



**COMMONWEALTH OF VIRGINIA  
STANDARD CONTRACT**

Contract No. UCPJMU7506

This contract entered into this 11<sup>th</sup> day of June 2026, by Enterprise Screen Communications Inc, 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 July 23<sup>rd</sup>, 2026 through July 22, 2027 with four (4) one-year renewal options.

The contract documents shall consist of:

- (1) This signed form;
- (2) The following portions of the Request for Proposal RFP ASF-1252 dated March 16, 2026
  - (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 – April 15, 2026
- (3) The Contractor's Proposal dated April 20, 2026 and the following negotiated modification to the Proposal, all of which documents are incorporated herein.
  - (a) Negotiations Summary, dated June 11, 2026

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

CONTRACTOR:

By: Tony Stapleton  
(Signature)

Tony Stapleton  
(Printed Name)

Title: CEO

PURCHASING AGENCY:

By: Adam Fleming  
(Signature)

Adam Fleming  
(Printed Name)

Title: Buyer Senior

1. Pricing shall be in accordance with the pricing list provided by Enterprise Screen Communications Inc below:

#### FOR LIVE EVENTS

| Service                                       | Rate (USD)     |
|-----------------------------------------------|----------------|
| Site visit and planning                       | \$125 per hour |
| Camera operator                               | \$150 per hour |
| Director / Live switcher                      | \$185 per hour |
| Audio technician                              | \$140 per hour |
| Livestream encoder / technical operator       | \$155 per hour |
| Post-production and delivery of video archive | \$140 per hour |

#### FOR PRODUCED VIDEO

| Service                                                    | Rate (USD)      |
|------------------------------------------------------------|-----------------|
| Pre-production and planning                                | \$125 per hour  |
| Scriptwriting                                              | \$135 per hour  |
| Video capture — on location                                | \$150 per hour  |
| Video capture — in studio                                  | \$140 per hour  |
| Graphics and title development                             | \$145 per hour  |
| Video editing                                              | \$140 per hour  |
| Voiceover (direction and session management)               | \$130 per hour  |
| Audio editing and sound design                             | \$130 per hour  |
| Finalising files (compressing, uploading, platform export) | \$110 per hour  |
| ADA captioning (per finished video minute)                 | \$18 per minute |
| FAA Part 107 drone operator (includes pilot and system)    | \$175 per hour  |

#### EQUIPMENT RENTAL (where applicable)

| Equipment                                                            | Per Hour | Per Day |
|----------------------------------------------------------------------|----------|---------|
| 4K Cinema Camera Package (Sony FX6 + lenses + accessories)           | \$45     | \$320   |
| Professional Lighting Kit (2x Aputure 600d + 4x Amaran 200x)         | \$35     | \$240   |
| Live Production Switcher (ATEM Mini Extreme ISO)                     | \$40     | \$280   |
| Livestream Encoding Package                                          | \$30     | \$200   |
| Wireless Audio System (per Rode Wireless Pro unit)                   | \$15     | \$90    |
| DJI Inspire 2 Drone System (Pawel Krol, FAA Part 107 pilot included) | N/A      | \$950   |

2. Rebate schedule shall be in accordance with the list provided by Enterprise Screen Communications Inc below:

**Rebate Schedule:** Enterprise Screen offers the following rebate structure to James Madison University on any annual contract spend exceeding \$100,000:

- **Volume rebate:** 1% rebate on total annual invoiced spend exceeding \$100,000, paid as a credit against the following year's invoices or as a lump sum payment at the university's preference.
- **Prompt payment rebate:** A further 1% rebate where the university settles invoices within 15 days of issue, in addition to the volume rebate above where applicable.

These rebates are offered in addition to the VASCUPP-aligned preferential rate structure described above and apply to the initial contract period and any subsequent renewal periods. Combined maximum rebate available: 2% of annual invoiced spend where both thresholds are met.

3. Contractor shall provide closed captioning services and video playback for all live events.
4. As an agency of the Commonwealth of Virginia, James Madison University makes payment(s) in accordance with the *Code of Virginia*, §2.2-4347 through 2.2-4354, Prompt Payment.
5. Contractor's billing for any travel related expenses must be in accordance with the U.S. General Services Administration (GSA) rates for lodging, meals, and incidentals expenses at the time of travel. They can be referenced at <http://www.jmu.edu/financemanual/procedures/4215.shtml>
6. Contractor agrees that this Negotiation Summary modifies the Contractor's response to RFP# ASF-1252.

# ENTERPRISE SCREEN COMMUNICATIONS INC.

enterprisescreen.com | 1125 Emancipation Highway, Fredericksburg, VA 22401 | 202-930-1835

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PROPOSAL IN RESPONSE TO

**RFP # ASF-1252**

**Videography Services**

Section A: On-Demand Videography Services

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Submitted to:

**James Madison University**

Procurement Services MSC 5720

752 Ott Street, Wine Price Building, Harrisonburg, VA 22807

Submitted by:

**Tony Stapleton, CEO**

tony@enterprisescreen.com | 202-930-1835

**Submission Date: April 20, 2026**

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# 1. Cover Letter

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April 15, 2026

Adam Fleming, Buyer Senior  
Procurement Services, James Madison University  
752 Ott Street, Wine Price Building, First Floor, Suite 1023  
Harrisonburg, VA 22807

**Re: RFP # ASF-1252 — Videography Services (Section A: On-Demand Videography Services)**

Dear Mr. Fleming and the JMU Procurement Services Evaluation Committee,

Enterprise Screen Communications Inc. is pleased to submit this proposal in response to RFP # ASF-1252. We are responding to Section A: On-Demand Videography Services, and we do so as the current active videography and digital media contractor to the Commonwealth of Virginia under Contract VTS-2664-2025 with Virginia Tech, where we are delivering 65+ video assets across the VAST initiative at GMU, VT, UVA, and VCU — institutions that are fellow members of the VASCUPP cooperative purchasing framework in which JMU participates.

