



COMMONWEALTH OF VIRGINIA  
STANDARD CONTRACT

Contract No. UCPJMU6970

This contract entered into this 31<sup>st</sup> day of January 2025, by I.D. Marketing, Inc. t/a ID America hereinafter called the "Contractor" and Commonwealth of Virginia, James Madison University called the "Purchasing Agency".

WITNESSETH that the Contractor and the Purchasing Agency, in consideration of the mutual covenants, promises and agreements herein contained, agree as follows:

SCOPE OF CONTRACT: The Contractor shall provide the services to the Purchasing Agency as set forth in the Contract Documents.

PERIOD OF PERFORMANCE: From April 1, 2025 through March 31, 2027 with four (4) two-year renewal options.

The contract documents shall consist of:

- (1) This signed form;
- (2) The following portions of the Request for Proposal RFP SLD-1200 dated February 21, 2024
  - (a) The Statement of Needs,
  - (b) The General Terms and Conditions,
  - (c) The Special Terms and Conditions together with any negotiated modifications of those Special Conditions;
  - (d) Addendum No. One dated, March 13, 2024
  - (e) Addendum No. Two dated, March 21, 2024
  - (f) Addendum No. Three dated, March 26, 2024
- (3) The Contractor's Proposal dated April 2, 2024 and the following negotiated modification to the Proposal, all of which documents are incorporated herein.
  - (a) Negotiations Summary, dated December 4, 2024
  - (b) Publicly Accessible Contract (PAC) Agreement, effective April 1, 2025

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

CONTRACTOR:

By: \_\_\_\_\_

(Signature)

Kenneth Carlson

(Printed Name)

Title: President

PURCHASING AGENCY:

By: \_\_\_\_\_

(Signature)

Shanna Devers

(Printed Name)

Title: Lead Commodity Contract Officer

**RFP # SLD- 1200 Promotional Items and Imprinting Services**  
**Negotiation Summary for I.D. Marketing t/a IDAmerica**  
**December 4, 2024**

1. Parties agree that items within this Negotiation Summary modify RFP# SLD-1200 and the Contractor's response to RFP# SLD-1200 and that this Negotiation Summary takes precedence in conflict.
2. Contractor will bill the Purchasing Agency for royalty fees incurred on any royalty bearing orders for Promotional Items and Imprinting Services. Any internal campus orders made by James Madison University (JMU) department end-users containing any JMU marks or logos will incur a 12% royalty fee. Exemptions to the fee will be for Facilities Uniforms as well as purchases that do not carry JMU marks or logos. Royalty fees may vary by institution or purchasing agency.
3. Contractor's **Promotional Items** pricing schedule is as follows:
  - a. Standard Promotional Items- Published End Quantity Pricing (EQP) PLUS 5% additional discount
  - b. Non-standard Promotional Items- 5% discount off published column price
  - c. Electronic Proofs- no additional cost
  - d. Contractor shall pass on exact freight charges to the University.
  - e. Contractor shall waive all restocking and shipping fees for returns of products that are damaged and/or printed incorrectly.
  - f. Contractor shall waive associated costs for the replacement of defective, broken, or damaged items due to Contractor's error.
  - g. Contractor shall not bill the Purchasing Agency charge card processing fees.
  - h. Prior to production and if requested, Contractor shall provide final product sample(s) *(with logo)* at manufacturer listed price.
4. Contractor's **Imprinting Services** pricing schedule is as follows:
  - a. Embroidery Pricing: *(Embroidery only, apparel/item not included)*

Number of Stitches	7 or under	8-14 pieces	15-29 pieces	30-74 pieces	75-149 pieces	150-299 pieces	300-599 pieces	600-999 pieces	1000-4000 pieces
Up to 4000	\$11.74	\$6.69	\$5.19	\$4.29	\$3.44	\$3.04	\$2.84	\$2.74	\$2.54
Up to 5000	\$11.74	\$6.69	\$5.19	\$4.29	\$3.44	\$3.04	\$2.84	\$2.74	\$2.54
Up to 6000	\$12.09	\$7.04	\$5.54	\$4.64	\$3.79	\$3.39	\$3.19	\$3.09	\$2.89
Up to 7000	\$12.44	\$7.39	\$5.89	\$4.99	\$4.14	\$3.74	\$3.54	\$3.44	\$3.24
Up to 8000	\$12.79	\$7.74	\$6.24	\$5.34	\$4.49	\$4.09	\$3.89	\$3.79	\$3.59
Up to 9000	\$13.14	\$8.09	\$6.59	\$5.69	\$4.84	\$4.44	\$4.24	\$4.14	\$3.94
Up to 10000	\$13.49	\$8.44	\$6.94	\$6.04	\$5.19	\$4.79	\$4.59	\$4.49	\$4.39

**RFP # SLD- 1200 Promotional Items and Imprinting Services**  
**Negotiation Summary for I.D. Marketing t/a IDAmerica**  
**December 4, 2024**

Each Addtl. 1000 stitches	\$0.35	\$0.35	\$0.35	\$0.35	\$0.35	\$0.35	\$0.35	\$0.35	\$0.35
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<b><u>Pricing Guidelines for Ancillary Embroidery Services</u></b>	
<b>2<sup>nd</sup> Location Embroidery Pricing</b>	
<b>QTY</b>	<b>Charge Per Piece (up to 5000 stitches)</b>
1-5	\$10.00
6-23	\$5.00
24-71	\$3.00
72+	\$2.80

\* + \$0.35 per thousand stitches if over 5,000 stitches

- b. Personalization- \$5.00 per piece
- c. Tape Edits- no additional cost
- d. Excessive thread color changes- no additional cost
- e. Screen Printing Services Pricing: *(Screen Printing only, apparel/item not included)*

<b>Number of Colors</b>							
<b>Quantity</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>Each add'l color</b>
12-23	\$3.70	\$5.80	\$7.50	\$9.25	\$11.00	\$12.75	N/A
24-47	\$2.50	\$5.55	\$6.00	\$7.75	\$9.45	\$11.20	N/A
48-71	\$2.25	\$3.55	\$4.85	\$6.15	\$7.45	\$8.75	N/A
72-143	\$1.35	\$2.40	\$3.45	\$4.45	\$5.55	\$6.55	N/A
144-287	\$1.25	\$1.70	\$2.15	\$2.65	\$3.15	\$3.45	N/A
288-499	\$1.05	\$1.45	\$1.75	\$2.25	\$2.55	\$2.90	N/A
500-999	\$0.95	\$1.20	\$1.50	\$1.80	\$2.25	\$2.55	N/A
1,000-1,999	\$0.80	\$1.00	\$1.30	\$1.65	\$2.05	\$2.40	N/A
2,000-4,999	CALL	CALL	CALL	CALL	CALL	CALL	N/A
5,000-up	CALL	CALL	CALL	CALL	CALL	CALL	N/A

- f. Custom designing and creating artwork- \$22.50 per hour

**RFP # SLD- 1200 Promotional Items and Imprinting Services**  
**Negotiation Summary for I.D. Marketing t/a IDAmerica**  
**December 4, 2024**

- g. Custom designing screen print and embroidery artwork- \$22.50 per hour
- h. Contractor shall provide sample items, material, and/or color swatches valued up to \$20 at no additional cost. Samples valued over \$20 must be returned to Contractor within 15 days at Agency's expense.
- i. Contractor shall pass on exact freight charges to the University.
- j. Contractor shall waive associated costs for returns/replacement of items in the event of material defects, misprints, or Contractor errors.
- k. Set-up fees- 10% discount off published price
- l. Contractor shall not bill the Purchasing Agency charge card processing fees.
- m. Embroidery Pre-Production Samples (*with logo*)- no additional cost
- n. Screen-printed Pre-Production Samples (*with logo*) up to two (2) imprint colors- no additional cost
- o. Screen-printed Pre-Productions Samples (*with logo*) three (3) or more imprint colors- \$50.00

**5. GENERAL**

- a. Contractor shall maintain a CLC license for James Madison University for the duration of the contract. Any associated costs shall be the sole responsibility of the contractor.
- b. All deliveries made to the Purchasing Agency shall be FOB destination.
- c. Payment shall be made to the Contractor in accordance with the Code of Virginia, §2.2-4347 through 2.2-4354, Prompt Payment.
- d. The contractor has disclosed all potential fees. Additional charges shall be reviewed and approved by Procurement Services prior to purchase.
- e. Contractor shall provide detailed invoicing that clearly demonstrates contract pricing and/or discounts.
- f. The following language shall be added to the contract:

**PCI DSS COMPLIANCE:** James Madison University requires that the contractor shall at all times maintain compliance with the most current Payment Card Industry Data Security Standards (PCI DSS). The contractor may be required to provide an Attestation of Compliance on an annual basis. Contractor acknowledges responsibility for the security of cardholder data as defined within the PCI DSS. Contractor acknowledges and agrees that cardholder data may only be used for completing the contracted services as described in the full text of this document, or as required by the PCI DSS, or as required by applicable law. In the event of a breach or intrusion or otherwise unauthorized access to cardholder data stored at or for the contractor, contractor shall immediately notify the Assistant Vice President for Finance at: (540) 568-6433, MSC 5719, Harrisonburg, VA 22807 (fax (540) 568-3346) to allow the proper PCI DSS compliant breach notification process to commence. The contractor shall provide appropriate payment card companies, acquiring financial institutions and their respective designees access to the contractor's facilities and all pertinent records to conduct a review of the contractor's compliance with the PCI DSS requirements.



**RFP # SLD- 1200 Promotional Items and Imprinting Services**  
**Negotiation Summary for I.D. Marketing t/a IDAmerica**  
**December 4, 2024**

- In the event of a breach or intrusion the contractor acknowledges any/all costs related to breach or intrusion or unauthorized access to cardholder data entrusted to the contractor deemed to be the fault of the contractor shall be the liability of the contractor. Vendor agrees to assume responsibility for informing all such individuals in accordance with applicable law and to indemnify and hold harmless the Commonwealth of Virginia, James Madison University and its officers and employees from and against any claims, damages or other harm related to such breach.
- g. Contractor agrees that James Madison University intends to exclusively utilize electronic catalogs for product sourcing and will not utilize any webstores or customized e-commerce platforms if offered by your firm, with the exception of eVA punchout catalogs. These options may be utilized by other universities, agencies, and localities.
  - h. Contractor agrees that all exceptions taken within their initial response to RFP# SLD-1200 that are not specifically addressed within this negotiation summary are null and void.

**AGREEMENT  
PUBLICLY ACCESSIBLE CONTRACT (PAC)**

This Agreement, effective the 1<sup>st</sup> day of April 2025, is by and between James Madison University (the “University”), on behalf of the Virginia Higher Education Procurement Consortium (the “Consortium”) (collectively the "University"), and I.D. Marketing, Inc. t/a IDAmerica, (“Vendor”).

**TERM**

The end date coincides with the Primary Agreement’s end date.

**WITNESS**

WHEREAS, the University and Vendor have executed an agreement, UCPJMU6970, dated January 31, 2025 (the “Primary Agreement”), and included in the Primary Agreement is a third party access / cooperative clause. Now therefore, the University and Vendor wish to express in this Agreement the specific terms that will allow third party access to the Primary Agreement.

Accordingly, and in consideration of the mutual premises and provisions hereof, the parties hereby agree as follows:

I. Vendor will:

- A. Pay the University 1% of all sales to accessing entities outside of the Consortium membership associated with the Primary Agreement (as the “PAC Annual Fee”). The PAC Annual Fee will be paid in exchange for marketing services provided by the University and the Consortium described below in Section II.
- B. Fully support this marketing relationship by promoting the availability of the Primary Agreement to non-Consortium entities;
- C. Provide quarterly sales reports detailing the amount of sales to each non-Consortium accessing entity; and

II. The University/Consortium will:

- A. Promote the Primary Agreement on its website and through other channels (e.g., conferences) to non-Consortium members
- B. Maintain an approved version of Vendor’s logo on the Consortium website

III. Payment:

- A. Payment of PAC Annual Fee will arrive at the University no later than August 31 of each year. The University and Consortium will share the payments equally and allocate payments to the appropriate accounts.

In the event of early termination of the Primary Agreement, this residual payment will arrive at the University no later than 45 calendar days from termination date of the Primary Agreement.

- B. Payment of PAC Annual Fee will take the form of a check. Checks will be made payable to the University of Virginia and sent to:

Constance Alexander, Office Manager  
Procurement and Supplier Diversity Services  
University of Virginia, Carruthers Hall  
c/o VHEPC  
PO Box 400202  
1001 N. Emmet Street  
Charlottesville, VA 22904

IV. Notices:

Any notice required or permitted to be given under this Agreement will be in writing and will be deemed duly given: (1) if delivered personally, when received; (2) if sent by recognized overnight courier service, on the date of the receipt provided by such courier service; (3) if sent by registered mail, postage prepaid, return receipt requested, on the date shown on the signed receipt; or (4) if sent by electronic mail, when received (as verified by the email date and time) if delivered no later than 4:00 p.m. (receiver's time) on a business day or on the next business day if delivered (as verified by sender's machine) after 4:00 p.m. (receiver's time) on a business day or on a non-business day. All such notices will be addressed to a party at such party's address or facsimile number as shown below.

If to the University:

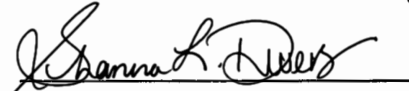
Procurement Services  
c/o Director of Procurement  
James Madison University  
752 Ott Street, MSC 5720  
Harrisonburg, VA 22807

If to Vendor:

Kenneth Carlson  
I.D. Marketing, Inc. t/a IDAmerica  
941 Corporate Ln  
Chesapeake, VA 23320  
Email: ken@idamerica.com  
Fax: 757-549-0659

ACCEPTANCE

For James Madison University



Shanna Devers  
Buyer Senior

02/21/2025

Date

Agreement #: UCPJMU6970-PAC

For I.D. Marketing, Inc. t/a ID America



Kenneth Carlson  
President

2/10/2025

Date

**REDACTED**  
**COPY**

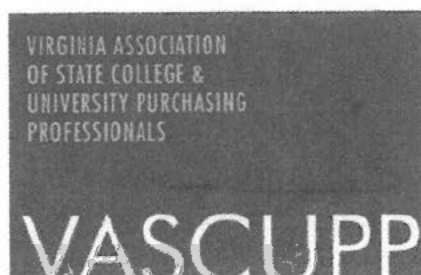


# Request for Proposal

## **RFP# SLD-1200**

**Promotional Items and Imprinting Services**

**February 21, 2024**



# ***REQUEST FOR PROPOSAL***

***JMU RFP# SLD-1200***

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## II. INTRODUCTION



**IDAmerica**  
CREATIVE BRANDING

941 Corporate Lane  
Chesapeake, VA 23320

April 2, 2024

James Madison University  
Procurement Services MSC 5720  
752 Ott Street, Wine Price Building  
First Floor, Suite 103  
Harrisonburg, VA 22807

Dear Purchasing Professionals,

Thank you for including IDAmerica in your Request for Proposal #SLD-1200 for Promotional Items and Imprinting Services. On behalf of my team of promo specialists, I am happy to provide the following proposal. After your review, I hope you agree that IDAmerica is well-qualified to be included in the pool of official vendors for James Madison University's promotional product and apparel needs.

Thank you for your consideration.

Sincerely,

A handwritten signature in dark ink, appearing to read "KRC", followed by a long horizontal flourish.

