



Signature

Date

Name of Company

Project Name

University of Southern California, Financial & Business Services, Purchasing Services,  
PSB 100, Mail Code 1921, Los Angeles, California 90089-1921  
Tel: (213) 740-9794 Fax: (213) 740-9797 <http://www.usc.edu/purchasing>

Form ps-ccfar (Rev. 01-2005)





## TERMS AND CONDITIONS OF THIS RFP PROCESS

### 1. 0. Introduction

The University of Southern California (USC) is one of the world's leading private research universities. Located in the heart of Los Angeles, USC's two campuses are home to the College of Letters, Arts and Sciences and 17 professional schools, as well as one of the largest teaching hospitals in the country. Founded in 1880, Southern California's oldest private university can attribute much of its success to excellence in teaching and research, a deep and abiding commitment to public service, and a loyal educational community, the Trojan Family. Additional information is available on the website: [www.usc.edu](http://www.usc.edu).

### 1. 1. Appraisal Qualifications

The University may award a contract to the firm that, in its opinion, is most capable of providing the service described in this RFP. To be considered for this project, a supplier must demonstrate knowledge or experience in similar projects.

Additionally, the firm must have:

Adequate financial resources.

References that can attest to the quality of the firms' past work and its record in providing services similar to those outlined in this RFP.

Trained and knowledgeable staff.

Competent management support.

Ability to work in a politically charged environment.

The University reserves the right to investigate the qualifications of all firms under consideration and to confirm any part of the information furnished by a supplier, or to require other evidence of managerial, financial or technical capabilities that are considered necessary for the successful performance of the contract,

### 1. 2. Qualifications of the Firm

Each firm must provide detailed information on the following:

The length of time your firm has been in business

The length of time your firm has been providing services as outlined in this RFP.

Three (3) customer references that the firm has performed similar services for.

Certified financial statements for the last year if possible.

### 1. 3. Proposal Evaluation Process

The University's evaluation and selection processes require that the appropriate specifications and terms of the RFP be included in the Proposal.

The University may:

Ø Reject any or all proposals.

- Ø Issue subsequent request for proposals.
- Ø Cancel the request for proposal.
- Ø Remedy technical errors in the request for proposal process.
- Ø Approve or disapprove the use of a particular subcontractor.
- Ø Modify any requirements contained within the RFP and request revised submittal from the Supplier determined to be within the competitive range.
- Ø Negotiate with any, all or none of the Suppliers.
- Ø Establish a short list of Suppliers eligible for interview after review of written proposals.
- Ø Select best and final offers from all, some, or none of the Proposals.
- Ø Accept the written proposal as an offer, without negotiation, and issue a notice to proceed.
- Ø Establish a value-added point system.
- Ø Run credit checks, D&B reports, Better Business Bureau background checks.

USC shall have no obligation to any company or firm or the successful bidder unless or until USC and the successful bidder fully execute a final and definitive contract negotiated between the parties. Neither the mere selection and notification by USC that a bidder has been selected as the successful bidder for purposes of negotiating a contract nor the process of negotiating a contract shall create any obligations on USC. No oral representations, agreements or modifications shall be binding on USC. All modifications hereof must be in writing and executed by an authorized officer of USC.

Cost is not the only consideration; USC will take responsiveness and management approach into account. No information relating to the results of the RFP process will be released until after the decision of the award has been made.

#### 1. 4. Insurance and Indemnification

The selected firm will be required to provide the following insurance coverage at its own expense. This insurance is to remain in effect until completion of all work specified to be performed under this contract.

Worker's Compensation - If the selected consultant is self-insured for Workers Compensation, evidence of same must be as a certified copy of the Certificate of Consent to Self-Insure, issued by the State of California, 1.7.2 Department of Industrial Relations.

Comprehensive General Liability and Automotive Liability Insurance - USC requires coverage for Bodily Injury and Property Damage with the combined single limits of \$1,000,000 each occurrence, in a form acceptable to the University.