We are not a company introducing ourselves to Virginia's higher education community. We are already embedded within it. Over the past decade, Enterprise Screen has worked with the University of Mary Washington for eight consecutive years, Arizona State University across hundreds of educational video assets, Carnegie Mellon University, Cornell University, and the Bill and Melinda Gates Foundation. We have delivered large-scale, multi-format video programmes in complex institutional environments — on time, on brand, and always in genuine partnership with our clients.

James Madison University's need for a trusted, on-demand videography partner — one capable of live event production, 4K filmed content, livestreaming, ADA-compliant captioning, drone operations, scriptwriting, and brand-aligned post-production — describes exactly what we do every day. We understand the needs of university communications teams, athletics departments, advancement offices, and academic faculty. We know how to work within institutional structures, respond rapidly, and deliver content that serves JMU's diverse audiences without ever requiring the university to manage us.

We are registered with eVA and are fully compliant with Commonwealth of Virginia procurement requirements. We hold appropriate insurance coverage, conduct criminal background checks on all personnel assigned to client sites, and are obtaining SWaM certification with the Virginia Department of Small Business and Supplier Diversity, with our application on track for completion by 1 May 2026.

We look forward to the opportunity to serve James Madison University and to build the kind of long-term, embedded partnership that has characterised our work across Virginia's higher education landscape.

Respectfully submitted,

**Tony Stapleton**

Chief Executive Officer

Enterprise Screen Communications Inc.

1125 Emancipation Highway, Fredericksburg, VA 22401

T: 202-930-1835 | [info@enterprisescreen.com](mailto:info@enterprisescreen.com) | [enterprisescreen.com](http://enterprisescreen.com)

## 2. Executive Summary

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Enterprise Screen Communications Inc. is Virginia's most active university videography and digital media partner. We hold a current, active contract with the Commonwealth of Virginia (VTS-2664-2025) to deliver digital media and content production services to Virginia Tech's VAST initiative — a contract that has seen our team work across George Mason University, Virginia Tech, the University of Virginia, and Virginia Commonwealth University since March 2025. We are registered on eVA, we understand Commonwealth procurement requirements, and we know how to work within the specific operational culture of Virginia's public university system.

For James Madison University, we offer a complete, on-demand videography service capable of meeting every requirement in Section A of this RFP. Our capabilities span live event capture and switching, 4K produced video, ADA-compliant closed captioning, FAA Part 107 certified drone operations, professional livestreaming, scriptwriting, animation, multi-platform delivery, and a project management methodology that is structured, transparent, and built around the specific rhythms of university life.

We bring 20 years of production experience, an award-winning research-based methodology, and a Virginia-based team with post-production capability spanning multiple time zones. Our mobile studio system can deploy anywhere on or near the JMU campus. Our established relationships with Virginia's higher education community — including eight years of continuous work with the University of Mary Washington — demonstrate that we do not simply deliver contracts; we build partnerships that grow year on year.

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### **Why Enterprise Screen for JMU:**

We hold an active, current Commonwealth of Virginia videography contract and have delivered work across GMU, VT, UVA, and VCU — all fellow VASCUPP members in the same cooperative purchasing network as JMU. We have delivered over 800 pieces of university video content. We are Virginia-based, embedded in the state's higher education community, and ready to begin immediately upon award.

The following proposal responds to each requirement of Section IV-A in the order presented in the RFP, as required by the Proposal Preparation instructions in Section V. All pages are numbered and each paragraph references the corresponding RFP section.



## 3. Section IV-A: On-Demand Videography Services — Full Response

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This section responds to each sub-requirement of Section IV-A of RFP # ASF-1252 in the order in which they appear. Each paragraph is cross-referenced to the RFP requirement it addresses.

### 3.1 Live Event Capture Capabilities

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#### ***RFP IV-A: Ability to provide one or multiple cameras and/or microphones***

Enterprise Screen operates a full multi-camera production system as standard. For live events, we deploy between one and six cameras simultaneously depending on the scale and complexity of the event. Our typical live event configuration includes primary wide-angle cameras capturing the full event space, mid-range cameras for presenter and panel coverage, and roving handheld or gimbal-mounted cameras for dynamic audience and atmosphere capture. Our microphone suite spans wireless lapel microphones for presenters, directional boom microphones for ambient capture, wired podium microphones, and multi-channel audio mixers. All audio is monitored live and recorded to a separate audio track for post-production flexibility. We have provided this capability for events ranging from intimate academic seminars to open-house events for audiences in excess of 5,000 — directly comparable to JMU's previously cited Convocation Center productions.

#### ***RFP IV-A: Ability to provide live video switching***

We provide professional live video switching using industry-standard vision mixing hardware and software, including the Blackmagic Design ATEM series of live production switchers. Our Director manages live cuts, transitions, picture-in-picture, lower-third graphics, and source selection in real time. This enables seamless broadcast-quality live switching between multiple camera feeds, slides, screen captures, and pre-recorded video inserts during events. We have deployed this capability for presidential inaugurations, large-scale open days, and streamed conference events.

#### ***RFP IV-A: Ability to create and integrate video graphics, slides or animations***

Our team integrates branded lower-thirds, title cards, event graphics, and animated sequences into live productions in real time. We work in advance of each event with JMU's Digital Content Manager and communications team to develop graphics packages that are fully compliant with JMU brand guidelines. For produced video, we offer full 2D motion graphics, animated infographics, and brand-aligned title sequences developed in Adobe After Effects and integrated during post-production. We do not debut new graphic elements at live events without prior review and sign-off from university staff — this is a core principle of our workflow.

***RFP IV-A: Ability to provide videos ready for projection video screens within the venue***

We deliver projection-ready video files in the specifications required by each venue's display hardware. This typically includes 1920x1080p (Full HD) or 3840x2160 (4K) output at 25 or 30fps in ProRes or H.264 formats, optimised for the luminance and colour rendering of large-format projection systems. We conduct a technical recce of each venue prior to the event to confirm display specifications and test playback compatibility. For live events with on-site projection, we manage the direct feed from our switching system to the venue's display inputs.