Kenneth R. Carlson, President

# REQUEST FOR PROPOSAL

## RFP# SLD-1200

Issue Date: February 21, 2024  
Title: Promotional Items and Imprinting Services  
Issuing Agency: Commonwealth of Virginia  
James Madison University  
Procurement Services MSC 5720  
752 Ott Street, Wine Price Building  
First Floor, Suite 1023  
Harrisonburg, VA 22807

Period of Contract: From Date of Award Through Two Years with Four (4) Additional Two (2) Year Renewal Options.

Sealed Proposals Will Be Received Until 2:00 PM on March 27, 2024 for Furnishing The Services Described Herein.

*SEALED PROPOSALS MAY BE MAILED, EXPRESS MAILED, OR HAND DELIVERED DIRECTLY TO THE ISSUING AGENCY SHOWN ABOVE.*

All Inquiries For Information And Clarification Should Be Directed To: Shanna Devers, Buyer Senior, Procurement Services, [deverssl@jmu.edu](mailto:deverssl@jmu.edu); 540-568-3131; (Fax) 540-568-7935 not later than five business days before the proposal closing date.

**NOTE: THE SIGNED PROPOSAL AND ALL ATTACHMENTS SHALL BE RETURNED.**

In compliance with this Request for Proposal and to all the conditions imposed herein, the undersigned offers and agrees to furnish the goods/services in accordance with the attached signed proposal or as mutually agreed upon by subsequent negotiation.

Name and Address of Firm:

I.D. Marketing, Inc. t/a IDAmerica

941 Corporate Lane

Chesapeake, VA 23320

Date: 4/2/2024

Web Address: www.idamerica.com

Email: ken@idamerica.com

By:

  
(Signature in Ink)

Name: Kenneth R. Carlson

(Please Print)

Title: President

Phone: 757-609-3162

Fax #: 757-549-0659

ACKNOWLEDGE RECEIPT OF ADDENDUM: #1 KAC #2 KAC #3 KAC #4 \_\_\_\_\_ #5 \_\_\_\_\_ (please initial)

SMALL, WOMAN OR MINORITY OWNED BUSINESS:

X YES; ☐ NO; *IF YES* ⇒ X SMALL; ☐ WOMAN; ☐ MINORITY *IF MINORITY*: ☐ AA; ☐ HA; ☐ AsA; ☐ NW; ☐ Micro

Note: This public body does not discriminate against faith-based organizations in accordance with the Code of Virginia, § 2.2-4343.1 or against an offeror because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.



## IV. STATEMENT OF NEEDS

### *A. Promotional Items*

1. **Provide the link to your complete electronic catalog containing all available promotional items being offered which includes list price.**

IDAmerica's complete electronic catalog which contains all available promotional items being offered as well as list pricing can be found here: [www.idamerica.com](http://www.idamerica.com)

2. **Describe ability to customize an electronic catalog for James Madison University.**

IDAmerica has vast experience with creating and hosting digital portals for our customers. We can provide stock existing platforms for the customer to choose from or we can design and host a proprietary platform based on features that the client desires. In addition to designing and hosting online ordering portals, we have the expertise to warehouse, fulfill and inventory a complete program based on the features that our client desires.

3. **Describe ability to provide electronic proofs.**

IDAmerica houses a full-service art department and will provide electronic proofs of any item in its product portfolio to JMU.

4. **Describe ability to provide a local sales representative for James Madison University and/or willingness to meet with departmental end-users upon request.**

Tim Johnson is JMU's local point of contact. Tim has worked with JMU departments for over 5 years. Tim will continue to be available for in-person meetings with departmental end-users upon request.

**Designated JMU Primary Sales Contact:**

Tim Johnson  
tim@idamerica.com  
804.833.8454

5. **List all other contact information for ordering, invoicing, customer service, etc.**

**Designated JMU Customer Service Contact:**

Kelly Anderson  
kelly@idamerica.com  
757.813.7337

**Graphic Design Contact:**

James Velbis  
art@idamerica.com  
757.609.3167

**Accounts Receivable/Invoicing Contact:**

Nikki Calascibetta  
nikki@idamerica.com  
757.609.3160

6. **Describe experience in working with various departments at educational institutions similar to James Madison University. Include method for collaboration for individual orders.**

With 41 years of industry experience, IDAmerica brings a competitive edge over many of our peers. We have current partnerships with most colleges and universities in the Commonwealth of Virginia. Our portfolio includes, but is not limited to, Virginia Commonwealth University, Virginia Tech, The University of Virginia, The College of William and Mary, Old Dominion University, George Mason University and Radford University. We also have a strong presence outside of the Commonwealth to include Duke University, University of North Carolina, North Carolina State University, University of Maryland and Georgetown University. We've established collaborative relationships with major departments on campus to include Admissions, Alumni Associations as well as various academic and programmatic departments. IDAmerica provides a suite of services to our partners which includes product research, graphic design services and samples/pre-production proofs.

7. **Indicate if your firm is currently licensed through The Collegiate Licensing Company (CLC) for James Madison University.**

IDAmerica is currently licensed through The Collegiate Licensing Company (CLC) for JMU. We have been officially licensed since 2016.

8. **Awarded contractors may be required to adhere to the trademark and licensing requirements of other institutions, agencies, localities, etc. utilizing the resulting contracts that have licensing requirements other than CLC. Provide a response to your ability to meet these requirements.**

IDAmerica is a member of other collegiate licensing companies such as AffinityGateway and we use their art submission platforms for trademark and licensing requirements. Over the years we have worked with NASCAR, Pepsi, Disney, and other licensed properties for special one-time projects.

9. **Describe plan for providing pre-production samples (when requested by department) of promotional items with logo.**

IDAmerica recommends pre-production samples when requested and when time permits. Costs vary between industry suppliers and generally involve the item's set-up charge, unit cost and freight charges. With the evolution of technology, we have found that virtual proofs can serve the same purpose as a pre-production proof. These can be created and ready for customer review within hours of request and involve no charges from the supplier. We are able to provide these for most items in our product portfolio and provide the end-user with an opportunity to view the item with their brand to make sure that all brand guidelines are being met.

**10. Provide details of minimum order requirements, if applicable.**

IDAmerica shall provide quantity limits based on supplier's quantity limits.

**11. Describe delivery options, policies, turnaround time, including standard orders, rush orders, and manufacturer orders for delivery.**

IDAmerica's standard turnaround time for promotional products is 5-15 business days after art approval. If rush production is requested, some suppliers are able to offer 24-48 hour production time at no additional charge. In the event an item is requested from a supplier who does not offer free rush service, IDAmerica will quote in advance the supplier's charge for rush capabilities and submit for approval.

**12. Describe process for packaging orders.**

Promotional items are available in the supplier's stated packaging (i.e. giftbox, polybag, etc.). Some suppliers will offer custom packaging at an additional cost. Having a state of the art warehouse, IDAmerica can provide custom packaging solutions as well (i.e. gift bags, packaging items within a purchased branded item, etc.). These services are offered at an additional cost and will vary depending on the complexity of the project.

IDAmerica and its suppliers no longer use polystyrene foam for packaging. We have occasional requests for packaging with single-use plastics (shrink-wrapping packs of stickers, etc.) but in general we have been able to move customers away from plastics.

**13. Describe return and exchange policies.**

Due to the custom nature of imprinted promotional products, returns are generally only accepted in the event of a printing error, faulty product, or missed event date due to supplier/IDAmerica error. In any of these instances, IDAmerica will replace the items at no cost to the client or credit your order if no replacement is desired. IDAmerica is not liable for customs/shipping delays.

**14. Describe the process for replacement of defective, broken, or damaged promotional items.**

In the event of a supplier/IDAmerica error, we will replace your order at no additional cost or credit your order if no replacement is desired. If requested, we will issue a call tag to have the incorrect order picked up from your facility. Our company strives for 100% customer satisfaction.

**15. Describe quality control process.**

Over the last 41 years, IDAmerica has earned an impressive reputation for being dependable and results oriented. Our order processors take measurable steps to ensure that quality is delivered each time. When an order is entered into our order system an order confirmation is generated for customer review. The confirmation contains all of the details (i.e. item, color, logo, # of colors, price and estimated delivery date). Once the confirmation is approved, an art proof is generated for customer review. The art proof will include the details of the design to include Licensing approval as well as graphic standard compliance. Having received approval for both components ensures

that all the branding guidelines are met. Additionally, we have the capability to produce virtual proofs for most products in the industry which has proven to be an invaluable tool when time doesn't allow for pre-production proofs. All of these measures, coupled with the CLC approval process, allow us to ensure that what is delivered is exactly as the customer envisioned.

**16. Provide sample quote showing list price, contract price and percentage off published list price.**

Please see sample promotional item quote in Section I, Attachment F.

**17. Describe payment options available.**

IDAmerica's payment options are as follows: Cash, Check, Credit Card, and ACH Money Transfer. Payment terms are NET 30 Days. IDAmerica's preferred payment method is ACH Money Transfer. We plan on enrolling in JMU's PayMode-X ACH Payments program.

**18. Provide a sample invoice and preferred method of payment.**

Please see sample promotional item invoice in Section XI, Attachment G. IDAmerica's preferred payment method is ACH Money Transfer.

**19. Specify if offeror accepts charge card payments..**

IDAmerica accepts charge card payments including Visa, Mastercard, and American Express.

**20. Provide any incentive rebate options or packages.**

No incentive rebate options or packages are available.

**21. Identify any other goods or services being offered.**

IDAmerica offers the following services:

Global Promotional Product Sourcing  
Nametag Programs  
Years of Service Programs  
Engraving  
Heat Transfer  
Digital Printing  
Warehousing  
Custom Kitting and Packaging  
Shipping to Individual Recipients

***B. Imprinting Services (i.e. Embroidery, Screen Printing, Embossing, Etching, etc.)***

**1. Describe all Imprinting Services (i.e. Embroidery, Screen Printing, Embossing, Etching, etc.).**

IDAmerica's production department includes in-house screen printing and in-house embroidery. Our state-of-the-art automatic screen print machines can achieve high precision prints at remarkable speed. Our multi-head embroidery machines are operated by an employee with over 30 years' experience in the industry. In addition to polo shirts, quarter zips, and jackets, IDAmerica has the capability to embroider multiple locations on hats, blankets, and backpacks, including the application of patches, flags, and custom labels. Computerized production scheduling is employed to meet the most demanding delivery deadlines. For larger, more complex orders, we have an off-site screen printing facility that handles 4CP (4 color process), DTG (direct to garment) and Digital Squeegie (digital printing).

**2. Provide details of minimum order requirements, if applicable.**

There are no minimum order requirements for embroidery or screen printing services.

**3. Provide pricing for embroidery services.**

Please see Section X. Pricing Schedule, B. 1.

**4. Provide a complete embroidery pricing guide.**

Please see Section X. Pricing Schedule, B. 2.

**5. Provide pricing for screen-printing services.**

Please see Section X. Pricing Schedule, B. 3.

**6. Provide a sample of a design for both screen printing and embroidery.**

A sample of an embroidered polo shirt as well as a screen printed t-shirt are included with our proposal.

**7. Describe the process for designing and creating artwork and turnaround time.**

IDAmerica houses a full-service art dept. We strive to provide art proofs for review as well as virtual proofs within 24-48 hours of request.

**8. Describe the process for designing print screen and embroidery artwork and turnaround time.**

Artwork for screenprint and embroidery projects are designed based on customer-provided concepts and/or existing vector artwork. Designs are created for review within 24-48 hours of request.

**9. Provide the lead time for embroidered products from time of order placement until delivery.**

IDAmerica's standard turnaround time for embroidered and screen printed products is 7-10 business days after art approval.

**10. Describe the software compatibility your firm requires when clients send art files for imprinting marketing materials or apparel.**

IDAmerica prefers that artwork be submitted in vector format (.ai, .eps, .pdf). Artwork submitted in non-vector format can be easily converted at no additional charge. For large files such as photographs or high-resolution designs, they can be compressed into a zip file and emailed without an issue.

**11. Describe timeframe for providing adequate sample items, materials, or color swatches.**

IDAmerica can provide most blank apparel samples, materials, or color swatches for customer review within 2-4 business days from date of request. Customer may review sample items for up to 15 business days at no charge.

**12. Describe the process for digitizing artwork for logos that will be embroidered.**

IDAmerica's experienced digitizer converts vector and non-vector logos into high quality embroidery files. We can easily convert designs requiring 5,000–20,000 stitches. We also provide free revisions and editing.

**13. Describe the process for vector artwork for logos that will be screen printed.**

Customer supplied vector artwork will be sized appropriately for the screen printing process. Many clients do not have the capability to provide vector art, in which case will convert to vector at no additional charge. A virtual proof will then be sent to the customer for approval. Once the design is approved, the screens will be created and the job will go to print.

**14. Describe delivery options, policies, process of delivery costs and freight charges for standard and rush orders.**

IDAmerica uses UPS (United Parcel Service) as its preferred shipper. IDAmerica charges UPS standard ground rates with no mark-up. Should an order need to be expedited per JMU's request and approval, UPS standard rush rates will be used with no mark-up. We also offer FedEx and USPS if requested.

**15. Describe return policy for decorated apparel.**

In the event of material defects, misprints, or IDAmerica mistakes, we will replace, refund, or offer immediate credit. To avoid any confusion about sizing or color expectations, we offer size charts and samples before the order goes to print.

**16. Provide sample quote showing list price, contract price and/or percentage off published list price.**

Please see sample quote in Section XI, Attachment H.

**17. Provide sample invoice.**

Please see sample invoice in Section XI, Attachment I.

**18. Provide sample quote.**

Please see sample quote in Section XI, Attachment H.

**19. Describe payment options available.**

IDAmerica's payment options are as follows: Cash, Check, Credit Card, and ACH Money Transfer. Payment terms are NET 30 Days. IDAmerica's preferred payment method is ACH Money Transfer. We plan on enrolling in JMU's PayMode-X ACH Payments program.

**20. Specify if offeror accepts charge card payments.**

IDAmerica accepts charge card payments including Visa, Mastercard, and American Express.

**21. Describe ability to provide a local sales representative for James Madison University and/or willingness to meet with department end-users upon request.**

Yes! Same as above from "Promotional Items" section.

**22. List all contact information for ordering, invoicing, customer service, etc.**

Same as above from "Promotional Items" section.

**23. Describe experience in working with various departments at educational institutions similar to James Madison University. Include method for collaboration for individual orders.**

Same as above from "Promotional Items" section.

**24. Indicate if your firm is currently licensed through The Collegiate Licensing Company (CLC) for James Madison University.**

Same as above from "Promotional Items" section.

**25. Awarded contractors may be required to adhere to the trademark and licensing requirements of other institutions, agencies, localities, etc. utilizing the resulting contracts that have licensing requirements other than CLC. Provide a response to your ability to meet these requirements.**

Same as above from "Promotional Items" section.

**26. Describe plan for providing pre-production samples of embroidery and screen printing items.**

IDAmerica will provide pre-production samples to JMU. Both embroidery and screen printed pre-production samples will require a 5 business day lead-time. Screen printed pre-production samples up to 2 imprint colors will be provided at no charge. Screen print samples with 3 or more imprint colors are invoiced for \$50.00. Embroidery pre-proofs will be provided at no charge.

**27. Identify any other goods or services being offered.**

To help customers determine the best product for their needs, IDAmerica will provide multiple price options and free virtual renderings for a variety of products. For embroidered apparel, IDAmerica offers polybagging service at no additional charge.