The Comprehensive General Liability and Automotive Liability Certificates shall name the University of Southern California as an additional insured. The policies will not be canceled or materially changed without 30 days written notice to the University.

The selected consultant shall indemnify and hold harmless the University, the employees and the agents of each, from any and all property damage or loss claims, liability, damages, expenses (including attorneys' fees and expenses) and any other amounts arising out of the performance of any contract with the selected firm.

##### Limitation of Liability Rider

To the maximum extent permitted by law, in no event will either party be responsible for any incidental damages. Consequential damages, exemplary damages of any kind, lost goodwill, lost profits, lost business and/or any indirect economic damages whatsoever regardless of whether such damages arise from claims based upon contract, negligence, tort (including strict liability or other legal theory), a breach of any warranty or term of this agreement, and regardless of whether a party was advised or had reason to know of the possibility of incurring such damages in advance.

#### 1. 5. Non-discrimination - University Policy

Non-discrimination - In connection with the execution of this proposal, Supplier shall not unlawfully discriminate against any employee or applicant for employment because of race, age, religion, color, sexual orientation, national origin, ancestry,

physical handicap, medical condition, or marital status. The Supplier shall take affirmative action to ensure that applicants for employment and employees are free of such discrimination.

Non-discrimination Efforts - Each respondent must include a statement of Non-discrimination policy as adopted by the Suppliers' governing board, indicating the date of such adoption. Additionally, each respondent must include in the proposal a "Certificate of Non-discrimination".

## 1. 6. Statement of Confidentiality

The content of this document is confidential, and it must not be shared with anyone who is not directly related to the process without written permission from the University of Southern California. The information provided in response will also be held in confidence, and will not be shared with other vendors, or anyone who is not directly involved in the process without written permission.

## 1. 7. Governing Law/Forum

This Request for Proposal shall be governed by and construed and enforced in accordance with the laws of the State of California. All disputes arising out of this Request for Proposal/Contract shall be resolved through binding arbitration in Los Angeles, California.

## 1. 8. Termination and Delays

USC may by written notice stating the extent and effective date terminate a contract with the selected firm for convenience at any time. Upon such termination USC shall pay the firm full compensation for work performed, until such termination at the labor rates specified in the contract or a prorated contract price for the delivered, and accepted portion; and 2) any reasonable non-labor expenses authorized in the contract incurred up until the termination date, provided that compensation shall in no event exceed the total contract price.

USC may at any time by written notice terminate a contract because of the selected firm's default, if the firm refuses to or fails to comply with the provisions of the contract, or fails to make deliveries within the specified time or written extension thereof. If after notice of termination for default USC determines that failure to perform on its contract is due to causes beyond the control and without the fault or negligence of the firm, or if such delay is due to failures by USC, not caused or contributed to by the firm, USC may extend the time for completion of the contract, or termination shall be deemed for the convenience of USC. The rights and remedies of USC provided in this Article shall not be exclusive and are in addition to any other rights and remedies provided by law or USC's contract with selected firm.

## 1. 9. Patents and Copyrights

Whenever any invention or discovery is made, or conceived by the selected firm in the course of or in connection with this project, the selected firm shall furnish the University with complete information with respect thereto and the University shall have the sole power to determine (such as all title vesting with the university) whether and where a patent application shall be filed and to determine the disposition of title to and all rights under any application or patent that may result. The selected firm will, at University expense execute all documents and do all things necessary or proper with respect to such patent application.

Any works that may be copyrighted and are produced or created by the selected firm during this project shall be considered "works-made-for-hire" to the extent provided under law, and all rights, title, and interest, including copyright, shall vest in the University. To the extent that any such works may not be considered "works-made-for-hire" under law, the selected firm will assign all rights, title, and interest, including copyright to the University.

## 2. 0. Contract Compliance

By participating in this Request for Proposal, the firm submitting the proposal agrees to honor all contract awards made by the University of Southern California to all Suppliers, including the commodities and services outlined in each award. Selling commodities and services that have been awarded to another Supplier may result in cancellation of awards made to your firm and exclusion from subsequent bid processes.