***RFP IV-A: Ability to provide video content encoded for live web stream or online delivery***

Enterprise Screen has extensive experience in professional live streaming. We encode and deliver live streams to YouTube Live, Vimeo Live, Zoom Webinar, and custom RTMP endpoints. Our streaming setup uses dedicated encoding hardware (Blackmagic Web Presenter HD, Teradek Cube) with redundant internet connections — typically a bonded cellular connection backed by the venue's wired network — to ensure stream reliability. We provide stream keys, manage stream health monitoring throughout the event, and can simultaneously record locally at full resolution while streaming. We have delivered live presidential inauguration streams, TED-style events, open houses, and academic conferencing at university scale. Viewers can access our streams from desktop, mobile, and smart TV platforms simultaneously.

***RFP IV-A: Ability to provide digital file delivery of recorded video content (MP4/H.264 or H.265)***

All final delivered video files are provided as MP4 files encoded using H.264 (AVC) or H.265 (HEVC) as specified by JMU. Our standard delivery specifications are: 1920x1080 or 3840x2160 resolution, H.264 at a minimum of 8 Mbps for HD or 25 Mbps for 4K, stereo AAC audio at 320 kbps, MP4 container. Files are delivered via secure cloud transfer (Frame.io, Google Drive, or Dropbox as preferred by JMU) and simultaneously to physical media upon request. We retain full project archives for the duration of the contract period.

## **3.2 Produced Video Capabilities**

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***RFP IV-A: Ability to produce final 4K or higher resolution video content***

All Enterprise Screen produced video content is captured at a minimum of 4K (3840x2160) resolution using Sony FX6, Sony FX3, and Blackmagic Pocket Cinema Camera 6K Pro cameras. Where the application requires it — for example, content destined for large-format display or cinema-quality output — we deploy our RED MONSTRO 8K VV system. Our lighting setup uses professional LED panels (Aputure LS 600d Pro, ARRI Skypanel S60-C) capable of matching natural light in any interior environment. We deliver 4K master files alongside optimised H.264 distribution files as standard.

***RFP IV-A: Ability to provide video editing services***

Our post-production team, led by Matt O'Donnell (Post-Production Manager) and Connor Welsh (Lead Editor), operates a structured four-stage editing workflow: Assembly Edit, First Edition, Client Review Draft, and Final Polish. We work in Adobe Premiere Pro with a colour grading pipeline in DaVinci Resolve. Our standard turnaround from shoot completion to first draft delivery is 5–7 business days per

video, with concurrent post-production workflows enabling multiple videos to progress simultaneously. We provide all drafts via Frame.io, which allows JMU's team to leave time-coded comments directly on the video — a system our university clients consistently report as transformative for the review process.

***RFP IV-A: Ability to provide scriptwriting services***

Scriptwriting is a core enterprise Screen discipline. Our Creative Director Brendan Smith leads script development across all produced content. Our process begins with a briefing session with JMU's designated contact to establish the video's purpose, target audience, key messages, tone, and call to action. We then develop a first-draft script using a structured pro-forma that separates visual direction from spoken content, making the review process straightforward for non-production staff. Scripts are submitted for JMU sign-off before any production commences. We have provided scriptwriting services for university fundraising campaigns, academic programme promotions, alumni engagement films, workforce development content, and institutional storytelling — always prioritising authentic narrative over corporate language.

Portfolio examples of our scriptwriting work are available at [enterprisescreen.com](http://enterprisescreen.com) and via the video links provided in Section 3.9 of this proposal.

***RFP IV-A: Ability to provide interviewing as part of the final product***

Interview-based content is the foundation of the majority of our university work. Our Directors — Jamie Smith and Brendan Smith — are experienced in drawing out authentic, compelling on-camera performances from contributors who range from seasoned academic presenters to students and community members who have never faced a camera. Our pre-interview process includes a preparation call with each contributor, provision of discussion points (never a script they are expected to memorise), a camera test and coaching session, and a thorough briefing on the interview structure. On set, we create a relaxed, professional environment. The result is content that feels genuine — because it is. This approach has been validated across hundreds of university interviews at ASU, UMW, Virginia Tech, and multiple UK institutions.

***RFP IV-A: Ability to provide video shoots with or without lighting***

We are fully equipped to shoot in both controlled lighting environments and available light conditions. For interviews and produced content we deploy our professional LED lighting system. For documentary and event content where lighting rigging is not possible, we use fast-aperture cinema lenses and high-sensitivity camera sensors to shoot cleanly in available and mixed light. Our team is experienced at rapid lighting setups in busy institutional environments — a classroom between lectures, an office corridor, an outdoor campus location — without disrupting the working environment.

***RFP IV-A: Ability to provide video graphics and/or animation***

We provide 2D motion graphics, animated infographics, lower-thirds, title sequences, and branded transitions as standard elements of our post-production workflow. Our graphics are developed in Adobe After Effects and are fully brand-compliant with JMU's visual identity guidelines. For more complex animation requirements — data visualisation, explainer animations, process diagrams — we have the

in-house capability to develop bespoke animated sequences. All new graphic elements are submitted to JMU's Digital Content Manager for approval before they appear in any delivered content.

***RFP IV-A: Ability to provide voiceover and/or sound effects***

We provide professional voiceover services using our network of professional voice talent, and can match accent, tone, and register to JMU's brand and the intended audience of each video. All voiceover recording is conducted in a professional studio environment with full monitoring. Sound design — including ambient soundscaping, music scoring, and sound effects — is managed by our post-production team and is cleared for use on all platforms including YouTube and social media. We use licensed music libraries (Epidemic Sound, Artlist) to ensure all audio content is fully licensed for JMU's distribution purposes.