**V. WRITTEN NARRATIVE STATEMENT**

From humble beginnings in 1983 as a small screen print shop, IDAmerica slowly added services such as embroidery in 1989 and advertising specialty sourcing in 1992. Today, IDAmerica has grown to become one of the most trusted promotional product and decorated apparel companies to serve corporate and university clients in the Mid-Atlantic region. In addition to our headquarters, production facility, and fulfillment center in Chesapeake, VA, IDAmerica also has sales offices in Richmond, Reston, Washington, DC, Raleigh, and Charlotte, NC. Forty-one years of building relationships with clients, suppliers, employees, and the communities where we live have helped secure our reputation as a solid corporate citizen. In addition to providing service to larger corporations and associations, we have current licensing privileges with almost every university in Virginia, Maryland, North Carolina, and Washington, DC.

But more important than our resume of clients is our mission: *"To develop and deliver successful and responsible promotional campaigns using the creative efforts of our colleagues and collaborators, so the net result is a positive impact for our clients, their constituents, the community, and the world."*

IDAmerica agrees that companies should be held accountable not just to their bottom line, but to the world around them. Our clients want to see evidence of our donations, volunteering, and community outreach. As such, we are proud of our Corporate Social Responsibility program which is a comprehensive, companywide effort.

IDAmerica looks forward to sharing our expertise and passion for excellence with JMU.

**VI. PRICING SCHEDULE**

**A. Promotional Items**

- 1. The offeror shall provide contract pricing and/or percentage discounts of published list price and quantity discounts.**

IDAmerica is pleased to offer the following discounted Promotional Item pricing:

For standard promotional items, JMU will receive published **End Quantity Pricing (EQP)**, **plus an additional 5% discount.**

For non-standard promotional items, JMU will receive a **5% discount off published Column Price.**

Accepts Electronic Purchase Orders: Yes  
Accepts Small Purchase Credit Cards: Yes



**2. The offeror shall provide associated costs for electronic proofs.**

There are no associated costs for electronic proofs.

**3. The offeror shall provide standard, rush order, and manufacturer order delivery costs.**

IDAmerica's standard turnaround time for promotional products is 5-15 business days after art approval. If rush production is requested, some suppliers are able to offer 24-48 hour production time at no additional charge. In the event an item is requested from a supplier who does not offer free rush service, IDAmerica will quote in advance the supplier's charge for rush capabilities and submit for customer approval. Regarding shipping cost, IDAmerica charges standard UPS rates with no mark-up.

**4. The offeror shall provide associated costs for restocking and shipping of returns/exchanges.**

Due to the custom nature of imprinted promotional products, returns are generally only accepted in the event of a printing error, faulty product, or missed deadline due to supplier/IDAmerica error. In any of these instances, IDAmerica will replace the items at no cost to the client or credit your order if no replacement is desired. Reshipping fees will be waived if the return is a result of contractor error.

**5. The offeror shall provide associated costs for the replacement of defective, broken, or damaged items.**

In the event of a supplier/IDAmerica error, we will replace your order at no additional cost or credit your order if no replacement is desired. If requested, we will issue a UPS call tag to have the incorrect order picked up from your facility. Our company strives for 100% customer satisfaction.

**6. The offeror shall specify any associated charge card processing fees, if applicable.**

There is no processing fee for orders paid with charge cards.

**7. The offeror shall provide associated costs for any other goods or services being offered.**

IDAmerica offers the following services:

Global Promotional Product Sourcing – No extra charge  
Nametag Programs – Call for quote  
Years of Service Programs – Call for quote  
Engraving – Call for quote  
Warehousing – Call for quote  
Custom Kitting and Packaging – Call for quote  
Shipping to Individual Recipients – Call for quote

**8. The offeror shall provide quantity limits and associated costs for samples of promotional items with logo.**

IDAmerica will provide free promotional product samples valued up to \$20. For samples over \$20, customers can return within 15 days at no charge.

## B. Embroidery and Screen Printing

### 1. The offeror shall complete the following table for embroidery services.

(Embroidery only, apparel/item not included)

Number of Stitches	7 or under	8-14 pieces	15-29 pieces	30-74 pieces	75-149 pieces	150-299 pieces	300-599 pieces	600-999 pieces	1000-4000 pieces
Up to 4000	\$11.74	\$6.69	\$5.19	\$4.29	\$3.44	\$3.04	\$2.84	\$2.74	\$2.54
Up to 5000	\$11.74	\$6.69	\$5.19	\$4.29	\$3.44	\$3.04	\$2.84	\$2.74	\$2.54
Up to 6000	\$12.09	\$7.04	\$5.54	\$4.64	\$3.79	\$3.39	\$3.19	\$3.09	\$2.89
Up to 7000	\$12.44	\$7.39	\$5.89	\$4.99	\$4.14	\$3.74	\$3.54	\$3.44	\$3.24
Up to 8000	\$12.79	\$7.74	\$6.24	\$5.34	\$4.49	\$4.09	\$3.89	\$3.79	\$3.59
Up to 9000	\$13.14	\$8.09	\$6.59	\$5.69	\$4.84	\$4.44	\$4.24	\$4.14	\$3.94
Up to 10000	\$13.49	\$8.44	\$6.94	\$6.04	\$5.19	\$4.79	\$4.59	\$4.49	\$4.39
Each Addtl. 1000 stitches	\$0.35	\$0.35	\$0.35	\$0.35	\$0.35	\$0.35	\$0.35	\$0.35	\$0.35

### 2. The offeror shall provide a complete pricing guide for embroidery services. (i.e. tape edits, personalization, excessive thread color changes, etc.)

#### Pricing Guidelines for Ancillary Embroidery Services

2nd Location Embroidery Pricing:

QTY	Charge Per Piece (up to 5000 stitches)
1 to 5	\$10.00
6 to 23	\$5.00
24 to 71	\$3.00
72 +	\$2.80

+\$0.35/thousand stitches if over 5,000 stitches

Personalization: \$5.00 per piece

Tape Edits: Free

Excessive Thread Color Changes: Free

**3. The offeror shall complete the following table for screen printing services.**

(Screen Printing only, apparel/item not included)

Quantity	Number of Colors						Each add'l color
	1	2	3	4	5	6	
1-11	N/A	N/A	N/A	N/A	N/A	N/A	N/A
12-23	\$3.70	\$5.80	\$7.50	\$9.25	\$11.00	\$12.75	N/A
24-47	\$2.50	\$5.55	\$6.00	\$7.75	\$9.45	\$11.20	N/A
48-71	\$2.25	\$3.55	\$4.85	\$6.15	\$7.45	\$8.75	N/A
72-143	\$1.35	\$2.40	\$3.45	\$4.45	\$5.55	\$6.55	N/A
144-287	\$1.25	\$1.70	\$2.15	\$2.65	\$3.15	\$3.45	N/A
288-499	\$1.05	\$1.45	\$1.75	\$2.25	\$2.55	\$2.90	N/A
500-999	\$0.95	\$1.20	\$1.50	\$1.80	\$2.25	\$2.55	N/A
1,000-1,999	\$0.80	\$1.00	\$1.30	\$1.65	\$2.05	\$2.40	N/A
2,000-4,999	CALL	CALL	CALL	CALL	CALL	CALL	N/A
5,000-up	CALL	CALL	CALL	CALL	CALL	CALL	N/A

**4. The offeror shall provide associated costs per hour for designing and creating artwork.**

Custom designing and creating artwork – 10% discount off the rate of \$25.00 per hour.

**5. The offeror shall provide associated costs per hour for designing print screen and embroidery artwork.**

Custom designing and creating artwork for screen print and embroidery – 10% discount off the rate of \$25.00 per hour.

**6. The offeror shall provide associated costs for sample items, material, or color swatches.**

IDAmerica will provide free apparel samples valued up to \$20. For samples over \$20, customers can return within 15 days at no charge.

**7. The offeror shall provide associated costs for standard and rush orders.**

Because IDAmerica has **in-house** screenprinting and embroidery, we can offer rush services at **no extra charge**, when the production schedule allows. IDAmerica shall pass on exact freight charges on rush orders to JMU as applicable. No mark-up on shipping charges.

**8. The offeror shall provide associated costs for returns for embroidery and screen printing items.**

In the event of material defects, misprints, or IDAmerica mistakes, we will replace, refund, or offer immediate credit.

**9. The offeror shall provide associated costs for set-up fees.**

Setup Fees: 10% discount off published price.

**10. The offeror shall specify associated charge card processing fees.**

There is no processing fee for orders paid with credit cards.

**11. The offeror shall provide associated costs for any other goods or services being offered including set-up fees, etc.**

Heat Transfer Printing – call for quote  
Direct-to-Garment Printing – call for quote  
4-Color Process Printing – call for quote  
Digital Squeegee Printing – call for quote

## **I. ATTACHMENTS**

Attachment A: Offeror Data Sheet

Attachment B: Small, Women, and Minority-owned Business (SWaM) Utilization Plan

Attachment C: Standard Contract Sample

Attachment D: Zone Map

Attachment E: PAC Agreement

Attachment F: Sample Promotional Item Quote

Attachment G: Sample Promotional Item Invoice

Attachment H: Sample Embroidery Quote

Attachment I: Sample Embroidery Invoice

Attachment J: Proof of CLC License

Attachment K: Total Sales Per VASCUPP Member Institution

# ATTACHMENT A

## OFFEROR DATA SHEET

### TO BE COMPLETED BY OFFEROR

1. **QUALIFICATIONS OF OFFEROR:** Offerors must have the capability and capacity in all respects to fully satisfy the contractual requirements.
2. **YEARS IN BUSINESS:** Indicate the length of time you have been in business providing these types of goods and services.

Years 41 Months       

3. **REFERENCES:** Indicate below a listing of at least five (5) organizations, either commercial or governmental/educational, that your agency is servicing. Include the name and address of the person the purchasing agency has your permission to contact.

CLIENT	LENGTH OF SERVICE	ADDRESS	CONTACT PERSON/PHONE #
Virginia Tech, Information Technology	9 Years	755 University City Blvd., Blacksburg, VA 24060	LaTawnya Burleson 540.231.4227
JMU, Office of Admissions	6 Years	100 East Grace Street, Madison Hall, Harrisonburg, Va 22801	Kerri Wilson 540.568.5026
Virginia Tech, College of Engineering - Alumni	9 Years	460 Turner Street NW, Suite 306, Blacksburg, VA 24061	Angela Mills 540.231.5753
Radford University, New Student Services	9 Years	400 Young Hall, Radford, VA 24142	Jason Lucas 540.831.6674
VCU, College of Engineering	2 Years	601 W. Main Street, Richmond, VA 23284	Robert Aveson 804.827.7024

4. List full names and addresses of Offeror and any branch offices which may be responsible for administering the contract.

Kenneth R. Carlson, President – 941 Corporate Lane, Chesapeake, VA 23320

Timothy Scott Johnson, Senior Account Manager – 100 Thomas Cartwright, Williamsburg, VA 23185

5. **RELATIONSHIP WITH THE COMMONWEALTH OF VIRGINIA:** Is any member of the firm an employee of the Commonwealth of Virginia who has a personal interest in this contract pursuant to the CODE OF VIRGINIA, SECTION 2.2-3100 – 3131?

[ ] YES [X] NO

IF YES, EXPLAIN:

## ATTACHMENT B

### Small, Women and Minority-owned Businesses (SWaM) Utilization Plan

Offeror Name: I.D. Marketing, Inc. t/a IDAmerica

Preparer Name: Kenneth R. Carlson

Date: 3/15/2024

Is your firm a **Small Business Enterprise** certified by the Department of Small Business and Supplier Diversity (SBSD)? Yes X No       

If yes, certification number: 009059 Certification date: 09/06/2016

Is your firm a **Woman-owned Business Enterprise** certified by the Department of Small Business and Supplier Diversity (SBSD)? Yes        No X

If yes, certification number:                      Certification date:                     

Is your firm a **Minority-Owned Business Enterprise** certified by the Department of Small Business and Supplier Diversity (SBSD)? Yes        No X

If yes, certification number:                      Certification date:                     

Is your firm a **Micro Business** certified by the Department of Small Business and Supplier Diversity (SBSD)? Yes        No X

If yes, certification number:                      Certification date:                     

**Instructions:** *Populate the table below to show your firm's plans for utilization of small, women-owned and minority-owned business enterprises in the performance of the contract. Describe plans to utilize SWaMs businesses as part of joint ventures, partnerships, subcontractors, suppliers, etc.*

**Small Business:** "Small business " means a business, independently owned or operated by one or more persons who are citizens of the United States or non-citizens who are in full compliance with United States immigration law, which, together with affiliates, has 250 or fewer employees, or average annual gross receipts of \$10 million or less averaged over the previous three years.

**Woman-Owned Business Enterprise:** A business concern which is at least 51 percent owned by one or more women who are U.S. citizens or legal resident aliens, or in the case of a corporation, partnership or limited liability company or other entity, at least 51 percent of the equity ownership interest in which is owned by one or more women, and whose management and daily business operations are controlled by one or more of such individuals. **For purposes of the SWAM Program, all certified women-owned businesses are also a small business enterprise.**

**Minority-Owned Business Enterprise:** A business concern which is at least 51 percent owned by one or more minorities or in the case of a corporation, partnership or limited liability company or other entity, at least 51 percent of the equity ownership interest in which is owned by one or more minorities and whose management and daily business operations are controlled by one or more of such individuals. **For purposes of the SWAM Program, all certified minority-owned businesses are also a small business enterprise.**

**Micro Business** is a certified Small Business under the SWaM Program and has no more than twenty-five (25) employees AND no more than \$3 million in average annual revenue over the three-year period prior to their certification.

**All small, women, and minority owned businesses must be certified by the Commonwealth of Virginia Department of Small Business and Supplier Diversity (SBSD) to be counted in the SWAM program. Certification applications are available through SBSD at 800-223-0671 in Virginia, 804-786-6585 outside Virginia, or online at <http://www.sbsd.virginia.gov/> (Customer Service).**

***RETURN OF THIS PAGE IS REQUIRED***

# ATTACHMENT B (CNT'D)

Small, Women and Minority-owned Businesses (SWaM) Utilization Plan

Procurement Name and Number: RFP#SLD-1200 Promotional Items/Imprinting Services Date Form Completed: 3-15-2024

Listing of Sub-Contractors, to include, Small, Woman Owned and Minority Owned Businesses  
for this Proposal and Subsequent Contract

Offeror / Proposer:

I.D. Marketing, Inc. t/a IDAmerica  
Firm

941 Corporate Lane, Chesapeake, VA 23320  
Address

Kenneth R. Carlson/757-609-3162  
Contact Person/No.

Sub-Contractor's Name and Address	Contact Person & Phone Number	SBSD Certification Number	Services or Materials Provided	Total Subcontractor Contract Amount (to include change orders)	Total Dollars Paid Subcontractor to date (to be submitted with request for payment from JMU)
IDAmerica does not have any subcontractors that are currently SWaM-certified.					

*(Form shall be submitted with proposal and if awarded, again with submission of each request for payment)*

**RETURN OF THIS PAGE IS REQUIRED**



ATTACHMENT C



COMMONWEALTH OF VIRGINIA  
STANDARD CONTRACT

Contract No. \_\_\_\_\_

This contract entered into this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, by \_\_\_\_\_ hereinafter called the "Contractor" and Commonwealth of Virginia, James Madison University called the "Purchasing Agency".