### 2.1. Property Damage

The selected firm agrees to be responsible for any damage done to University property. The University will repair any damage caused by the selected firm and will bill back the selected firm for all repairs.

### 2.2. Law and Regulations

The selected firm shall comply with all applicable laws, rules and regulations of the City of Los Angeles and the State of California including those related to street use and parking in and about the University.



## Supplier Application Form

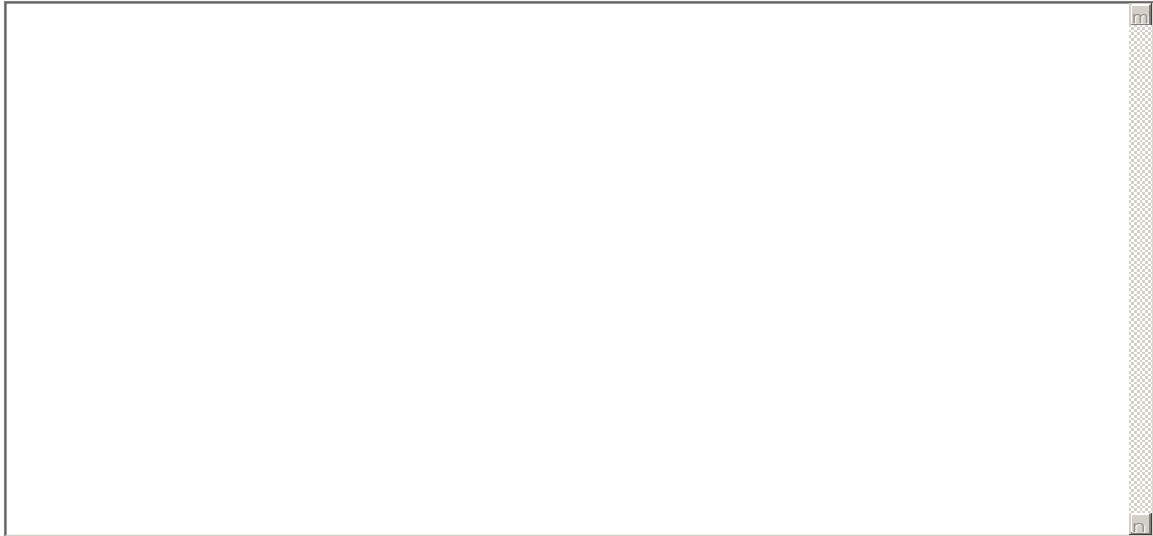
Section I: Unless indicated as OPTIONAL (\*\*) all questions must be answered.

1. Company /Name/Location Information
  - a. Legal Name of Company
  - b. Operating Name of Company (e.g. DBA) {optional}
  - c. Physical Street Address
  - d. City
  - e. State (two alpha code)
  - f. Zip
2. Company Mailing Information (Optional: Complete only if different from above)
  - a. Remit/Mailing address
  - b. City
  - c. State (two alpha code)
  - d. Zip
2. Permanent Place Of Business (check appropriate box)
  - a. Within CA ☐
  - b. Outside CA ☐
3. Service Performed (check appropriate box)
  - a. Within CA ☐
  - b. Outside CA ☐

Section II: Additional Company Information: To expedite payment suppliers are strongly encouraged to either accept MasterCard or to receive payment via Electronic Deposit.