***RFP IV-A: Ability to create and deliver final footage meeting industry standard technical specifications***

All Enterprise Screen deliverables conform to industry-standard technical specifications. Our default delivery package includes: 4K master (ProRes 422 HQ or H.265), HD distribution file (H.264, MP4), platform-optimised exports for YouTube (16:9, 4K), social media (1:1, 9:16, 4:5), and web embed. All files include embedded metadata, timecoded chapter markers where required, and stereo/5.1 audio as specified. We maintain a technical specification sheet for each client that captures their preferred formats, colour space, and delivery method — updated at the start of each project.

***RFP IV-A: Ability to record aerial drone video and photo content (FAA Part 107)***

Enterprise Screen holds FAA Part 107 Remote Pilot Certification and operates a DJI Inspire 2 with Zenmuse X7 camera system capable of 6K aerial capture. Our dedicated drone pilot, Pawel Krol, holds a current FAA Part 107 Remote Pilot Certificate and has extensive experience operating in complex campus and urban environments. We conduct full pre-flight risk assessments for every drone deployment, file NOTAMs as required, and obtain all necessary permissions in advance — including coordination with JMU's UAS Oversight Committee (UASOC) as required by JMU Policy 2210. We never fly without explicit written authorisation from the university and the relevant airspace authority. Pawel is experienced at operating in environments with pedestrian traffic, mixed airspace, and the specific logistical constraints of university campus filming.

### 3.3 Quotation and Invoicing

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***RFP IV-A: Ability to provide detailed quotes clearly listing all service items and costs***

Every Enterprise Screen project begins with a detailed written quote that itemises every service element and its associated cost. Our quote format lists: pre-production services (site visit, planning, scripting, storyboarding), production services (crew day rates, equipment, travel), and post-production services (editing, graphics, colour, sound, delivery) as separate line items. No costs are bundled or obscured. We do not issue surprise invoices — if any scope change occurs that may affect cost, we notify the client in writing before proceeding and seek written approval. Examples of our quotation format are available upon request and will be provided to JMU's Procurement Office as required.

#### ***RFP IV-A: Ability to provide line item pricing on invoices***

All Enterprise Screen invoices mirror the line-item structure of the corresponding project quote. Each invoice references the purchase order number, the JMU contract number, and itemises every deliverable and service charged in the billing period. We submit invoices within the timeframes specified by the contract and are registered to participate in JMU's Virtual Payables and PayMode-X electronic payment systems.

### **3.4 Raw Footage and Rough Cut Delivery**

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#### ***RFP IV-A: Ability to provide unedited raw footage and rough cuts to JMU***

Enterprise Screen fully complies with this requirement. Following every filming session, we provide JMU with the complete unedited raw footage from all cameras, delivered via secure cloud transfer or physical hard drive as preferred. Raw files are provided in their native camera format (BRAW, XAVC-S, or ProRes RAW depending on camera system) alongside rough-cut assembly edits at key production milestones. JMU retains all rights to this material without limitation, as specified in the RFP. We retain a working copy for our own archive during the contract period only. This handover process is documented in our project management system and confirmed via email at each delivery stage.

### **3.5 Platform Compatibility**

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#### ***RFP IV-A: Ability to create video compatible with YouTube, Vimeo, and Facebook***

All Enterprise Screen deliverables include platform-optimised exports as standard. For YouTube we deliver H.264 or H.265 MP4 at up to 4K resolution with stereo AAC audio at the platform's recommended bitrate. For Vimeo we deliver high-bitrate H.264 masters that meet Vimeo's Plus and Pro upload specifications. For Facebook we deliver 1080p MP4 files with embedded captions and optimised aspect ratio variants (16:9, 1:1, 9:16). We stay current with platform specification updates and apply these to every delivery without requiring JMU to track changes themselves.

### **3.6 ADA-Compliant Closed Captioning**

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#### ***RFP IV-A: Ability to integrate closed captioning into videos (ADA/Title II compliant)***

Enterprise Screen provides ADA-compliant closed captioning as a standard post-production service. We comply fully with the requirements of Title II of the Americans with Disabilities Act as referenced in JMU's Digital Accessibility requirements at [www.jmu.edu/accessibility](http://www.jmu.edu/accessibility). Our captioning process uses a combination of AI-assisted transcription and human review to achieve a word accuracy rate above 99%. Captions are delivered in SRT, VTT, and SCC formats for embedding in YouTube, Vimeo, and JMU's own video platforms. Where requested, we embed open captions directly into the video file. We also provide audio description tracks for content where visual information is not conveyed by the audio. Caption formatting follows FCC standards for line length, reading speed, and speaker identification.

### **3.7 JMU Brand Compliance**

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***RFP IV-A: Ability to comply with JMU brand guidelines and notify Digital Content Manager***

Enterprise Screen treats brand compliance as a non-negotiable foundation of every project, not an afterthought. At the outset of every new project with JMU, we will review the current JMU brand guidelines as published at [jmu.edu/brand](http://jmu.edu/brand) and integrate them into our production bible for that project. Our process includes: notifying JMU's Digital Content Manager in University Communications and Marketing at project inception; sharing graphics packages, lower-third designs, and title card concepts for sign-off before production; including the Digital Content Manager in the Frame.io review workflow for all draft videos; and obtaining written final approval from the Digital Content Manager before any video is published or distributed. We never debut a new visual element — font, colour treatment, graphic style, or animation approach — without advance coordination with JMU staff. This practice is embedded in our project management workflow and does not require client reminders.