WITNESSETH that the Contractor and the Purchasing Agency, in consideration of the mutual covenants, promises and agreements herein contained, agree as follows:

SCOPE OF CONTRACT: The Contractor shall provide the services to the Purchasing Agency as set forth in the Contract Documents.

PERIOD OF PERFORMANCE: From \_\_\_\_\_ through \_\_\_\_\_

The contract documents shall consist of:

- (1) This signed form;
- (2) The following portions of the Request for Proposals dated \_\_\_\_\_:
- (a) The Statement of Needs,
  - (b) The General Terms and Conditions,
  - (c) The Special Terms and Conditions together with any negotiated modifications of those Special Conditions;
  - (d) List each addendum that may be issued
- (3) The Contractor's Proposal dated \_\_\_\_\_ and the following negotiated modification to the Proposal, all of which documents are incorporated herein.
- (a) Negotiations summary dated \_\_\_\_\_.

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

CONTRACTOR:

PURCHASING AGENCY:

By: \_\_\_\_\_  
(Signature)

By: \_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Printed Name)

\_\_\_\_\_  
(Printed Name)

Title: \_\_\_\_\_

Title: \_\_\_\_\_

# ATTACHMENT D

## Zone Map



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

### List of member institutions by zones

<u>Zone 1</u> George Mason University (Fairfax)	<u>Zone 2</u> James Madison University (Harrisonburg)	<u>Zone 3</u> University of Virginia (Charlottesville)
<u>Zone 4</u> University of Mary Washington (Fredericksburg)	<u>Zone 5</u> College of William and Mary (Williamsburg) Old Dominion University (Norfolk)	<u>Zone 6</u> Virginia Commonwealth University (Richmond)
<u>Zone 7</u> Longwood University (Farmville)	<u>Zone 8</u> Virginia Military Institute (Lexington) Virginia Tech (Blacksburg) Radford University (Radford)	<u>Zone 9</u> University of Virginia - Wise (Wise)

## ATTACHMENT E

### AGREEMENT PUBLICLY ACCESSIBLE CONTRACT (PAC)

This Agreement, effective the [DAY<sup>st/nd</sup>] day of [MONTH, YEAR], is by and between James Madison University (the "University"), on behalf of the Virginia Higher Education Procurement Consortium (the "Consortium") (collectively the "University"), and [VENDOR NAME], ("Vendor").

#### TERM

The term of this Agreement is until [Date]. This end date coincides with the Primary Agreement's end date.

#### WITNESS

WHEREAS, the University and Vendor have executed an agreement, UCPJMUXXXX, dated MONTH XX, 20XX (the "Primary Agreement"), and included in the Primary Agreement is a third party access / cooperative clause. Now therefore, the University and Vendor wish to express in this Agreement the specific terms that will allow third party access to the Primary Agreement.

Accordingly, and in consideration of the mutual premises and provisions hereof, the parties hereby agree as follows:

- I. Vendor will:
  - A. Pay the University 1% of all sales to accessing entities outside of the Consortium membership associated with the Primary Agreement (as the "PAC Annual Fee"). The PAC Annual Fee will be paid in exchange for marketing services provided by the University and the Consortium described below in Section II.
  - B. Fully support this marketing relationship by promoting the availability of the Primary Agreement to non-Consortium entities;
  - C. Provide quarterly sales reports detailing the amount of sales to each non-Consortium accessing entity; and
- II. The University/Consortium will:
  - A. Promote the Primary Agreement on its website and through other channels (e.g., conferences) to non-Consortium members
  - B. Maintain an approved version of Vendor's logo on the Consortium website
- III. Payment:
  - A. Payment of PAC Annual Fee will arrive at the University no later than \_\_\_\_\_ of each year. The University and Consortium will share the payments equally and allocate payments to the appropriate accounts.
  - B.

In the event of early termination of the Primary Agreement, this residual payment will arrive at the University no later than 45 calendar days from termination date of the Primary Agreement.

- C. Payment of PAC Annual Fee will take the form of a check. Checks will be made payable to the University of Virginia and sent to:

Procurement Services  
c/o Director of Procurement  
James Madison University  
752 Ott Street, MSC 5720  
Harrisonburg, VA 22807

IV. Notices:

Any notice required or permitted to be given under this Agreement will be in writing and will be deemed duly given: (1) if delivered personally, when received; (2) if sent by recognized overnight courier service, on the date of the receipt provided by such courier service; (3) if sent by registered mail, postage prepaid, return receipt requested, on the date shown on the signed receipt; or (4) if sent by electronic mail, when received (as verified by the email date and time) if delivered no later than 4:00 p.m. (receiver's time) on a business day or on the next business day if delivered (as verified by sender's machine) after 4:00 p.m. (receiver's time) on a business day or on a non-business day. All such notices will be addressed to a party at such party's address or facsimile number as shown below.

If to the University:

Procurement Services  
c/o Director of Procurement  
James Madison University  
752 Ott Street, MSC 5720  
Harrisonburg, VA 22807

If to Vendor:

[Vendor Contact]  
[Vendor]  
[Address]  
Email: [Vendor Email]  
Fax: [Fax]

ACCEPTANCE

For James Madison University

For [Vendor]

\_\_\_\_\_  
[Lead Proc]  
[Lead Job Title]

\_\_\_\_\_  
[Vendor Contact]  
[Vendor Contact Title]

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

Agreement #: [JMU Contract-Number]-PA

ATTACHMENT F

Sample Promotional Item Quote



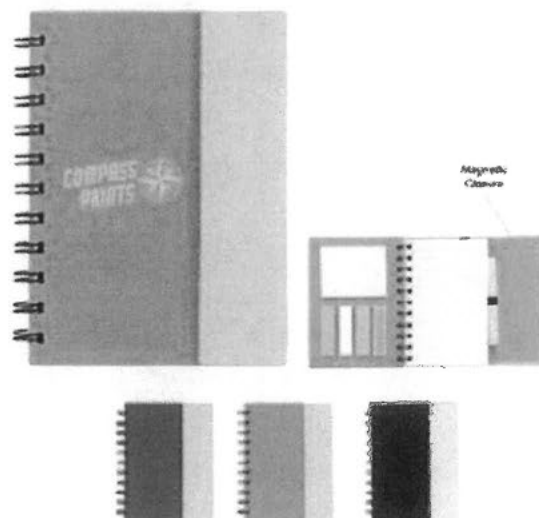
QUOTATION # 115730

Quote Date: 03/21/2024  
Customer #: IDAM10636  
Quote Name: Sample Promo Order

Sold to:  
ATTN: Sample Order  
IDAmerica  
3126 W. Cary Street  
Richmond, VA 23221  
Phone: 8048338454  
Email: tim@idamerica.com

Ship Via: UPS Ground  
Sales Rep: Tim Johnson - 04

Details for Quote #115730



100 x Small Spiral Notebook with Sticky Notes and Flags (6106)

100 x Size: 6.0000" x 4.7500" Color: Natural With Black @ \$2.840 each  
Contract Price - 5% off List Price

\$284.00

LIST PRICE: 2.99

Imprint Type: Screen Print

Imprint Location: One Color One Location Print

Comments: 70 Page Lined Notebook Matching Pen With Paper Barrel In Elastic Pen Loop Sticky Notes Sticky Flags  
In 5 Neon Colors 100g Specialty Paper Cover

Total Investment:

\$284.00

Order subject to Freight Charges and Sales Tax (where applicable)

# ATTACHMENT G

## Sample Promotional Item Invoice



INVOICE	
Date	No.
4/16/2024	773908555

Ph: (757) 609-3160  
Fax: (757) 549-0659

BILL TO:	SHIP TO:
SAMPLE ORDER IDAMERICA 3126 W. CARY STREET RICHMOND, VA 23221 Ph: 8046338454	SAMPLE ORDER IDAMERICA 3126 W. CARY STREET RICHMOND, VA 23221

CUST NO	CUST PO #	DATE SHIPPED	SHIP VIA	TERMS	SALES REP
IDAM10636		4/16/2024	UPS Ground	NET 30	4

ORDER NAME: SAMPLE PROMO ORDER

CONTRACT PRICE -- 5% OFF LIST PRICE

Ordered	Shipped	Unit	Item No.	Description	Price	Amount
100	100	EA	6106	Small Spiral Notebook with Sticky Notes and Flags: Color: Natural With Black; Size: 6.0000" x 4.7500"	\$2.84	\$284.00
1				LIST PRICE: \$2.99	\$0.00	\$0.00

SubTotal: \$284.00  
Tax: \$0.00  
Shipping: \$0.00  
TOTAL DUE: \$284.00

ATTACHMENT H

Sample Embroidery Quote



QUOTATION # 116380

Quote Date: 04/02/2024  
Customer #: IDAM10636  
Quote Name: Sample Embroidery Order

Sold to:  
ATTN: Sample Order  
IDAmerica  
3126 W. Cary Street  
Richmond, VA 23221  
Phone: 8048338454  
Email: tim@idamerica.com

Sales Rep: Tim Johnson - 04

Details for Quote #116380



75 x Men's Ice Pique Polo (MQK00023)

75 x Size: L; Color: College Purple @ \$23.040 each

\$1,728.00

Imprint Type: Embroidery 5000 stitches

Imprint Location: Left Chest Embroidery

Comments: The Clique Ice Performance Pique Mens Short Sleeve Polo is your essential everyday performance pique short sleeve polo shirt for practice, work, supporting your favorite team, and for representing your school, college, team or company. Our super durable, super comfortable short sleeve polo is constructed from performance 100% Polyester pique for great style, performance, and consistent color making for a great base for embroidery or heat transfer printing. Clique apparel features no exterior branding so you can always count on Clique as a great uniform, spirit wear, and as your everyday sporty essentials.

Total Investment:

\$1,728.00

Order subject to Freight Charges and Sales Tax (where applicable)

# ATTACHMENT I

## Sample Embroidery Invoice



INVOICE	
Date	No.
4/16/2024	773961390

Ph: (757) 609-3160  
Fax: (757) 549-0659

BILL TO:	SHIP TO:
SAMPLE ORDER IDAMERICA 3126 W. CARY STREET RICHMOND, VA 23221 Ph: 8048338454	SAMPLE ORDER IDAMERICA 3126 W. CARY STREET RICHMOND, VA 23221

CUST NO	CUST PO #	DATE SHIPPED	SHIP VIA	TERMS	SALES REP
IDAM10636		4/16/2024	UPS Ground	NET 30	4

ORDER NAME: SAMPLE EMBROIDERY ORDER

Ordered	Shipped	Unit	Item No.	Description	Price	Amount
75	75	EA	MOK00023	Men's Ice Pique Polo, Color: College Purple, Size: L	\$23.04	\$1,728.00

SubTotal: \$1,728.00  
Tax: \$0.00  
Shipping: \$37.00  
TOTAL DUE: \$1,765.00



# ATTACHMENT J

## PROOF OF CLC LICENSE

CLC	
Licensed Institutions	
2024-03-20 04:36:10 PM	
ID America	Date Licensed
<u>Campbell University (CAM) (CAM)</u>	
Campbell University	07/19
<u>Duke University (DU)</u>	
Duke University	10/23
<u>Elon University (ELO) (ELO)</u>	
Elon University	07/19
<u>Fayetteville State University (FAY) (FAY)</u>	
Fayetteville State University	07/19
<u>George Mason University (GMU)</u>	
George Mason University	10/12
<u>Georgetown University (GTW)</u>	
Georgetown University	07/14
<u>Howard University (HOW)</u>	
Howard University	02/16
<u>James Madison University Foundation (JMU)</u>	
James Madison University Foundation	12/16
<u>Liberty University (LBU) (LBU)</u>	
Liberty University	07/19
<u>Maryland - University of (MD)</u>	
University of Maryland	02/15
<u>North Carolina - University of (UNC)</u>	
University of North Carolina	04/14
<u>North Carolina at Charlotte - The U of (NCC)</u>	
University of North Carolina at Charlotte	04/16
<u>North Carolina at Greensboro - The U of (NCG)</u>	
University of North Carolina at Greensboro	05/16
<u>North Carolina Central University (NOC) (NOC)</u>	
North Carolina Central University	07/19
<u>Old Dominion University (ODU)</u>	
Old Dominion University	08/03
<u>Radford University (RAD) (RAD)</u>	
Radford University	07/19
<u>Richmond - University of (RCH)</u>	
University of Richmond	04/17
<u>Virginia Commonwealth University (VCU)</u>	
Virginia Commonwealth University	09/12
<u>Virginia Tech (VAT)</u>	
Virginia Tech	07/14
<u>Wake Forest University (WF)</u>	
Wake Forest University	05/16
<u>William &amp; Mary-College of (WMR)</u>	
College of William & Mary	07/15

**ATTACHMENT K**

**TOTAL SALES PER VASCUPP MEMBER INSTITUTION - 3/15/23-3/15/24**

**George Mason University:**  
**James Madison University:**  
**Old Dominion University:**  
**University of Virginia:**  
**Virginia Tech:**  
**Virginia Commonwealth University:**  
**William and Mary:**  
**Radford University:**  
**Longwood University:**  
**Mary Washington University:**  
**Virginia Military Institute:**  
**University of Virginia – Wise:**





# Request for Proposal

## **RFP# SLD-1200**

**Promotional Items and Imprinting Services**

**February 21, 2024**



# ***REQUEST FOR PROPOSAL***

## ***RFP# SLD-1200***

**Issue Date:** February 20, 2024

**Title:** Promotional Items and Imprinting Services

**Issuing Agency:** Commonwealth of Virginia  
James Madison University  
Procurement Services MSC 5720  
752 Ott Street, Wine Price Building  
First Floor, Suite 1023  
Harrisonburg, VA 22807

**Period of Contract:** From Date of Award Through Two Years with Four (4) Additional Two (2) Year Renewal Options.

**Sealed Proposals Will Be Received Until 2:00 PM on March 27, 2024 for Furnishing The Services Described Herein.**

*SEALED PROPOSALS MAY BE MAILED, EXPRESS MAILED, OR HAND DELIVERED DIRECTLY TO THE ISSUING AGENCY SHOWN ABOVE.*

All Inquiries For Information And Clarification Should Be Directed To: Shanna Devers, Buyer Senior, Procurement Services, [deverssl@jmu.edu](mailto:deverssl@jmu.edu); 540-568-3131; (Fax) 540-568-7935 not later than five business days before the proposal closing date.

**NOTE: THE SIGNED PROPOSAL AND ALL ATTACHMENTS SHALL BE RETURNED.**

In compliance with this Request for Proposal and to all the conditions imposed herein, the undersigned offers and agrees to furnish the goods/services in accordance with the attached signed proposal or as mutually agreed upon by subsequent negotiation.

Name and Address of Firm:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

By: \_\_\_\_\_  
*(Signature in Ink)*

Name: \_\_\_\_\_  
*(Please Print)*

Date: \_\_\_\_\_

Title: \_\_\_\_\_

Web Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Fax #: \_\_\_\_\_

ACKNOWLEDGE RECEIPT OF ADDENDUM: #1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_ #4 \_\_\_\_\_ #5 \_\_\_\_\_ (please initial)

SMALL, WOMAN OR MINORITY OWNED BUSINESS:

☐ YES; ☐ NO; *IF YES* ⇒ ⇒ ☐ SMALL; ☐ WOMAN; ☐ MINORITY *IF MINORITY*: ☐ AA; ☐ HA; ☐ AsA; ☐ NW; ☐ Micro

**Note:** This public body does not discriminate against faith-based organizations in accordance with the *Code of Virginia*, § 2.2-4343.1 or against an offeror because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.