1. Order Contact Email Address
2. Ordering Contact Phone
3. Sales Person's Name
4.
  - a. Sales Person's Email Address
  - b. accounts receivable email address
5. Sales Person's Phone \*\*
6. Will Company Customize Website for USC (check appropriate box)
  - a. Yes ☐
  - b. No ☐
7. General or Customized Website URL
8. Ordering Fax number
9. CONFIDENTIAL Fed Tax ID or SSN
10. DUNS number\*\*
11. NAICS CODE
12. Year Business Established (  )
13. Number of Employees
14. FOB (check appropriate box)
  - a. USC ☐
  - b. Vendor ☐
  - c. N/A ☐
15. Terms (please check appropriate box)
  - a. Net ☐
  - b. Net 10 ☐
  - c. Net 15 ☐
  - d. Net 30 ☐
  - e. 2% 10 Net 30 ☐
  - f. Other (please enter)
16. Ship Via (check appropriate box)
  - a. US Postal Service ☐

- b. UPS ☐
  - c. FedEx ☐
  - d. Truck ☐
  - e. Other (please enter)
  - f. N/A ☐
17. Payment Type (check appropriate box)
- a. Paid via PO or MasterCard ☐
  - b. Paid via MasterCard only ☐
  - c. Paid via PO only ☐
18. Description of Product, Equipment, or Service



19. Company Ownership, Officer, Title, % Ownership



Section III: Company Demographics

1. Business Size (if unsure about size, visit Small Business Administration website) (check appropriate box)
- a. Large ☐
  - b. Small ☐
2. Demographics (Optional: check appropriate box if company is 51% or more owned by any of the following)\*\*
- a. Women Owned ☐
  - b. Physically Challenged ☐
  - c. Owned by a U.S. citizen ☐
  - d. Minority ☐
  - e. Veteran ☐
  - f. Disabled Veteran ☐
  - g. Non-Profit ☐
  - h. Minority Educational Institution ☐
  - i. Historically Black College/University ☐

- j. Alaska Native Corporation ☐
3. Certifications (if company is listed in the Small Business Services ProNet/Central Contractor Registration or if veteran has a certificate of honorable discharge please check appropriate box)
- a. Company is SBA 8(a) Financially Disadvantaged Business ☐
  - b. Company is SBA SDB Small Disadvantaged Business ☐
  - c. Company is SBA HubZone Historically Under-utilized Business Zone ☐
  - d. Company is CDVBE – California Disabled Veteran Business Enterprise ☐
4. Entity Type (check Appropriate response) (\*)
- a. Corporation ☐
  - b. Limited Liability Corporation ☐
  - c. Sole Proprietor ☐
  - d. Partnership ☐
  - e. Disregarded Entity ☐
  - f. Foreign Supplier ☐
5. Exemptions:  
Is supplier exempt from back-up withholding? (\*)
- Yes ☐
- No ☐
6. Business Type (\*)
- a. Manufacturer ☐
  - b. Distributor ☐
  - c. Contractor ☐
  - d. Service Provider ☐
  - e. Broker ☐
  - f. Other ☐
7. Confidential – Gross receipts for each of the last three years (Optional – This information greatly assists the university in properly classifying the size of your business)
- a. Year ending
  - b. Annual Gross Receipts
8. Current Business References
- a. Company
  - b. Contact
  - c. Telephone
  - d. Description of work performed

Section IV: To be completed by printing suppliers only. Check the appropriate box

1. Equipment
- a. Sheet fed 2-color press ☐
  - b. Sheet fed 4-color press ☐
  - c. Sheet fed 6-color press ☐
  - d. Sheet fed 8-color press ☐
  - e. Heat set web ½ web ☐
  - f. Heat set web –full web ☐
  - g. Open web – full web ☐
  - h. Additional equipment ☐
2. Pre-Press Capabilities

- a. Letterpress ☐
- b. Direct to plate ☐
- c. Other ☐
- 3. Union Shop
  - a. Yes ☐
  - b. No ☐
- 4. Member of PIA
  - a. Yes ☐
  - b. No ☐
- 5. FCS Certified
  - a. Yes ☐
  - b. No ☐