### 3.8 Project Management Approach

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***RFP IV-A: Project management approach for each video project***

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

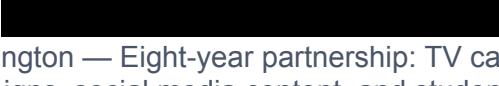
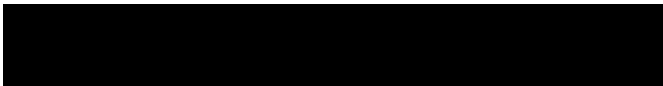
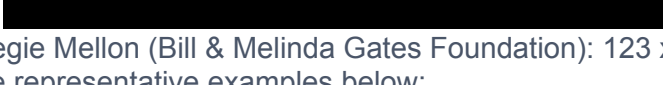
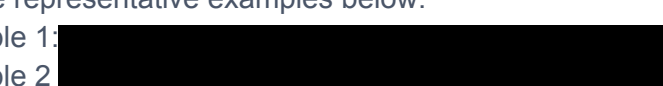
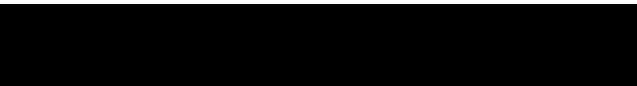
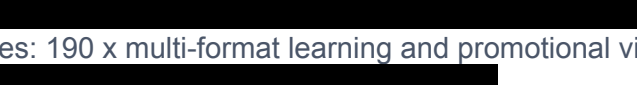


## 3.9 Portfolio Samples

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### ***RFP IV-A: Provide samples of finished video work***

Enterprise Screen's portfolio of university and institutional video work is available at [enterprisescreen.com](http://enterprisescreen.com). The following links provide direct access to work most relevant to JMU's requirements:

- VAST / Virginia Tech — Active Commonwealth of Virginia contract (VTS-2664-2025): Multi-format video content produced across GMU, VT, UVA, and VCU campuses. Three representative examples below:
  - VAST Example 1 
  - VAST Example 2 
  - VAST Example 3 
- University of Mary Washington — Eight-year partnership: TV campaign content, admissions video, fundraising campaigns, social media content, and student-facing explainers. Three representative examples below:
  - UMW Example 1: 
  - UMW Example 2: 
  - UMW Example 3: 
- RealChem / ASU + Carnegie Mellon (Bill & Melinda Gates Foundation): 123 x four-minute educational videos. Three representative examples below:
  - RealChem Example 1: 
  - RealChem Example 2: 
  - RealChem Example 3: 
- ASU Universal Learner Courses: 190 x multi-format learning and promotional videos. Representative example: 
- Cronkite Pro / ASU Journalism: Professional development and promotional video series. Two representative examples:  and 

A curated reel of work most relevant to JMU's needs — including live event, produced content, and social media examples — is available upon request and will be provided via secure link or flash drive as preferred by the evaluation committee.

## 3.10 Staff Direction and Strategic Coordination

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### ***RFP IV-A: Ability to follow directions from university and athletics staff in strategic direction***

Enterprise Screen operates as a service partner to JMU, not as an autonomous creative agency. We take direction from the university and follow it. When JMU's communications team or athletics staff define the strategic direction for a video project, our role is to execute that direction with excellence — not to substitute our own creative preferences. We will always discuss and clarify the brief to ensure we fully understand the intent, but we will never introduce new stylistic elements, graphic treatments, interview formats, or distribution approaches without advance coordination and explicit approval from the relevant JMU staff member.

This principle applies equally to live events. We do not add lower-thirds, graphics, or camera angles at live events that have not been agreed in the pre-production meeting. Our Director's primary responsibility on event day is to execute the agreed production plan, not to improvise. Our team is experienced at working within the institutional structures of large universities — we understand the difference between being creative within a brief and being creative in spite of it.

### 3.11 Equipment List

#### *RFP IV-A: Equipment list (description, brand, model)*

The following table details the primary equipment Enterprise Screen deploys for university videography services. Additional or specialist equipment is sourced from our established equipment partners as required by project scope.

| Category                      | Brand / Model                    | Description / Application                                                  |
|-------------------------------|----------------------------------|----------------------------------------------------------------------------|
| Primary Camera (4K/6K)        | Sony FX6                         | Full-frame cinema camera, 4K/120fps, produced content & interviews         |
| Primary Camera (4K)           | Sony FX3                         | Compact full-frame, 4K/120fps, live events & run-and-gun                   |
| Cinema Camera (6K)            | Blackmagic Pocket Cinema 6K Pro  | 6K RAW, studio & high-quality b-roll capture                               |
| Live Production Switcher      | Blackmagic ATEM Mini Extreme ISO | 8-input live switcher, multi-camera live events                            |
| Live Stream Encoder           | Blackmagic Web Presenter HD      | Hardware encoder for YouTube Live, Vimeo, RTMP endpoints                   |
| Wireless Audio                | Rode Wireless Pro (x4 systems)   | Dual-channel wireless lapel systems for presenter capture                  |
| Boom Microphone               | Sennheiser MKH 416               | Industry-standard directional shotgun, interviews & events                 |
| Audio Mixer                   | Sound Devices MixPre-10 II       | 10-channel field recorder/mixer, multi-source live audio                   |
| Lighting — Key                | Aputure LS 600d Pro (x2)         | 600W daylight LED, studio and location lighting                            |
| Lighting — Studio / Broadcast | ARRI Skypanel S60-C              | Full-colour broadcast LED panel, high-output studio and interview lighting |
| Lighting — Fill/Practical     | Aputure Amaran 200x (x4)         | Bi-colour LED panels, flexible fill and accent lighting                    |
| Gimbal Stabiliser             | DJI RS 3 Pro                     | 3-axis motorised gimbal, dynamic live event and b-roll capture             |
| Drone System                  | DJI Inspire 2 + Zenmuse X7       | 6K aerial capture, FAA Part 107 certified — operated by Pawel Krol         |



|                           |                                                |                                                              |
|---------------------------|------------------------------------------------|--------------------------------------------------------------|
| <b>Teleprompter</b>       | Elation Prompter<br>PT-Elite Pro               | Professional teleprompter for scripted<br>presenter delivery |
| <b>Editing Software</b>   | Adobe Premiere Pro /<br>DaVinci Resolve Studio | Non-linear editing and professional<br>colour grading        |
| <b>Motion Graphics</b>    | Adobe After Effects                            | 2D animation, lower-thirds, title<br>sequences               |
| <b>Project Management</b> | Monday.com / Frame.io                          | Live project tracking and client video<br>review platform    |

## 4. Evaluation Criteria Responses

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### 4.1 Quality of Products and Services Offered (25 Points)

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Enterprise Screen's quality proposition rests on three foundations that we believe are unique in this solicitation: proven delivery at scale within Virginia's public university system, a research-based production methodology, and a five-stage quality assurance workflow that makes client review transparent and efficient.