# ***REQUEST FOR PROPOSAL***

*RFP # SLD-1200*

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## I. PURPOSE

The purpose of this Request for Proposal (RFP) is to solicit sealed proposals from qualified sources to enter into multiple contracts to provide Promotional Items and Imprinting Services (i.e. Embroidery, Screen Printing, Embossing, Etching, etc.) for James Madison University (JMU), an agency of the Commonwealth of Virginia and on behalf of the Virginia Higher Education Procurement Consortium (VHEPC). Initial contract shall be for two (2) years with an option to renew for four (4) additional two-year periods.

## II. BACKGROUND

James Madison University (JMU) is a comprehensive public institution in Harrisonburg, Virginia with an enrollment of approximately 22,000 students and approximately 4,000 faculty and staff. There are over 600 individual departments on campus that support seven academic divisions. The University offers over 120 majors, minors, and concentrations. Further information about the University may be found at the following website: <http://www.jmu.edu>.

JMU regularly purchases a wide variety of promotional items to carry out its mission. These items include, but are not limited, t-shirts, pens, magnets, lanyards, hats, key chains, buttons, mugs, hand sanitizer, and lip balm. 2023 eVA Reports showed approximately \$1.5M in spend for JMU for promotional items and embroidery/screening printing services and multi-million dollar spend across Virginia.

Licensing JMU Trademarks, Logos, Seals, Indicia and Mascot: James Madison University (JMU) has assigned all rights, titles and interest in any trademarks, logos and insignias owned or acquired by the University to the James Madison University Foundation (JMUF). JMUF has established a licensing program to ensure that the public properly identifies and associates JMU on products bearing the institution's marks. Other institutions, agencies, localities, etc. utilizing the resulting contracts may have other licensing requirements other than CLC that vendors would need to adhere.

Any products which carry an approved mark or logo of the University will be covered by the licensing program. Merchandise bearing JMU trademarks and logos are limited to merchandise produced by manufacturers that are officially licensed to produce JMU's marks. Officially licensed manufacturers are licensed and registered by the Foundation's licensing agent, The Collegiate Licensing Company (<https://clc.com/home/get-licensed/>).

Campus organizations seeking to use JMU marks for fundraising projects, club projects, fraternity/sorority endeavors, etc. must first seek initial approval from the Associate Vice President for Business Services and then submit the proposal to a licensed manufacturer or to the JMU Foundation.

The contracts are intended to be **MANDATORY** for James Madison University Departmental end-users. Limited exemptions for certain items and services will be decided by Procurement Services. Multiple contracts shall be awarded with no certain dollar amount. While not "mandatory", other institutions may seek to utilize resulting contracts.

VHEPC was formed in December 2014. It represents 12 public senior Colleges and Universities in Virginia, in addition to the Virginia Community College System ("Members"). The mission of VHEPC, by using the collective buying power of its members, is to seek opportunities, leverage suppliers, and recommend courses of action in order to further strategic sourcing initiatives. This RFP is one of the strategic sourcing initiatives.

The goal of this RFP and the resulting agreements is to provide an opportunity to reduce costs, minimize administrative burden, and to ensure regulatory and policy compliance for VHEPC and VHEPC Members. Further information about VHEPC may be found at the following website: <https://vhepc.org/>

### III. SMALL, WOMAN-OWNED AND MINORITY 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. Attachment B contains information on reporting spend data with subcontractors.

### IV. STATEMENT OF NEEDS

James Madison University desires to partner with contractors to provide quality promotional items and imprinting printing services. Offerors interested in responding to this solicitation may choose one or both areas to respond to under the Statement of Needs section of this RFP. Area A: Promotional Items and Area B: All Imprinting Services. The successful contractor(s) shall furnish goods and services in the area in which they provide a response.

James Madison University reserves the right to obtain other cost estimates prior to authorizing work, and to solicit any project separate and apart from the resulting contract(s) as may be deemed in the best interest of the University. James Madison University reserves the right to request a quotation from one or more contractors with which the University has a contract.

It is the intent of this RFP to have multiple open award enrollment periods, at the University's option, during the Ten (10) Year Term. The University reserves the right to award to new Selected Firm(s) during these open enrollment periods. Selected Firm(s) pricing and discounts will remain for a period of two years from date of Contract. The University or the Selected Firm(s) may negotiate or re-negotiate pricing or service terms during the renewal period. Selected Firm(s) awarded in subsequent generation(s) will have the same expiration term and pricing requirements as identified in this RFP.

#### ***A. Promotional Items***

James Madison University desires to partner with contractors to provide quality promotional items. The Contractor shall be an authorized reseller of the promotional items being offered. All items are to be new and in original packaging. The Contractor shall not ship substitute items without prior approval from James Madison University personnel. James Madison University shall provide and approve all logo(s) to be used on promotional items.

Contractor shall ensure that all "JMU Identity" guidelines are met when providing requested items. JMU's Official Graphic Standards," including colors, logos, photography, etc. can be found at: <https://www.jmu.edu/identity/index.shtml>

Describe in detail your approach to the following directly under each item and include all associated costs in Section: X Pricing Schedule.

1. Provide the link to your complete electronic catalog containing all available promotional items being offered which includes list price. Provide contract pricing

and/or percentage discount of published list price and quantity discounts in *Section X. Pricing Schedule, A. 1.*

2. Describe ability to customize an electronic catalog for James Madison University.
3. Describe ability to provide electronic proofs. Provide associated costs in *Section X. Pricing Schedule, A. 2.*
4. Describe ability to provide a local sales representative for James Madison University and/or willingness to meet with departmental end-users upon request.
5. List all contact information for ordering, invoicing, customer service, etc.
6. Describe experience in working with various departments at educational institutions similar to James Madison University. Include method for collaboration for individual orders.
7. Indicate if your firm is currently licensed through The Collegiate Licensing Company (CLC) for James Madison University. Provide copy of certificate or proof of license. **Firm shall be licensed prior to an award of a contract.** Licensing information can be found at: <https://clc.com/get-licensed/>
8. Awarded contractors may be required to adhere to the trademark and licensing requirements of other institutions, agencies, localities, etc. utilizing the resulting contracts that have licensing requirements other than CLC. Provide a response to your ability to meet these requirements.
9. Describe plan for providing pre-production samples (when requested by department) of promotional items with logo. Provide quantity limit and associated costs for samples in *Section X. Pricing Schedule, A. 8.*
10. Provide details of minimum order requirements, if applicable.
11. Describe delivery options, policies, turnaround time, including standard orders, rush orders, and manufacturer orders for delivery. All orders shall be FOB destination. Provide delivery costs in *Section X. Pricing Schedule, A. 3.*
12. Describe process for packaging orders.
13. Describe return and exchange policies. Provide restocking fees and shipping fees for returns/exchanges in *Section X. Pricing Schedule, A. 4.*
14. Describe the process for replacement of defective, broken, or damaged promotional items. Provide associated costs in *Section X. Pricing Schedule, A. 5.*
15. Describe quality control process(s).
16. Provide sample quote showing list price, contract price and percentage off published list price.
17. Describe payment options available.
18. Provide a sample invoice and preferred method of payment.



19. Specify if offeror accepts charge card payments. Provide associated processing fees, if applicable in *Section X. Pricing Schedule, A. 6.*
20. Provide any incentive rebate options or packages.
21. Identify any other goods or services being offered including set-up fees. Provide associated costs in *Section X. Pricing Schedule, A. 7.*

***B. Imprinting Services (i.e. Embroidery, Screen Printing, Embossing, Etching, etc.)***

James Madison University desires to partner with contractor(s) to provide quality Imprinting Services (i.e. Embroidery, Screen Printing, Embossing, Etching, etc.). Contractor(s) shall match thread colors and PMS to JMU identity standards, which can be found at <https://www.jmu.edu/identity/our-style/color.shtml> . Contractor(s) must have the capability for multiple color screen printing as well as the ability to embroider. JMU will retain ownership of any design work created for this contract.

1. Describe all Imprinting Services (i.e. Embroidery, Screen Printing, Embossing, Etching, etc.).
2. Provide details of minimum order requirements, if applicable.
3. Provide pricing for embroidery services in *Section X. Pricing Schedule, B. 1.*
4. Provide a complete embroidery pricing guide in *Section X. Pricing Schedule, B. 2.*
5. Provide pricing for screen-printing services in *Section X. Pricing Schedule, B. 3.*
6. Provide a sample of a design for both screen printing and embroidery. Each sample shall be properly tagged or labeled with the name of the offeror. Samples shall be provided at no cost to James Madison University. Samples will not be returned.
7. Describe the process for designing and creating artwork and turnaround time. Provide costs per hour for designing and creating artwork in *Section X. Pricing Schedule, B. 4.*
8. Describe the process for designing print screen and embroidery artwork and turnaround time. Provide costs per hour for designing and artwork in *Section X. Pricing Schedule, B. 5.*
9. Provide the lead time for embroidered products from time of order placement until delivery.
10. Describe the software compatibility your firm requires when clients send art files for imprinting marketing materials or apparel. (*Example: Adobe Creative Cloud*)
11. Describe timeframe for providing adequate sample items, materials, or color swatches. (*i.e. number of days for review at no charge to the University*) Provide associated costs in *Section X. Pricing Schedule, B. 6.*
12. Describe the process for digitizing artwork for logos that will be embroidered. Allow for a minimum of 6,800 stitches for 3 – 4” full filled-in logos.
13. Describe the process for vector artwork for logos that will be screen printed.

14. Describe delivery options, policies, process of delivery costs and freight charges for standard and rush orders. Provide associated costs in *Section X. Pricing Schedule, B. 7.*
15. Describe return policy. Provide associated costs in *Section X. Pricing Schedule, B. 8.*
16. Provide sample quote showing list price, contract price and/or percentage off published list price.
17. Provide sample invoice and preferred method of payment.
18. Provide sample quote showing list price, contract price and percentage off published list price.
19. Describe payment options available.
20. Specify if offeror accepts charge card payments. Provide associated fees, if applicable, in *Section X. Pricing Schedule, B. 10.*
21. Describe ability to provide a local sales representative for James Madison University and/or willingness to meet with department end-users upon request.
22. List all contact information for ordering, invoicing, customer service, etc.
23. Describe experience in working with various departments at educational institutions similar to James Madison University. Include method for collaboration for individual orders.
24. Indicate if your firm is currently licensed through The Collegiate Licensing Company (CLC) for James Madison University. Provide copy of certificate or proof of license. **Firm shall be licensed prior to an award of a contract.** Licensing information can be found at: <https://clc.com/get-licensed/>
25. Awarded contractors may be required to adhere to the trademark and licensing requirements of other institutions, agencies, localities, etc. utilizing the resulting contracts that have licensing requirements other than CLC. Provide a response to your ability to meet these requirements.
26. Describe plan for providing pre-production samples of embroidery and screen printing items. (*i.e. number of days for review at no charge to the university*)
27. Identify any other goods or services being offered including set-up fees. Provide associated costs in *Section X. Pricing Schedule, B. 11.*

## V. PROPOSAL PREPARATION AND SUBMISSION

### A. GENERAL INSTRUCTIONS

**To ensure timely and adequate consideration of your proposal, offerors are to limit all contact, whether verbal or written, pertaining to this RFP to the James Madison**

**University Procurement Office for the duration of this Proposal process. Failure to do so may jeopardize further consideration of Offeror's proposal.**

1. RFP Response: In order to be considered for selection, the **Offeror shall submit a complete response to this RFP**; and shall submit to the issuing Purchasing Agency:
  - a. **One (1) original and eight (8) copies** of the entire proposal, INCLUDING ALL ATTACHMENTS. Any proprietary information should be clearly marked in accordance with 3.f. below.
  - b. **One (1) electronic copy in WORD format or searchable PDF** (*CD or flash drive*) of the entire proposal, INCLUDING ALL ATTACHMENTS. Any proprietary information should be clearly marked in accordance with 3.f. below.
  - c. Should the proposal contain **proprietary information**, provide **one (1) redacted hard copy** of the proposal and all attachments with **proprietary portions removed or blacked out**. This copy should be clearly marked "*Redacted Copy*" on the front cover. The classification of an entire proposal document, line item prices, and/or total proposal prices as proprietary or trade secrets is not acceptable. JMU shall not be responsible for the Contractor's failure to exclude proprietary information from this redacted copy.

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

2. The version of the solicitation issued by JMU Procurement Services, as amended by an addenda, is the mandatory controlling version of the document. Any modification of, or additions to, the solicitation by the Offeror shall not modify the official version of the solicitation issued by JMU Procurement services unless accepted in writing by the University. Such modifications or additions to the solicitation by the Offeror may be cause for rejection of the proposal; however, JMU reserves the right to decide, on a case-by-case basis in its sole discretion, whether to reject such a proposal. If the modification or additions are not identified until after the award of the contract, the controlling version of the solicitation document shall still be the official state form issued by Procurement Services.
3. Proposal Preparation
  - a. Proposals shall be signed by an authorized representative of the Offeror. All information requested should be submitted. Failure to submit all information requested may result in the purchasing agency requiring prompt submissions 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 purchasing agency. Mandatory requirements are those required by law or regulation or are such that they cannot be waived and are not subject to negotiation.
  - b. Proposals shall 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.
  - c. 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 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 the 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 where the RFP requirements are specifically addressed.

- d. 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 negative 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.
  - e. Each copy of the proposal should be bound or contained in a single volume where practical. All documentation submitted with the proposal should be contained in that single volume.
  - f. Ownership of all data, materials and documentation originated and prepared for the State pursuant to the RFP shall belong exclusively to the State and be subject to public inspection in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by the offeror shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the offeror must invoke the protection of Section 2.2-4342F of the Code of Virginia, in writing, either before or at the time the data is submitted. The written notice must specifically identify the data or materials to be protected and state the reasons why protection is necessary. The proprietary or trade secret materials submitted must be identified by some distinct method such as highlighting or underlining and must indicate only the specific words, figures, or paragraphs that constitute trade secret or proprietary information. The classification of an entire proposal document, line item prices and/or total proposal prices as proprietary or trade secrets is not acceptable and will result in rejection and return of the proposal.
4. Oral Presentation: Offerors who submit a proposal in response to this RFP may be required to give an oral presentation of their proposal to James Madison 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 negotiation. James Madison University will schedule the time and location of these presentations. Oral presentations are an option of the University and may or may not be conducted. Therefore, proposals should be complete.

## B. SPECIFIC PROPOSAL INSTRUCTIONS

Proposals should be as thorough and detailed as possible so that James Madison University may properly evaluate your capabilities to provide the required services. Offerors are required to submit the following items as a complete proposal:

1. Return RFP cover sheet and all addenda acknowledgements, if any, signed and filled out as required.
2. Plan and methodology for providing the goods/services as described in Section IV. Statement of Needs of this Request for Proposal.
3. A written narrative statement to include, but not be limited to, the expertise, qualifications, and experience of the firm and resumes of specific personnel to be assigned to perform the work.
4. Offeror Data Sheet, included as *Attachment A* to this RFP.
5. Small Business Subcontracting Plan, included as *Attachment B* to this RFP. Offeror shall provide a Small Business Subcontracting plan which summarizes the planned utilization of Department of Small Business and Supplier Diversity (SBSD)-certified small businesses which include businesses owned by women and minorities, when they have received Department of Small Business and Supplier Diversity (SBSD) small business certification, under the contract to be awarded as a result of this solicitation. This is a requirement for all prime contracts in excess of \$100,000 unless no subcontracting opportunities exist.
6. Identify the amount of sales your company had during the last twelve months with each VASCUPP Member Institution. A list of VASCUPP Members can be found at: [www.VASCUPP.org](http://www.VASCUPP.org).
7. Proposed Cost. See Section X. Pricing Schedule of this Request for Proposal.