Section V: To be completed by contractors only. Check the appropriate box

- 1. Contractor and/or Business License Number
- 2. Type of License
- 3. License issued by
- 4. Bond Amount
- 5. Bonding Agent
- 6. Insurance Company 
  - a. Insured Amount
  - b. Agent
  - c. Agent phone
  - d. Expiration Date (  )
- 7. Worker's Compensation
  - a. Yes ☐
  - b. No ☐
- 8. General Liability
  - a. Yes ☐
  - b. No ☐
- 9. Automotive Liability
  - a. Yes ☐
  - b. No ☐
- 10. Property Damage
  - a. Yes ☐
  - b. No ☐
- 11. Check all categories that apply
  - a. General Contractor ☐
  - b. Paving ☐
  - c. Plumbing ☐
  - d. Painting ☐
  - e. Structural Steel ☐
  - f. Concrete ☐
  - g. Electrical, Cabling ☐
  - h. Plastering, Drywall, Acoustical and Insulation ☐
  - i. Flooring ☐
  - j. Carpentry ☐
  - k. Roofing, Sheet Metal ☐
  - l. Heating, Air Conditioning ☐
  - m. Masonry ☐
  - n. Wrecking and Demolition ☐
  - o. Fencing ☐
  - p. Trucking, Freight ☐
  - q. Excavating and Foundation ☐
  - r. Other – please specify
- 12. Safety Plan
  - a. Yes ☐
  - b. No ☐

TO ALL SUPPLIERS:

Please read the following important statements.

**Conflict of Interest**



Because the university does not enter into procurements with students, faculty, staff or members of their immediate families, prospective suppliers who are immediate family members may not be established to do business at USC. The full text of the university's conflict of interest policy may be found on the university's website: [www.usc.edu/policies/admin/conflict.html](http://www.usc.edu/policies/admin/conflict.html)

**Withholding of 7% income tax for CA non-residents**

Purchasing Services will withhold 7% income tax on payments to CA non-residents who meet the following: (1) do not have a permanent place of business in CA, (2) perform their services in CA, and (3) have USC payments in a calendar year of \$1,500 or more.

No withholding is required on payments for goods. No withholding is required for non-residents who are registered through the Office of the Secretary of State or who have provided Purchasing Services/Disbursement Control with a completed CA Withholding Exemption Certificate Form 590 (available at [www.ftb.ca.gov](http://www.ftb.ca.gov))

**Small Business Certification**

Any person who misrepresents a firm's status as a small or disadvantaged business in order to obtain a contract shall: (1) be punished by imposition of fine, imprisonment, or both; (2) be subject to administrative remedies, including suspension and debarment; and (3) be ineligible for participation in future contracts (Ref. FAR 52-219-1(c), 15 U.S.C 645 (d)).

**By submitting this New Supplier Application, I understand and agree to the above statements**

**Name****Date****Title**

## **Ostrow School of Dentistry of USC Communications/Advertising Proposal Request for Proposal**

The Ostrow School of Dentistry of USC is seeking proposals to refine and enhance its overall marketing and advertising strategies to increase awareness and enhance its reputation on the USC campus, Los Angeles, and the state of California. This Request for Proposal (RFP) provides background and describes the objectives to be accomplished by the agency contracted.

### **I. Background**

The Herman Ostrow School of Dentistry of the University of Southern California is a private professional school dedicated to the advancement of quality oral health education and patient care. For more than a century, the Ostrow School of Dentistry has committed itself to developing skilled dental professionals able to meet the unique challenges of a rapidly changing oral health field. Part of the larger USC campus, the School of Dentistry is strategically located in an economically, culturally and ethnically diverse urban area allowing students a unique learning environment and access to interdisciplinary research endeavors. It is particularly poised as a leader in oral health with collaborations with major educational and research institutions around the Pacific Rim. In a unique agreement established in 2006, the Ostrow School of Dentistry aligned itself with USC's top-ranked divisions of Occupational Science and Occupational Therapy, and Biokinesiology and Physical Therapy, allowing for opportunities for unique collaborations that focus on holistic and systemic health. Through its Center for Craniofacial Molecular Biology and other research entities, Ostrow School of Dentistry researchers are studying the issues of dental disease and craniofacial abnormalities at the genetic level, investigating the root causes of cleft lip and palate deformities as well as realizing the promise of stem cell technology to grow tooth root and supporting periodontal ligaments in the laboratory. The school's doctoral dental program, bachelor's degree in dental hygiene and advanced specialty programs in endodontics, general practice dentistry, oral and maxillofacial surgery, orofacial pain and oral medicine, orthodontics, pediatric dentistry, periodontology and prosthodontics offer unparalleled educational and professional opportunities. In addition, through its dental facilities and community service programs, the Ostrow School of Dentistry prides itself on providing cutting-edge, comprehensive and compassionate dental care to the diverse communities throughout Southern California.