Our current Virginia Tech VAST contract (VTS-2664-2025) demonstrates our quality at scale: 65+ pieces of video content delivered across four VASCUPP member institutions since March 2025, including promotional films, long-form educational content, and social media assets — all captured at 4K resolution, all brand-compliant, and all delivered within negotiated timelines. The contract was awarded following a competitive procurement process that evaluated quality, qualifications, methodology, and cost — the same criteria JMU is applying here. We won on the strength of our portfolio, our team, and our methodology.

For JMU, our quality commitment encompasses every format the university requires. For live events — from open houses to academic lectures to livestreamed presidential addresses — we provide broadcast-quality multi-camera production with professional switching, reliable streaming, and clean archive recordings delivered the following day. For produced video — recruitment films, alumni engagement content, athletics features, academic programme showcases — we deliver 4K content with professional lighting, scripted or interview-based structure, motion graphics, colour grading, and platform-optimised exports. Every deliverable undergoes our four-stage post-production review before it is shared with the client.

Our Frame.io client review system is a particular quality differentiator. Rather than emailing draft links and tracking feedback in spreadsheets, JMU's team reviews each video in Frame.io, where comments are time-coded to the exact frame. This eliminates ambiguity in feedback, accelerates revision cycles, and creates a clear audit trail of approvals. The system is intuitive for non-production staff and requires no software installation.

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**Quality benchmark:**

In our eight-year UMW partnership, multiple video campaigns directly contributed to the university exceeding its fundraising targets. In the RealChem project for ASU and the Gates Foundation, 123 videos were delivered in 16 weeks with zero quality rejections and full client sign-off achieved within two rounds of revisions on every video.

### 4.2 Qualifications and Experience of the Offeror (25 Points)

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Enterprise Screen Communications Inc. was founded in 2005 and has operated continuously for 20 years as an award-winning video production and e-learning agency. Our Virginia address (1125 Emancipation Highway, Fredericksburg, VA 22401) and our established presence across the Commonwealth mean that JMU is not taking a chance on an unknown quantity — we are a known, trusted, active partner in Virginia's higher education community.

### **Virginia Higher Education Track Record**

Our qualifications for this contract are best evidenced by the contracts we currently hold and have held within the VASCUPP network:

- Virginia Tech / VAST — Contract VTS-2664-2025 (active, March 2025–present): Digital media and content production services spanning GMU, VT, UVA, and VCU. 65+ videos delivered and ongoing.
- University of Mary Washington — Eight-year continuous partnership: TV commercials, admissions video, fundraising campaigns, Lively student-generated content programme, social media content, and institutional storytelling films.

### **Scale of Delivery — Evidencing Capacity**

Our track record at large-volume video production is unmatched among Virginia-based providers:

- 250 videos delivered for ASU New Economy Initiative (8 months, concept to delivery)
- 190 videos delivered for ASU Universal Learner Courses (5 months)
- 123 videos delivered for RealChem / Gates Foundation / Carnegie Mellon (16 weeks)
- 100+ videos for ASU Learning Sparks workforce development platform
- 30 videos for Verizon Innovative Learning (3 months)
- 20-part learning series for Rolls-Royce (120+ minutes of content)
- 12 promo and learning sequences for UCL / Cornell (Photodynamic Therapy)

This volume of delivery — all within institutional and corporate environments with complex stakeholder requirements — demonstrates that Enterprise Screen can service JMU's on-demand needs at whatever scale the university requires, from a single event recording to a multi-month campaign of produced content.

### **Subject Matter Expertise Relevant to JMU**

JMU serves seven academic divisions and over 120 majors. Our university clients have required video content spanning STEM education, health sciences, journalism, business, athletics, arts, and community engagement — giving us a breadth of subject-matter experience that enables us to hit the ground running in any JMU department. Our CEO Tony Stapleton brings 20+ years of expertise in workforce development, instructional design, and educational communications — disciplines that directly inform the quality of every video we produce for higher education clients.

### Live Event Experience at University Scale

JMU's previous live broadcasts include open-house events for 5,000+ attendees, livestreamed presidential inaugurations, and TED-style campus events. Enterprise Screen has delivered equivalent productions at comparable scale. Our live event capability — multi-camera, switching, streaming, projection-ready output — has been deployed at university open days, academic conferences, graduation ceremonies, alumni events, and large-scale athletics productions. We bring this experience directly to JMU.

### 4.3 Methodology (20 Points)

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Enterprise Screen's production methodology is not a generic workflow — it is a proprietary system refined over 20 years and validated across hundreds of institutional video projects.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

## 5. Case Studies

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### Case Study 1: Virginia Tech — VAST Digital Media and Content Production Services

Contract Reference: VTS-2664-2025 | Active contract, March 2025 – present

Contact: [REDACTED]

Enterprise Screen was awarded the Virginia Tech VAST contract in March 2025 following a competitive Commonwealth of Virginia procurement process conducted through the eVA portal — the same system used for this JMU solicitation. The contract required us to design and deliver a comprehensive digital media programme across five VASCUPP member institutions: Virginia Tech, George Mason University, the University of Virginia, Virginia Commonwealth University, and Norfolk State University.

The scope of work closely mirrors JMU's requirements for Section A of this RFP. We have produced promotional films (1–2 minutes) highlighting VAST's semiconductor research programmes, long-form educational content (4–5 minutes) featuring academic subject matter experts filmed using our mobile immersion studio, and short-form social media content (30–60 seconds) formatted for LinkedIn, YouTube, and Instagram. All content is shot at 4K minimum resolution with professional lighting, is brand-compliant with VAST's visual identity guidelines, and is delivered with ADA-compliant closed captions. Raw footage is provided to Virginia Tech following every shoot.