## VI. EVALUATION AND AWARD CRITERIA

### A. EVALUATION CRITERIA

Proposals shall be evaluated by James Madison University using the following criteria:

	<u>Points</u>
1. Quality of products/services offered and suitability for intended purposes	30
2. Qualifications and experience of Offeror in providing the goods/services	15
3. Specific plans or methodology to be used to perform the services	15
4. Participation of Small, Women-Owned, & Minority (SWaM) Businesses	20
5. Cost	20
	<u>100</u>

- B. AWARD TO MULTIPLE OFFERORS: 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 agency shall select the offeror which,

in its opinion, has made the best proposal, and shall award the contract to that offeror. The Commonwealth reserves the right to make multiple awards as a result of this solicitation. The Commonwealth 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 Commonwealth 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.

## **VII. GENERAL TERMS AND CONDITIONS**

- A. PURCHASING MANUAL: This solicitation is subject to the provisions of the Commonwealth of Virginia's Purchasing Manual for Institutions of Higher Education and Their Vendors 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 purchasing office. In addition, the manual may be accessed electronically at <http://www.jmu.edu/procurement> or a copy can be obtained by calling Procurement Services at (540) 568-3145.
- B. 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 Contractor shall comply with applicable federal, state and local laws and regulations.
- C. ANTI-DISCRIMINATION: By submitting their proposals, 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, Chapter 2, Exhibit J, Attachment 1 (available for review at <http://www.jmu.edu/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, sexual orientation, gender identity, 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. (*§6 of the Rules Governing Procurement*).

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, sexual orientation, gender identity, 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 provisions of 1. above in every subcontract or purchase order over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.
- D. ETHICS IN PUBLIC CONTRACTING: By submitting their proposals, offerors certify that their proposals are made without collusion or fraud and that they have not offered or received any kickbacks or inducements from any other offeror, supplier, manufacturer or subcontractor in connection with their 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.
- E. IMMIGRATION REFORM AND CONTROL ACT OF 1986: By entering into a written contract with the Commonwealth of Virginia, the Contractor certifies that the Contractor does not, and shall not during the performance of the contract for goods and services in the Commonwealth, knowingly employ an unauthorized alien as defined in the federal Immigration Reform and Control Act of 1986.
- F. DEBARMENT STATUS: By submitting their proposals, offerors certify that they are not currently debarred by the Commonwealth of Virginia from submitting 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.
- G. ANTITRUST: By entering into a contract, the contractor conveys, sells, assigns, and transfers to 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.
- H. MANDATORY USE OF STATE FORM AND TERMS AND CONDITIONS RFPs: Failure to submit a proposal on the official state form provided for that purpose may be a cause for rejection of the proposal. Modification of or additions to the General Terms and Conditions of the solicitation may be cause for rejection of the proposal; however, the Commonwealth reserves the right to decide, on a case by case basis, in its sole discretion, whether to reject such a proposal.
- I. CLARIFICATION OF TERMS: If any prospective offeror has questions about the specifications or other solicitation documents, the prospective offeror should contact the buyer whose name appears on the face of the solicitation no later than five working days before the due date. Any revisions to the solicitation will be made only by addendum issued by the buyer.
- J. PAYMENT:
  - 1. To 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; social security number (for individual contractors) or the federal employer identification number (for proprietorships, partnerships, and corporations).
- 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. This shall not affect offers of discounts for payment in less than 30 days, however.
- c. All goods or services provided under this contract or purchase order, that are to be paid for 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 an agency of its prompt payment obligations with respect to those charges which are not in dispute (*Rules Governing Procurement, Chapter 2, Exhibit J, Attachment 1 § 53; available for review at <http://www.jmu.edu/procurement>*).

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 received for work performed by the subcontractor(s) under the contract; or
  - (2) To notify the agency and the subcontractors, 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 provided under the terms of the contract) on all amounts owed by the 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 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 to insubstantial 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 agency or institution, or other appropriate penalties may be assessed in lieu of withholding such payment.
  4. The Commonwealth of Virginia encourages contractors and subcontractors to accept electronic and credit card payments.
- K. PRECEDENCE OF TERMS: Paragraphs A through J of these General Terms and Conditions and the Commonwealth of Virginia Purchasing Manual for Institutions of Higher Education and their Vendors, 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.
- L. QUALIFICATIONS OF OFFERORS: The Commonwealth may make such reasonable investigations as deemed proper and necessary to determine the ability of the offeror to perform the services/furnish the goods and the 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 offeror's physical facilities prior to award to satisfy questions regarding the offeror's capabilities. The Commonwealth further reserves the right to reject any proposal if the evidence submitted by, or investigations of, such offeror fails to satisfy the Commonwealth that such offeror is properly qualified to carry out the obligations of the contract and to provide the services and/or furnish the goods contemplated therein.
- M. TESTING AND INSPECTION: The Commonwealth reserves the right to conduct any test/inspection it may deem advisable to assure goods and services conform to the specifications.
- N. ASSIGNMENT OF CONTRACT: A contract shall not be assignable by the contractor in whole or in part without the written consent of the Commonwealth.
- O. CHANGES TO THE CONTRACT: Changes can be made to the contract in any of the following ways:
1. The parties may agree in writing 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 Purchasing Agency 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 Purchasing Agency 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 Purchasing Agency'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 if 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 Purchasing Agency with all vouchers and records of expenses incurred and savings realized. The Purchasing Agency 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 Purchasing Agency within thirty (30) days from the date of receipt of the written order from the Purchasing Agency. 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 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 Purchasing Agency or with the performance of the contract generally.
- P. DEFAULT: In case of failure to deliver goods or services in accordance with the contract terms and conditions, the Commonwealth, 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.
- Q. INSURANCE: By signing and submitting a proposal under this solicitation, the 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 Rules Governing Procurement – Chapter 2, Exhibit J, Attachment 1, and 65.2-800 et. Seq. of the Code of Virginia (available for review at <http://www.jmu.edu/procurement>) The offeror further certifies that the contractor and any subcontractors will maintain these insurance coverage 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 INSURANCE COVERAGES AND LIMITS REQUIRED FOR MOST CONTRACTS:**

1. **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 the number of employees that change their workers' compensation requirement under the Code of Virginia during the course of the contract shall be in noncompliance with the contract.
2. **Employer's Liability:** \$100,000

3. 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 named as an additional insured and so endorsed on the policy.
  4. Automobile Liability: \$1,000,000 combined single limit. *(Required only 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.)*
- R. ANNOUNCEMENT OF AWARD: Upon the award or the announcement of the decision to award a contract over \$100,000, as a result of this solicitation, the purchasing agency will publicly post such notice on the DGS/DPS eVA web site ([www.eva.virginia.gov](http://www.eva.virginia.gov)) for a minimum of 10 days.
- S. 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 a 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 prohibition; (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, dispensation, possession or use of any controlled substance or marijuana during the performance of the contract.
- T. NONDISCRIMINATION OF CONTRACTORS: An offeror, or contractor shall not be discriminated against in the solicitation or award of this contract because of race, religion, color, sex, sexual orientation, gender identity, national origin, age, disability, faith-based organizational status, any other basis prohibited by state law relating to discrimination in employment or because the offeror employs ex-offenders unless the state agency, 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 from 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.
- U. eVA BUSINESS TO GOVERNMENT VENDOR REGISTRATION, CONTRACTS, AND ORDERS: The eVA Internet electronic procurement solution, website portal [www.eVA.virginia.gov](http://www.eVA.virginia.gov), 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 shall participate in the eVA Internet eprocurement solution by completing the free eVA Vendor Registration. All offerors must register in eVA and pay the Vendor Transaction Fees specified below; failure to register will result in the proposal being rejected. Vendor transaction fees are determined by the date the original purchase order is issued and the current fees are as follows:

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

1. For orders issued July 1, 2014 and after, the Vendor Transaction Fee is:
    - a. Department of Small Business and Supplier Diversity (SBSD) certified Small Businesses: 1% capped at \$500 per order.
    - b. Businesses that are not Department of Small Business and Supplier Diversity (SBSD) certified Small Businesses: 1% capped at \$1,500 per order.
  2. For orders issued prior to July 1, 2014 the vendor transaction fees can be found at [www.eVA.virginia.gov](http://www.eVA.virginia.gov).
  3. The specified vendor transaction fee will be invoiced by the Commonwealth of Virginia Department of General Services approximately 60 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.
- V. AVAILABILITY OF FUNDS: It is understood and agreed between the parties herein that the Commonwealth of Virginia shall be bound hereunder only to the extent of the funds available or which may hereafter become available for the purpose of this agreement.
- W. PRICING CURRENCY: Unless stated otherwise in the solicitation, offerors shall state offered prices in U.S. dollars.
- X. E-VERIFY REQUIREMENT OF ANY CONTRACTOR: Any employer with more than an average of 50 employees for the previous 12 months entering into a contract in excess of \$50,000 with James Madison University to perform work or provide services pursuant to such contract shall register and participate in the E-Verify program to verify information and work authorization of its newly hired employees performing work pursuant to any awarded contract.
- Y. CIVILITY IN STATE WORKPLACES: The contractor shall take all reasonable steps to ensure that no individual, while performing work on behalf of the contractor or any subcontractor in connection with this agreement (each, a "Contract Worker"), shall engage in 1) harassment (including sexual harassment), bullying, cyber-bullying, or threatening or violent conduct, or 2) discriminatory behavior on the basis of race, sex, color, national origin, religious belief, sexual orientation, gender identity or expression, age, political affiliation, veteran status, or disability.

The contractor shall provide each Contract Worker with a copy of this Section and will require Contract Workers to participate in training on civility in the State workplace. Upon request, the contractor shall provide documentation that each Contract Worker has received such training.

For purposes of this Section, "State workplace" includes any location, permanent or temporary, where a Commonwealth employee performs any work-related duty or is representing his or her

agency, as well as surrounding perimeters, parking lots, outside meeting locations, and means of travel to and from these locations. Communications are deemed to occur in a State workplace if the Contract Worker reasonably should know that the phone number, email, or other method of communication is associated with a State workplace or is associated with a person who is a State employee.

The Commonwealth of Virginia may require, at its sole discretion, the removal and replacement of any Contract Worker who the Commonwealth reasonably believes to have violated this Section.

This Section creates obligations solely on the part of the contractor. Employees or other third parties may benefit incidentally from this Section and from training materials or other communications distributed on this topic, but the Parties to this agreement intend this Section to be enforceable solely by the Commonwealth and not by employees or other third parties.

- Z. TAXES: Sales to the Commonwealth of Virginia are normally exempt from State sales tax. State sales and use tax certificates of exemption, Form 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 registration number is 54-73-0076K.
- AA. USE OF BRAND NAMES: Unless otherwise provided in this solicitation, the name of a certain brand, make or manufacturer does not restrict offerors to the specific brand, make or manufacturer named, but conveys the general style, type, character, and quality of the article desired. Any article which the public body, in its sole discretion, determines to be the equivalent of that specified, considering quality, workmanship, economy of operation, and suitability for the purpose intended, shall be accepted. The offeror is responsible to clearly and specifically identify the product being offered and to provide sufficient descriptive literature, catalog cuts and technical detail to enable the Commonwealth to determine if the product offered meets the requirements of the solicitation. This is required even if offering the exact brand, make or manufacturer specified. Normally in a competitive sealed solicitation only the information furnished with the proposal will be considered in the evaluation. Failure to furnish adequate data for evaluation purposes may result in declaring a proposal nonresponsive. Unless the offeror clearly indicates in its proposal that the product offered is an equivalent product, such proposal will be considered to offer the brand name product referenced in the solicitation.
- BB. TRANSPORTATION AND PACKAGING: By submitting their proposals, all Offerors certify and warrant that the price offered for FOB destination includes only the actual freight rate costs at the lowest and best rate and is based upon the actual weight of the goods to be shipped. Except as otherwise specified herein, standard commercial packaging, packing and shipping containers shall be used. All shipping containers shall be legibly marked or labeled on the outside with purchase order number, commodity description, and quantity.

## **VIII. SPECIAL TERMS AND CONDITIONS**

- A. AUDIT: The Contractor hereby agrees to retain all books, records, systems, 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 Commonwealth of Virginia, its authorized agents, and/or State auditors shall have full access to and the right to examine any of said materials during said period.
- B. CANCELLATION OF CONTRACT: James Madison 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 for 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 contractor of the obligation to deliver and/or perform on all outstanding orders issued prior to the effective date of cancellation.

- C. IDENTIFICATION OF PROPOSAL ENVELOPE: The signed proposal should be returned in a separate envelope or package, sealed and identified as follows:

From: \_\_\_\_\_

Name of Offeror	Due Date	Time
Street or Box No.	RFP #	
City, State, Zip Code	RFP Title	
Name of Purchasing Officer: _____		

The envelope should be addressed as directed on the title page of the solicitation.

The Offeror takes the risk that if the envelope is not marked as described above, it may be inadvertently opened and the information compromised, which may cause the proposal to be disqualified. Proposals may be hand-delivered to the designated location in the office issuing the solicitation. No other correspondence or other proposals should be placed in the envelope.

- D. LATE PROPOSALS: To be considered for selection, proposals must be received by the issuing office by the designated date and hour. The official time used in the receipt of proposals is that time on the automatic time stamp machine in the issuing office. Proposals received in the issuing office after the date and hour designated are automatically non responsive and will not be considered. The University is not responsible for delays in the delivery of mail by the U.S. Postal Service, private couriers, or the intra university mail system. It is the sole responsibility of the Offeror to ensure that its proposal reaches the issuing office by the designated date and hour.
- E. UNDERSTANDING OF REQUIREMENTS: It is the responsibility of each offeror to inquire about and clarify any requirements of this solicitation that is not understood. The University will not be bound by oral explanations as to the meaning of specifications or language contained in this solicitation. Therefore, all inquiries deemed to be substantive in nature must be in writing and submitted to the responsible buyer in the Procurement Services Office. Offerors must ensure that written inquiries reach the buyer at least five (5) days prior to the time set for receipt of offerors proposals. A copy of all queries and the respective response will be provided in the form of an addendum to all offerors who have indicated an interest in responding to this solicitation. Your signature on your Offer certifies that you fully understand all facets of this solicitation. These questions may be sent by Fax to 540/568-7935.
- F. RENEWAL OF CONTRACT: This contract may be renewed by the Commonwealth for a period of four (4) successive two-year periods under the terms and conditions of the original contract except as stated in 1. and 2. below. Price increases may be negotiated only at the time of renewal. Written notice of the Commonwealth's intention to renew shall be given approximately 90 days prior to the expiration date of each contract period.
1. If the Commonwealth 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 no more than the percentage increase/decrease of the other services category of the CPI-W section of the Consumer Price Index of the United States Bureau of Labor Statistics for the latest twelve months for which statistics are available.