For the past two decades, USC, and the Ostrow School of Dentistry, has been on a trajectory of achievement, improving the quality of its education and research programs, attracting and retaining more world class faculty, become highly selective in its student body and achieving unprecedented success in its fundraising. In 2010, C.L. Max Nikias became USC's 11<sup>th</sup> president and in 2011 he announced the largest fundraising campaign in the history of American higher education – the \$6 billion campaign for

USC. The Ostrow School of Dentistry will launch its component of this campaign - \$115M – on March, 23, 2012.

## **II. Situation Analysis**

With new leadership, a new name, a new strategic vision, ambitious goals and a renewed passion for expanding local and regional reach and impact, the Ostrow School of Dentistry is now seeking an agency of record to bring strategy, consistency and effectiveness to the school's various communication and marketing opportunities ultimately helping to build a stronger reputation and comprehension in the following areas:

## **III. Scope of Work**

The Ostrow School of Dentistry is seeking an agency with a proven track record for creative excellence in strategic marketing communications – development and execution. The agency's primary goals will be to help improve the School's reputation locally and statewide, to support the institution's \$115 million fundraising campaign, and generally increase the School's awareness among faculty, staff, students and donors. Core activities may include, but not limited to the following

- Marketing program strategic support including idea creation, management and execution of marketing communications programs.
- Develop innovative advertising – both offline and online.
- Media planning/buying.
- Develop easy-to-execute solutions for targeted campaigns, for example ad templates for community events programs, etc.

## **IV. Agency Selection Criteria**

- Proven ability to elevate brand awareness and preference
- Strong track record of the successful development, management and execution of consumer marketing programs in support of large brand clients.
- Knowledge of, and experience in, higher education is desired but not mandatory.
- Team credentials.
- No competitive client conflicts.
- Client references.

## **V. Budget**

Will consider budget proposals based on presentation of tactics.

## **VI. Process of Evaluation (Timeline)**

- **January 24, 2012** – RFPs sent.
- Questions regarding this RFP and process must be submitted no later than 2:00 PM January 26, 2012. Answers within 24 hours.
- Returned RFP's should be received by university 3:00 PM February 3, 2012.

- University will review RFPs and notify agencies of their status and schedule in-person presentations (If Necessary).
- Week of February 13 – Agency selected.
- Week of February 13 – Kick off meetings and begin transition of agency.

## **VII. Request for Proposal**

Please provide:

- A brief overview of your agency history, including # of employees, 2010 billings.
- A brief description of your agency approach/philosophy.
- In-depth list of your agency capabilities.
- Description of how your agency differentiates itself from your competitors.
- Specific case studies of your work in the area of consumer marketing, particularly in non-profit or higher education. If no higher education experience, describe why the agency is ideally suited to address the university's challenges and opportunities.
- What about referrals from current clients, beyond just the client list?

### Related Questions

- What is your agency's specialty?
- Please list some clients you've had long-term relationships with and why the relationship has been successful.
- What is the average term a client works with your agency?
- Do you have any clients that might pose a conflict to managing our account?
- How do you approach strategy and positioning?
- What tactics will you employ to achieve our goals?