Logistically, this contract has required us to coordinate multi-location shoots across Virginia — exactly the kind of flexible, responsive operation JMU needs from an on-demand framework contractor. Our project coordinator, based in Fredericksburg, manages scheduling across all institutions. Our Monday.com board gives Virginia Tech's team live visibility of every project at every stage. Feedback is managed through Frame.io. 65+ videos have been delivered since contract commencement, with zero timeline overruns attributable to Enterprise Screen.

#### Relevance to JMU:

This is our most directly comparable active contract. Virginia Tech and JMU are both Commonwealth of Virginia public universities, both VASCUPP members, and both require multi-format on-demand videography across a complex institutional environment. We are delivering this successfully right now.

### Case Study 2: University of Mary Washington — Eight-Year Video Partnership

Contract Reference: Ongoing partnership, 2016–present | [REDACTED] [REDACTED] [REDACTED] [REDACTED]

Our partnership with the University of Mary Washington — a fellow Commonwealth of Virginia public institution located in Fredericksburg — is our longest-standing higher education relationship and our most comprehensive demonstration of what an embedded, on-demand video partnership can achieve.

Over eight years, we have produced content spanning every area of university communications: admissions campaigns, fundraising films, student life content, faculty profiles, athletics coverage, event recordings, and social media assets.

Our most significant UMW project was a multi-year TV advertising campaign — The New Guy — designed to increase admissions enquiries among high school students in Virginia and the Mid-Atlantic region. We developed the creative concept, wrote the scripts, managed the full production, and delivered broadcast-ready TV commercials alongside a full suite of social media spin-off content. The campaign ran on regional television and digital platforms and directly contributed to increased admissions engagement in multiple consecutive years.

We have also delivered UMW's Courageous Conversations series — a sensitive multi-video initiative addressing equity, inclusion, and institutional identity — which required exceptional contributor management, careful editorial judgment, and close collaboration with the university's communications and leadership teams. The series was received with significant positive institutional impact and provided content that UMW continues to use across multiple platforms.

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#### **Relevance to JMU:**

JMU is a larger institution than UMW but shares many of the same communications objectives: recruitment, alumni engagement, fundraising, event archiving, and institutional storytelling. Our UMW relationship demonstrates that we can sustain an on-demand, multi-format video partnership for a Virginia public university over many years — adapting to changing needs, personnel, and strategic priorities throughout.

### **Case Study 3: RealChem — Arizona State University, Carnegie Mellon & Bill and Melinda Gates Foundation**

Contact: [REDACTED]

The RealChem project is our most demanding completed production to date and the strongest demonstration of our capacity, methodology, and quality under pressure. Commissioned by Arizona State University in partnership with Carnegie Mellon University and funded by the Bill and Melinda Gates Foundation, the project required Enterprise Screen to produce 123 videos — each approximately four minutes in length — within a 16-week delivery window, spanning development, scripting, production, and full post-production.

The content addressed complex chemistry concepts for a diverse undergraduate audience. Our team — including internal chemistry subject matter experts, an instructional design specialist, and our Creative Director — developed a proprietary video format combining down-the-lens presenter delivery with back-projection visual overlays, 2D animation, and laboratory b-roll. Every script was developed collaboratively with ASU's academic team and signed off before filming commenced.

The project was delivered on time, within budget, and with no quality rejections from the client. Our aggregated post-production turnaround — 21 hours per video from assembly edit to final delivery — was maintained consistently across all 123 videos through a concurrent editing workflow managed by our Post-Production Manager. The project was hailed by the Gates Foundation as a model for scalable educational video production.

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**Relevance to JMU:**

JMU's on-demand framework will require rapid response to diverse production requests across 600+ departments. Our RealChem experience demonstrates that Enterprise Screen can maintain quality, consistency, and timeline compliance even when managing multiple concurrent projects — the exact operational demand of a university-wide on-demand video contract.

### **Case Study 4: ASU Cronkite Pro — Professional Journalism Development Series**

Contact: [REDACTED]

The Cronkite Pro project required Enterprise Screen to work with the Walter Cronkite School of Journalism at ASU to develop a series of professional development videos for working journalists — a highly specific, expert audience with demanding expectations of production quality and editorial authenticity. We developed the video format in close collaboration with course leader Jeff Timmermans, created contributor bios, module introduction videos, and a suite of Learning Sparks insight sequences featuring Pulitzer Prize-winning journalists and leading media professionals.

This project is directly relevant to JMU's needs because it demonstrates our ability to produce content for sophisticated, expert audiences within a university context — content that must feel authoritative, not promotional. JMU's Academic Affairs communications, faculty profiles, and research showcase videos require exactly this quality of editorial judgment.



## 6. Key Personnel and Team Biographies

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The following team members will be assigned to the JMU contract. All personnel assigned to perform services on JMU property will have undergone criminal background checks in compliance with JMU's Special Terms and Conditions.

### **Tony Stapleton — CEO and Producer**

Tony Stapleton founded Enterprise Screen in 2005 and has led the company through 20 years of continuous growth as a university video and e-learning production partner. He holds an MA in Project Management and brings 25 years of experience in workforce development, educational communications, and institutional video production. Tony has personally overseen contract negotiations, project delivery, and client relationships at Virginia Tech, ASU, UMW, Carnegie Mellon, Cornell, and UCL. As Producer on the JMU contract, Tony will be the senior point of accountability — present at contract kick-off, available for strategic discussions, and responsible for the overall quality and delivery of all work.

### **Jamie Smith — Director, Digital Strategy and Stakeholder Engagement**

Jamie Smith is Enterprise Screen's lead Director for university and institutional clients. She holds a BA (Hons) in Film and Television Production and brings 12 years of on-set directing experience across produced content and live events. Jamie directed the VAST content programme at GMU and UVA and has directed live events for audiences exceeding 3,000 people. She is skilled at managing complex shoots involving multiple contributors, tight schedules, and demanding institutional stakeholders. Jamie leads contributor preparation sessions and is responsible for ensuring every on-screen performance meets the brief and the brand standard.