2. If during any subsequent renewal periods, the Commonwealth 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 CPI-W section of the Consumer Price Index of the United States Bureau of Labor Statistics for the latest twelve months for which statistics are available.
- G. PRICE ESCALATION/DE-ESCALATION: Price adjustments may be permitted for changes in the contractor's cost of materials not to exceed the increase in the following index/indices: Textile Products and Apparel, Rubber and Plastic, and other related indices. No price increases will be authorized for 360 calendar days after the effective date of the contract. Price escalation may be permitted only at the end of this period and each 180 days thereafter and only where verified to the satisfaction of the purchasing office. However, "across the board" price decreases are subject to implementation at any time and shall be immediately conveyed to the Commonwealth.
- Contractor shall give not less than 30 days advance notice of any price increase to the purchasing office. Any approved price changes will be effective only at the beginning of the calendar month following the end of the full 30 day notification period. The contractor shall document the amount and proposed effective date of any general change in the price of materials. Documentation shall be supplied with the contractor's request for increase which will: (1) verify that the requested price increase is general in scope and not applicable just to the Commonwealth of Virginia; and (2) verify the amount or percentage of increase which is being passed on to the contractor by the contractor's suppliers.
- The purchasing office will notify the using agencies and contractor in writing of the effective date of any increase which it approves. However, the contractor shall fill all purchase orders received prior to the effective date of the price adjustment at the old contract prices. The contractor is further advised that decreases which affect the cost of materials are required to be communicated immediately to the purchasing office.
- H. SUBMISSION OF INVOICES: All invoices shall be submitted within sixty days of contract term expiration for the initial contract period as well as for each subsequent contract renewal period. Any invoices submitted after the sixty-day period will not be processed for payment.
- I. OPERATING VEHICLES ON JAMES MADISON UNIVERSITY CAMPUS: Operating vehicles on sidewalks, plazas, and areas heavily used by pedestrians is prohibited. In the unlikely event a driver should find it necessary to drive on James Madison 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 [www.jmu.edu/parking](http://www.jmu.edu/parking); or to acquire a service representative parking permit, contact Parking Services at 540.568.3300. The safety of our students, faculty and staff is of paramount importance to us. Accordingly, violators may be charged.
- J. PURCHASING REPORTS: The contractor will be requested to provide James Madison University a statement covering the total dollar volume of purchases made under this contract periodically throughout the term of the contract.

- K. COOPERATIVE PURCHASING / USE OF AGREEMENT BY THIRD PARTIES: It is the intent of this solicitation and resulting contract(s) to allow for cooperative procurement. Accordingly, any public body, (to include government/state agencies, political subdivisions, etc.), cooperative purchasing organizations, public or private health or educational institutions or any University related foundation and 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) will be extended to the entities indicated above to purchase goods and services in accordance with contract terms. As a separate contractual relationship, the participating entity will place its own orders directly with the Contractor(s) and shall fully and independently administer its use of the contract(s) to include contractual disputes, invoicing and payments without direct administration from the University. No modification of this contract or execution of a separate agreement is required to participate; however, the participating entity and the Contractor may modify the terms and conditions of this contract to accommodate specific governing laws, regulations, policies, and business goals required by the participating entity. Any such modification will apply solely between the participating entity and the Contractor.

The Contractor will notify the University in writing of any such entities accessing this contract. The Contractor will provide semi-annual usage reports for all entities accessing the contract. The 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 the 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.

Use of this contract(s) does not preclude any participating entity from using other contracts or competitive processes as needed.

- L. SMALL BUSINESS SUBCONTRACTING AND EVIDENCE OF COMPLIANCE:

1. It is the goal of the Commonwealth that 42% of its purchases are made from small businesses. This includes discretionary spending in prime contracts and subcontracts. All potential offerors are required to submit a Small Business Subcontracting Plan. Unless the offeror is registered as a Department of Small Business and Supplier Diversity (SBSD)-certified small business and where it is practicable for any portion of the awarded contract to be subcontracted to other suppliers, the contractor is encouraged to offer such subcontracting opportunities to SBSD-certified small businesses. This shall not exclude SBSD-certified women-owned and minority-owned businesses when they have received SBSD small business certification. No offeror or subcontractor shall be considered a Small Business, a Women-Owned Business or a Minority-Owned Business unless certified as such by the Department of Small Business and Supplier Diversity (SBSD) by the due date for receipt of proposals. If small business subcontractors are used, the prime contractor agrees to report the use of small business subcontractors by providing the purchasing office at a minimum the following information: name of small business with the SBSD certification number or FEIN, phone number, total dollar amount subcontracted, category type (small, women-owned, or minority-owned), and type of product/service provided. **This information shall be submitted to: JMU Office of Procurement Services, Attn: SWAM Subcontracting Compliance, MSC 5720, Harrisonburg, VA 22807.**
2. Each prime contractor who wins an award in which provision of a small business subcontracting plan is a condition of the award, shall deliver to the contracting agency or institution with every request for payment, evidence of compliance (subject only to



insubstantial shortfalls and to shortfalls arising from subcontractor default) with the small business subcontracting plan. **This information shall be submitted to: JMU Office of Procurement Services, SWAM Subcontracting Compliance, MSC 5720, Harrisonburg, VA 22807.** When such business has been subcontracted to these firms and upon completion of the contract, the contractor agrees to furnish the purchasing office at a minimum the following information: name of firm with the Department of Small Business and Supplier Diversity (SBSD) certification number or FEIN number, phone number, total dollar amount subcontracted, category type (small, women-owned, or minority-owned), and type of product or service provided. Payment(s) may be withheld until compliance with the plan is received and confirmed by the agency or institution. The agency or institution reserves the right to pursue other appropriate remedies to include, but not be limited to, termination for default.

3. Each prime contractor who wins an award valued over \$200,000 shall deliver to the contracting agency or institution with every request for payment, information on use of subcontractors that are not Department of Small Business and Supplier Diversity (SBSD)-certified small businesses. When such business has been subcontracted to these firms and upon completion of the contract, the contractor agrees to furnish the purchasing office at a minimum the following information: name of firm, phone number, FEIN number, total dollar amount subcontracted, and type of product or service provided. **This information shall be submitted to: JMU Office of Procurement Services, Attn: SWAM Subcontracting Compliance, MSC 5720, Harrisonburg, VA 22807.**
- M. AUTHORIZATION TO CONDUCT BUSINESS IN THE COMMONWEALTH: A contractor organized as a stock or nonstock 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 under 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 entity fails to remain in compliance with the provisions of this section.
- N. PUBLIC POSTING OF COOPERATIVE CONTRACTS: James Madison University maintains a web-based contracts 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.
- O. CRIMINAL BACKGROUND CHECKS OF PERSONNEL ASSIGNED BY CONTRACTOR TO PERFORM WORK ON JMU PROPERTY: The Contractor shall obtain criminal background checks on all of their contracted employees who will be assigned to perform services on James Madison University property. The results of the background checks will be directed solely to the Contractor. The Contractor bears responsibility for confirming to the University contract administrator that the background checks have been completed prior to work being performed by their employees or subcontractors. The Contractor shall only assign to work on the University campus those individuals whom it deems qualified and permissible based on the results of completed background checks. Notwithstanding any other provision herein, and to ensure the safety of students, faculty, staff and facilities, James Madison University reserves the right to approve or disapprove any contract employee that will work on JMU property. Disapproval by the University will solely apply to JMU property and should have no bearing on the Contractor's employment of an individual outside of James Madison University.

- P. 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 using 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.
- Q. ADDITIONAL GOODS AND SERVICES: The University may acquire other goods or 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 under the same pricing, 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 Agreement. Such additional goods and services will be provided to the University at favored nations pricing, terms, and conditions.
- R. ADVERTISING: In the event a contract is awarded for supplies, equipment, or services resulting from this proposal, no indication of such sales or services to James Madison University will be used in product literature or advertising without the express written consent of the University. The contractor shall not state in any of its advertising or product literature that James Madison University has purchased or uses any of its products or services, and the contractor shall not include James Madison University in any client list in advertising and promotional materials without the express written consent of the University.
- S. DELIVERY NOTIFICATION: The Agency shall be notified 24 hours prior to delivery of any items so that personnel may be available to allow access to the building and verify items received. Notification shall be made to the name specified on the specific purchase order.
- T. SPECIAL EDUCATIONAL OR PROMOTIONAL DISCOUNTS: The contractor shall extend any special educational or promotional sale prices or discounts immediately to the Commonwealth during the term of the contract. Such notice shall also advise the duration of the specific sale or discount price.
- U. OWNERSHIP OF PRINTING MATERIALS: All artwork, camera-ready copy, negative, dies, photos, and similar materials used to produce a printing job shall become the property of the Commonwealth. Any furnished materials shall remain the property of the Commonwealth. All such items and materials shall be delivered to the ordering agency in usable condition after completion of the work, and prior to submission of the invoice for payment.
- V. PRIME CONTRACTOR RESPONSIBILITIES: The contractor shall be responsible for completely supervising and directing the work under this contract and all subcontractors that he may utilize, using his best skill and attention. Subcontractors who perform work under this contract shall be responsible to the prime contractor. The contractor agrees that he is as fully responsible for the acts and omissions of his subcontractors and of persons employed by them as he is for the acts and omissions of his own employees.
- W. SUBCONTRACTS: No portion of the work shall be subcontracted without prior written consent of the purchasing agency. 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 assure compliance with all requirements of the contract.

- X. PRODUCT AVAILABILITY/SUBSTITUTION: Substitution of a product, brand or manufacturer after the award of contract is expressly prohibited unless approved in writing by the Contract Officer. The Agency may, at its discretion, require the contractor to provide a substitute item of equivalent or better quality subject to the approval of the Contract Officer, for a price no greater than the contract price, if the product for which the contract was awarded becomes unavailable to the contractor.
- Y. WARRANTY (COMMERCIAL): The contractor agrees that the goods or services furnished under any award resulting from this solicitation shall be covered by the most favorable commercial warranties the contractor gives any customer for such goods or services and that the rights and remedies provided therein are in addition to and do not limit those available to the Commonwealth by any other clause of this solicitation. A copy of this warranty should be furnished with the bid/proposal.
- Z. LABOR LAWS: The contractor shall implement procedures to ensure items manufactured for James Madison University shall not be made in factories where any worker is under fifteen years of age *and* no worker is under the age permitted per local law; where forced labor is involved (prison labor, trafficked labor, indentured labor, bonded labor); nor in any factory where corporal punishment or other forms of mental or physical coercion is practiced. As an alternative the contractor may maintain affiliation with the Fair Labor Association through membership at their expense.

## IX. METHOD OF PAYMENT

The contractor will be paid based on invoices submitted in accordance with the solicitation and any negotiations. James Madison University recognizes the importance of expediting the payment process for our vendors and suppliers; we request that our vendors and suppliers enroll in our bank's Comprehensive Payable options: either the Virtual Payables Virtual Card or the PayMode-X electronic deposit (ACH) to your bank account so that future payments are made electronically. Contractors signed up for the Virtual Payables process will receive the benefit of being paid Net 15. Additional information is available online at:

<http://www.jmu.edu/financeoffice/accounting-operations-disbursements/cash-investments/vendor-payment-methods.shtml>

## X. PRICING SCHEDULE

The resulting contract will be cooperative and pricing shall be inclusive for the attached Zone Map, of which JMU falls within Zone 2.

### A. Promotional Items

1. The offeror shall provide contract pricing and/or percentage discounts of published list price and quantity discounts. (*Reference Section IV. Statement of Needs, A. 1.*)
2. The offeror shall provide associated costs for electronic proofs. (*Reference Section IV. Statement of Needs, A. 3.*)
3. The offeror shall provide standard, rush order, and manufacturer order delivery costs. (*Reference Section IV. Statement of Needs, A. 11.*)

4. The offeror shall provide associated costs for restocking and shipping of returns/exchanges. *(Reference Section IV. Statement of Needs, A. 13.)*
5. The offeror shall provide associated costs for the replacement of defective, broken, or damaged items. *(Reference Section IV. Statement of Needs, A. 14.)*
6. The offeror shall specify any associated charge card processing fees, if applicable. *(Reference Section IV. Statement of Needs, A. 19.)*
7. The offeror shall provide associated costs for any other goods or services being offered including set-up fees, etc. *(Reference Section IV. Statement of Needs, A. 21.)*
8. The offeror shall provide quantity limits and associated costs for samples of promotional items with logo. *(Reference Section IV. Statement of Needs, A. 9.)*

## **B. Embroidery and Screen Printing**

1. The offeror shall complete the following Embroidery Price List. *(Reference Statement of Needs, Section B.3.)*

Number of Stitches	7 or under	8-14 pieces	15-29 pieces	30-74 pieces	75-149 pieces	150-299 pieces	300-599 pieces	600-999 pieces	1000-4000 pieces
Up to 4000	\$	\$	\$	\$	\$	\$	\$	\$	\$
Up to 5000	\$	\$	\$	\$	\$	\$	\$	\$	\$
Up to 6000	\$	\$	\$	\$	\$	\$	\$	\$	\$
Up to 7000	\$	\$	\$	\$	\$	\$	\$	\$	\$
Up to 8000	\$	\$	\$	\$	\$	\$	\$	\$	\$
Up to 9000	\$	\$	\$	\$	\$	\$	\$	\$	\$
Up to 10000	\$	\$	\$	\$	\$	\$	\$	\$	\$
Each Addtl. 1000 stitches	\$	\$	\$	\$	\$	\$	\$	\$	\$

2. The offeror shall provide a complete pricing guide for embroidery services. (i.e. tape edits, personalization, excessive thread color changes, etc.) *(Reference Statement of Needs, Section B. Number 4)*
3. The offeror shall complete the following table for screen printing services. *(Reference Statement of Needs, Section B. 5.)*

Number of Colors							
Quantity	1	2	3	4	5	6	Each add'l color
1-11	\$	\$	\$	\$	\$	\$	\$
12-23	\$	\$	\$	\$	\$	\$	\$
24-47	\$	\$	\$	\$	\$	\$	\$
48-71	\$	\$	\$	\$	\$	\$	\$
72-143	\$	\$	\$	\$	\$	\$	\$
144-287	\$	\$	\$	\$	\$	\$	\$

288-499	\$	\$	\$	\$	\$	\$	\$
500-999	\$	\$	\$	\$	\$	\$	\$
1,000-1,999	\$	\$	\$	\$	\$	\$	\$
2,000-4,999	\$	\$	\$	\$	\$	\$	\$
5,000-up	\$	\$	\$	\$	\$	\$	\$

4. The offeror shall provide associated costs per hour for designing and creating artwork. *(Reference Statement of Needs, Section B. 7)*
5. The offeror shall provide associated costs per hour for designing print screen and embroidery artwork. *(Reference Statement of Needs, Section B. 8)*
6. The offeror shall provide associated costs for sample items, material, or color swatches. *(Reference Statement of Needs, Section B. 11)*
7. The offeror shall provide associated costs for standard and rush orders. *(Reference Statement of Needs, Section B. 14)*
8. The offeror shall provide associated costs for returns for embroidery and screen printing items. *(Reference Statement of Needs, Section B. 15)*
9. The offeror shall provide associated costs for set-up fees.
10. The offeror shall specify associated charge card processing fees. *(Reference Section X. Pricing Schedule, B. 20)*
11. The offeror shall provide associated costs for any other goods or services being offered including set-up fees, etc. *(Reference Statement of Needs, Section B. 27)*

## **XI. ATTACHMENTS**

Attachment A: Offeror Data Sheet

Attachment B: Small, Women, and Minority-owned Business (SWaM) Utilization Plan

Attachment C: Standard Contract Sample

Attachment D: Zone Map

Attachment E: PAC Agreement

## ATTACHMENT A

### OFFEROR DATA SHEET

#### TO BE COMPLETED BY OFFEROR

1. QUALIFICATIONS OF OFFEROR: Offerors must have the capability and capacity in all respects to fully satisfy the contractual requirements.
2. YEARS IN BUSINESS: Indicate the length of time you have been in business providing these types of goods and services.