### Account Team Related Questions

- Will we have regular access to your agency's senior leadership?
- Describe the team structure and how resources would be allocated to us.
- Please provide brief bios for the team you would assign to our account.
- How many accounts does each team member work on?
- Who would be responsible for managing timelines and budgets?
- How do you handle staff turnover on accounts and what role do you typically want/allow the client to play in this process?
- How are new account team members brought up to speed on the account?
- How do you report progress?

### Budget Related Questions

- How do you bill for services? How would you allocate resources to the budget provided? Is retainer tied to net media or number of billable hours?

Miscellaneous Questions

- Describe the firm's practice in starting a new account. What do you do? What do you need/expect us to do?
- What do you feel makes for a successful client/agency relationship?
- Add any additional items you believe are relevant to the management and execution of this program.

**Proposal Submission**

Please submit one digital copy of RFP for receipt by February 3<sup>rd</sup>, 2012 to:  
BidSync If you are having any problems, please contact Customer Service at 1-800-990-9339

Any contact with the requestor via phone, fax, e-mail may disqualify you from this RFP.  
All correspondence MUST be directed through BidSync.

No on-site meetings will be scheduled in advance of proposal submission.

## Question and Answers for Bid #1201-044 - Ostrow School of Dentistry Communications/Advertising RFP

### OVERALL BID QUESTIONS

#### Question 1

Is there a weighting criteria? For example, if a company is in California, will they be given greater consideration than one located outside of California. (Submitted: Jan 24, 2012 1:22:21 PM PST)

#### Answer

- NO; location is not important though we will require a few in-person meetings (Answered: Jan 24, 2012 2:01:49 PM PST)

#### Question 2

Are we presenting proposed tactics with our responses? Or will the finalists be asked to present proposed tactics at the presentation? (Submitted: Jan 24, 2012 1:23:39 PM PST)

#### Answer

- please present a few proposed tactics (Answered: Jan 24, 2012 2:01:49 PM PST)

#### Question 3

Is the primary focus of the campaign to raise the \$115 million noted in the RFP? (Submitted: Jan 24, 2012 1:24:27 PM PST)

#### Answer

- No (Answered: Jan 24, 2012 2:01:49 PM PST)

#### Question 4

Has an estimated budget been assessed for this proposal? If so, what is estimated budget? If not, has there been a typical annual budget from previous years that can be shared for this proposal? (Submitted: Jan 24, 2012 2:37:57 PM PST)

#### Answer

- Estimated monthly allotment - \$10K (Answered: Jan 24, 2012 4:55:35 PM PST)

#### Question 5

What is the overall budget you have dedicated to agency services for this campaign? (Submitted: Jan 24, 2012 3:23:21 PM PST)

#### Answer

- Allocated \$10K per month (Answered: Jan 24, 2012 5:03:45 PM PST)

#### Question 6

Are you looking for more traditional marketing solutions (print, billboard, etc.) or are you looking to focus more on Digital and Content Driven Solutions (Search, Web, Mobile, Social, Video). (Submitted: Jan 24, 2012 3:44:37 PM PST)

#### Answer

- mixture of both (Answered: Jan 24, 2012 5:03:45 PM PST)

#### Question 7

Are you able to estimate how many other Agencies are participating in this RFP? (Submitted: Jan 24, 2012 3:45:53 PM PST)

#### Answer

- n/a - has no bearing on your bid. (Answered: Jan 24, 2012 5:03:45 PM PST)

#### Question 8

What has been your relationship with Marketing Agencies in the past, have you had long term solution partners or vendor and project based firms? (Submitted: Jan 24, 2012 3:47:20 PM PST)

#### Answer

- project based firms (Answered: Jan 24, 2012 5:03:45 PM PST)

#### Question 9

What are the most important qualities of the Marketing AOR you will choose? (Submitted: Jan 24, 2012 3:51:01 PM PST)

#### Answer

- creativity; ability to hear/understand need and develop content/materials that support that effort; understands dentistry is more than cleaning your teeth (Answered: Jan 24, 2012 5:03:45 PM PST)

Question Deadline: Jan 26, 2012 2:00:00 PM PST