Years \_\_\_\_\_ Months \_\_\_\_\_

3. REFERENCES: Indicate below a listing of at least five (5) organizations, either commercial or governmental/educational, that your agency is servicing. Include the name and address of the person the purchasing agency has your permission to contact.

CLIENT	LENGTH OF SERVICE	ADDRESS	CONTACT PERSON/PHONE #
--------	-------------------	---------	---------------------------


4. List full names and addresses of Offeror and any branch offices which may be responsible for administering the contract.


5. RELATIONSHIP WITH THE COMMONWEALTH OF VIRGINIA: Is any member of the firm an employee of the Commonwealth of Virginia who has a personal interest in this contract pursuant to the [CODE OF VIRGINIA](#), SECTION 2.2-3100 – 3131?

[ ] YES [ ] NO

IF YES, EXPLAIN: \_\_\_\_\_


## ATTACHMENT B

### Small, Women and Minority-owned Businesses (SWaM) Utilization Plan

**Offeror Name:** \_\_\_\_\_ **Preparer Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

Is your firm a **Small Business Enterprise** certified by the Department of Small Business and Supplier Diversity (SBSD)? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, certification number: \_\_\_\_\_ Certification date: \_\_\_\_\_

Is your firm a **Woman-owned Business Enterprise** certified by the Department of Small Business and Supplier Diversity (SBSD)? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, certification number: \_\_\_\_\_ Certification date: \_\_\_\_\_

Is your firm a **Minority-Owned Business Enterprise** certified by the Department of Small Business and Supplier Diversity (SBSD)? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, certification number: \_\_\_\_\_ Certification date: \_\_\_\_\_

Is your firm a **Micro Business** certified by the Department of Small Business and Supplier Diversity (SBSD)? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, certification number: \_\_\_\_\_ Certification date: \_\_\_\_\_

**Instructions:** *Populate the table below to show your firm's plans for utilization of small, women-owned and minority-owned business enterprises in the performance of the contract. Describe plans to utilize SWaMs businesses as part of joint ventures, partnerships, subcontractors, suppliers, etc.*

**Small Business:** "Small business " means a business, independently owned or operated by one or more persons who are citizens of the United States or non-citizens who are in full compliance with United States immigration law, which, together with affiliates, has 250 or fewer employees, or average annual gross receipts of \$10 million or less averaged over the previous three years.

**Woman-Owned Business Enterprise:** A business concern which is at least 51 percent owned by one or more women who are U.S. citizens or legal resident aliens, or in the case of a corporation, partnership or limited liability company or other entity, at least 51 percent of the equity ownership interest in which is owned by one or more women, and whose management and daily business operations are controlled by one or more of such individuals. **For purposes of the SWaM Program, all certified women-owned businesses are also a small business enterprise.**

**Minority-Owned Business Enterprise:** A business concern which is at least 51 percent owned by one or more minorities or in the case of a corporation, partnership or limited liability company or other entity, at least 51 percent of the equity ownership interest in which is owned by one or more minorities and whose management and daily business operations are controlled by one or more of such individuals. **For purposes of the SWaM Program, all certified minority-owned businesses are also a small business enterprise.**

**Micro Business** is a certified Small Business under the SWaM Program and has no more than twenty-five (25) employees **AND** no more than \$3 million in average annual revenue over the three-year period prior to their certification.

**All small, women, and minority owned businesses must be certified by the Commonwealth of Virginia Department of Small Business and Supplier Diversity (SBSD) to be counted in the SWaM program. Certification applications are available through SBSD at 800-223-0671 in Virginia, 804-786-6585 outside Virginia, or online at <http://www.sbsd.virginia.gov/> (Customer Service).**

***RETURN OF THIS PAGE IS REQUIRED***

**ATTACHMENT B (CNT'D)**  
Small, Women and Minority-owned Businesses (SWaM) Utilization Plan

Procurement Name and Number: \_\_\_\_\_

Date Form Completed: \_\_\_\_\_

Listing of Sub-Contractors, to include, Small, Woman Owned and Minority Owned Businesses  
for this Proposal and Subsequent Contract

Offeror / Proposer: \_\_\_\_\_

\_\_\_\_\_  
Firm

\_\_\_\_\_  
Address

\_\_\_\_\_  
Contact Person/No.

Sub-Contractor's Name and Address	Contact Person & Phone Number	SBSD Certification Number	Services or Materials Provided	Total Subcontractor Contract Amount (to include change orders)	Total Dollars Paid Subcontractor to date (to be submitted with request for payment from JMU)

*(Form shall be submitted with proposal and if awarded, again with submission of each request for payment)*

***RETURN OF THIS PAGE IS REQUIRED***



ATTACHMENT C



COMMONWEALTH OF VIRGINIA  
STANDARD CONTRACT

Contract No. \_\_\_\_\_

This contract entered into this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, by \_\_\_\_\_ hereinafter called the "Contractor" and Commonwealth of Virginia, James Madison University called the "Purchasing Agency".

WITNESSETH that the Contractor and the Purchasing Agency, in consideration of the mutual covenants, promises and agreements herein contained, agree as follows:

SCOPE OF CONTRACT: The Contractor shall provide the services to the Purchasing Agency as set forth in the Contract Documents.

PERIOD OF PERFORMANCE: From \_\_\_\_\_ through \_\_\_\_\_

The contract documents shall consist of:

- (1) This signed form;
- (2) The following portions of the Request for Proposals dated \_\_\_\_\_:
  - (a) The Statement of Needs,
  - (b) The General Terms and Conditions,
  - (c) The Special Terms and Conditions together with any negotiated modifications of those Special Conditions;
  - (d) List each addendum that may be issued
- (3) The Contractor's Proposal dated \_\_\_\_\_ and the following negotiated modification to the Proposal, all of which documents are incorporated herein.
  - (a) Negotiations summary dated \_\_\_\_\_.

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

CONTRACTOR:

PURCHASING AGENCY:

By: \_\_\_\_\_  
(Signature)

By: \_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Printed Name)

\_\_\_\_\_  
(Printed Name)

Title: \_\_\_\_\_

Title: \_\_\_\_\_

## ATTACHMENT D

### Zone Map



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

### List of member institutions by zones

<b><u>Zone 1</u></b> George Mason University (Fairfax)	<b><u>Zone 2</u></b> James Madison University (Harrisonburg)	<b><u>Zone 3</u></b> University of Virginia (Charlottesville)
<b><u>Zone 4</u></b> University of Mary Washington (Fredericksburg)	<b><u>Zone 5</u></b> College of William and Mary (Williamsburg) Old Dominion University (Norfolk)	<b><u>Zone 6</u></b> Virginia Commonwealth University (Richmond)
<b><u>Zone 7</u></b> Longwood University (Farmville)	<b><u>Zone 8</u></b> Virginia Military Institute (Lexington) Virginia Tech (Blacksburg) Radford University (Radford)	<b><u>Zone 9</u></b> University of Virginia - Wise (Wise)

## ATTACHMENT E

### AGREEMENT PUBLICLY ACCESSIBLE CONTRACT (PAC)

This Agreement, effective the [DAY<sup>st/nd</sup>] day of [MONTH, YEAR], is by and between James Madison University (the “University”), on behalf of the Virginia Higher Education Procurement Consortium (the “Consortium”) (collectively the "University"), and [VENDOR NAME], (“Vendor”).

#### TERM

The term of this Agreement is until [Date]. This end date coincides with the Primary Agreement’s end date.

#### WITNESS

WHEREAS, the University and Vendor have executed an agreement, UCPJMUXXX, dated MONTH XX, 20XX (the “Primary Agreement”), and included in the Primary Agreement is a third party access / cooperative clause. Now therefore, the University and Vendor wish to express in this Agreement the specific terms that will allow third party access to the Primary Agreement.

Accordingly, and in consideration of the mutual premises and provisions hereof, the parties hereby agree as follows:

I. Vendor will:

- A. Pay the University 1% of all sales to accessing entities outside of the Consortium membership associated with the Primary Agreement (as the “PAC Annual Fee”). The PAC Annual Fee will be paid in exchange for marketing services provided by the University and the Consortium described below in Section II.
- B. Fully support this marketing relationship by promoting the availability of the Primary Agreement to non-Consortium entities;
- C. Provide quarterly sales reports detailing the amount of sales to each non-Consortium accessing entity; and

II. The University/Consortium will:

- A. Promote the Primary Agreement on its website and through other channels (e.g., conferences) to non-Consortium members
- B. Maintain an approved version of Vendor’s logo on the Consortium website

III. Payment:

- A. Payment of PAC Annual Fee will arrive at the University no later than \_\_\_\_\_ of each year. The University and Consortium will share the payments equally and allocate payments to the appropriate accounts.
- B.

In the event of early termination of the Primary Agreement, this residual payment will arrive at the University no later than 45 calendar days from termination date of the Primary Agreement.

- C. Payment of PAC Annual Fee will take the form of a check. Checks will be made payable to the University of Virginia and sent to:

Procurement Services  
c/o Director of Procurement  
James Madison University  
752 Ott Street, MSC 5720  
Harrisonburg, VA 22807

IV. Notices:

Any notice required or permitted to be given under this Agreement will be in writing and will be deemed duly given: (1) if delivered personally, when received; (2) if sent by recognized overnight courier service, on the date of the receipt provided by such courier service; (3) if sent by registered mail, postage prepaid, return receipt requested, on the date shown on the signed receipt; or (4) if sent by electronic mail, when received (as verified by the email date and time) if delivered no later than 4:00 p.m. (receiver's time) on a business day or on the next business day if delivered (as verified by sender's machine) after 4:00 p.m. (receiver's time) on a business day or on a non-business day. All such notices will be addressed to a party at such party's address or facsimile number as shown below.

If to the University:

Procurement Services  
c/o Director of Procurement  
James Madison University  
752 Ott Street, MSC 5720  
Harrisonburg, VA 22807

If to Vendor:

[Vendor Contact]  
[Vendor]  
[Address]  
Email: [\[Vendor\]](#) Email]  
Fax: [Fax]

**ACCEPTANCE**

**For James Madison University**

**For [Vendor]**

\_\_\_\_\_  
[Lead Proc]  
[Lead Job Title]

\_\_\_\_\_  
[Vendor Contact]  
[Vendor Contact Title]

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

Agreement #: [JMU Contract-Number]-PAC



March 13, 2024

**ADDENDUM NO.: One**

**TO ALL OFFERORS:**

**REFERENCE:** Request for Proposal No: **RFP# SLD-1200**  
Dated: **February 21, 2024**  
Commodity: Promotional Items and Imprinting Services  
RFP Closing On: **March 27, 2024 at 2:00 p.m.**

Please note the clarifications and/or changes made on this proposal program:

1. Question: CLC noted that some orders may incur an additional 7.5% royalty fee. Clarify the percentage of orders that will incur this fee.

**Answer: For James Madison University, the 7.5% royalty fee is charged to vendors for orders not paid with state funds (e.g., purchases made by student organizations). There is no anticipated percentage of orders that may incur this fee.**

2. Question: Reference Attachment E, Publicly Accessible Contract (PAC), what schools will the 1% fee apply to?

**Answer: The 1% fee is applied to orders placed by agencies and localities outside of the VHEPC Membership. The VHEPC Membership includes VASCUPP schools and VCCS.**

3. Question: Reference Section V, Proposal Preparation and Submission, pg. 6, #1. a. Are vendors required to provide duplicated sample products with the eight (8) copies?

**Answer: No, duplicate samples are not required.**

4. Typo on *Issue Date* on the second page of Request for Proposal. Issue Date should state "February 21, 2024".

Signify receipt of this addendum by initialing "*Addendum #1* \_\_\_\_\_" on the signature page of your proposal.

Sincerely,

A handwritten signature in black ink that reads "Shanna Devers".

Shanna Devers  
Procurement Buyer Senior  
Phone: (540-568-3131)

MSC 5720  
752 Ott Street, Room 1042  
Wine Price Building  
Harrisonburg, VA 22807  
Office of 540.568.3145 Phone  
PROCUREMENT SERVICES 540.568.7935 Fax



**March 21, 2024**

**ADDENDUM NO.: Two**

**TO ALL OFFERORS:**

**REFERENCE:** Request for Proposal No: **RFP# SLD-1200**  
Dated: **February 21, 2024**  
Commodity: Promotional Items and Imprinting Services  
RFP Closing On: ~~**March 27, 2024 at 2:00 p.m.**~~  
**April 4, 2024 at 2:00 p.m.**

Please note the clarifications and/or changes made on this proposal program:

**James Madison University has chosen to extend this solicitation closing date. The Request for Proposal will now close on Thursday, April 4, 2024 at 2:00 PM.**

Signify receipt of this addendum by initialing "*Addendum #2* \_\_\_\_\_" on the signature page of your proposal.

Sincerely,

A handwritten signature in black ink that reads "Shanna Devers". The signature is fluid and cursive.

Shanna Devers  
Procurement Buyer Senior  
Phone: (540-568-3131)

MSC 5720  
752 Ott Street, Room 1042  
Wine Price Building  
Harrisonburg, VA 22807  
Office of 540.568.3145 Phone  
PROCUREMENT SERVICES 540.568.7935 Fax



March 26, 2024

**ADDENDUM NO.: Three**

**TO ALL OFFERORS:**

**REFERENCE:** Request for Proposal No: **RFP# SLD-1200**  
Dated: **February 21, 2024**  
Commodity: Promotional Items and Imprinting Services  
RFP Closing On: ~~March 27, 2024 at 2:00 p.m.~~  
**April 4, 2024 at 2:00 p.m.**

Please note the clarifications and/or changes made on this proposal program:

1. Question: Reference Section IV, Subsection B, pg. 4 #12. What is your intention for asking for the process of digitizing artwork and are you interested in a sample digitized file? Additionally, how is this different from #7 and #8 on pg. 4?

**Answer: The intent is to ensure that the selected offeror can effectively translate artwork into digital formats suitable for various promotional items. JMU is not requesting a sample digitized file. This question focuses on the technical conversion of existing visuals into digital formats, whereas questions 7-8 refer to the broader creative process.**

2. Question: Reference Section IV, Subsection B, pg. 4 #13. What is your intention for asking for the “process for vector artwork that will be screen printed” and are you interested in the technical process for creating screens? Additionally, how is this different from #7 and #8 on pg. 4?

**Answer: The intent is to assess the offeror’s expertise and proficiency in generating print-ready vector graphics optimized for the screen-printing process, not to assess the technical process for creating screens. Questions 7-8 refer to the broader creative process.**

3. Question: What is the ideal number of awardees?

**Answer: The ideal number of awardees is unknown at this time.**

Signify receipt of this addendum by initialing “*Addendum #3*\_\_\_\_\_” on the signature page of your proposal.

MSC 5720  
752 Ott Street, Room 1042  
Wine Price Building  
Harrisonburg, VA 22807  
Office of 540.568.3145 Phone  
PROCUREMENT SERVICES 540.568.7935 Fax

Sincerely,

A handwritten signature in black ink, appearing to read "Shanna Devers". The signature is fluid and cursive, with the first name "Shanna" and last name "Devers" clearly distinguishable.

Shanna Devers

Procurement Buyer Senior

Phone: (540-568-3131)