### **Brendan Smith — Creative Director and Script Lead**

Brendan Smith leads Enterprise Screen's creative development and scriptwriting function. He holds an MFA in Screenwriting and brings 15 years of experience writing for institutional, educational, and broadcast clients. Brendan wrote the scripts for the RealChem series, the UMW Courageous Conversations series, and multiple VAST promotional films. He leads all scriptwriting for JMU projects, working closely with the relevant faculty or communications staff to develop authentic narratives that serve the university's strategic objectives. Brendan also led the creative pivots during the RealChem project when scope changes required rapid re-scripting — a demonstration of his ability to perform under pressure.

### **Matt O'Donnell — Post-Production Manager**

Matt O'Donnell holds a BA (Hons) in Post Production and is responsible for all aspects of Enterprise Screen's editing, colour grading, and delivery workflow. Matt manages our concurrent post-production pipeline — ensuring that multiple projects in different stages of post-production move forward simultaneously without quality compromise. He oversees our Frame.io review process, monitors

turnaround times, and personally quality-checks every video before it is shared with a client. During the RealChem project, Matt managed the concurrent post-production of 123 videos across a 16-week window, maintaining a consistent 21-hour per-video aggregate turnaround throughout.

### **Connor Welsh — Lead Editor**

Connor Welsh is Enterprise Screen's Lead Editor, working in Adobe Premiere Pro and DaVinci Resolve. He holds a BA in Film Production and brings eight years of editing experience across educational, documentary, and commercial content. Connor leads the assembly edit and first edition stages of our post-production workflow, establishing the narrative structure and pacing of each video before it enters the client review process. He is also responsible for motion graphics implementation in Adobe After Effects and for final export and platform optimisation.

### **Jordan Miller — Director of Photography and Executive Producer**

Jordan Miller holds an MSc in Film Production and serves as both Director of Photography and Executive Producer on large-scale Enterprise Screen productions. Jordan manages all camera systems, lighting design, and technical setup for our studio and location shoots, and oversees crew coordination and resource allocation at the executive production level. Jordan was the primary camera operator on the VAST contract shoots and has extensive experience working in university laboratory, classroom, and campus environments.

### **Anna Brock — Project Coordinator**

Anna Brock is Enterprise Screen's Virginia-based Project Coordinator, based in Fredericksburg — less than two hours from the JMU campus. She holds a BA (Hons) in Project Management and has managed on-site logistics, permitting, scheduling, and stakeholder coordination for Enterprise Screen's Virginia contracts since 2018. Anna is the primary operational contact for all JMU shoots: she handles location access requests, confirms crew schedules, manages equipment logistics, and serves as the on-site liaison between the Enterprise Screen team and JMU staff. Her Virginia location means she can attend pre-production site visits, recces, and shoot days without travel cost to the contract.

### **Raven Jackson — Audio Technician**

Raven Jackson holds a BA in Filmmaking and Sound Design and is Enterprise Screen's dedicated Audio Technician for live events and location production. Raven manages all on-site audio capture, operating our wireless lapel systems, boom microphones, and multi-channel field recorders. She monitors audio levels in real time during live events, ensures clean isolated tracks for post-production, and troubleshoots any audio issues on set without disrupting filming. Raven has provided audio for live events, multi-camera studio productions, and location shoots at GMU, UVA, VCU, and multiple ASU campuses, and is a core member of the Enterprise Screen Virginia crew.

### **Sam Bowie — Social Media Editor**

Sam Bowie is Enterprise Screen's Social Media Editor, responsible for formatting and optimising all video content for digital platforms including YouTube, LinkedIn, Instagram, Facebook, and TikTok. Sam

holds a BA in Digital Media Production and brings specialist knowledge of platform algorithm requirements, aspect ratio optimisation, caption styling, and short-form content editing. Sam creates all social-format cut-downs from produced and event content and ensures that every export meets current platform specifications without requiring the client to track technical changes themselves.

### **Pawel Krol — FAA Part 107 Drone Pilot**

Pawel Krol is Enterprise Screen's dedicated drone pilot and holds a current FAA Part 107 Remote Pilot Certificate. Pawel operates the DJI Inspire 2 with Zenmuse X7 system and has extensive experience capturing aerial footage in complex environments including university campuses, urban areas, and large-scale outdoor events. He manages all pre-flight planning, NOTAM filing, airspace authorisation, and risk assessment documentation for every drone deployment. Pawel works closely with Anna Brock and JMU's UASOC to ensure every aerial shoot is fully authorised and safely executed in compliance with JMU Policy 2210 and all applicable FAA regulations. His aerial work has featured in institutional promotional films, campus overview content, and athletics productions.

### **Paul Mwana — Lighting Technician**

Paul Mwana is a professional lighting technician and a core member of the Enterprise Screen production team. Paul designs and executes lighting setups for both studio and location shoots, managing our professional LED system — including Aputure LS 600d Pro key lights and Amaran 200x fill panels — to achieve consistent, broadcast-quality results in any environment. His experience spans controlled studio production, challenging available-light locations, and rapid-setup live event lighting rigs where speed and minimal disruption to the working environment are essential. Paul's work is a key contributor to the visual quality that has defined Enterprise Screen's output across Virginia Tech, UMW, and our ASU productions.

### **Patrick Coulumbe — Production Assistant**

Patrick Coulumbe brings 20 years of professional production experience to the Enterprise Screen team. Patrick's two decades on set across broadcast, institutional, and commercial productions means he operates well beyond the conventional scope of the PA role — he is an expert at managing the logistics of shoot days, coordinating contributors, managing equipment movement, supporting the Director and Director of Photography, and ensuring that productions run on time and to brief. His experience is a significant asset on complex multi-location shoots and large-scale live events, where seamless on-set organisation directly affects the quality of the final product. Patrick's depth of experience gives the Enterprise Screen crew a level of on-set stability and professionalism that is immediately apparent to university clients and contributors alike.

## 7. SWaM Participation Plan

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Enterprise Screen Communications Inc. is committed to Virginia's Small, Women-Owned, and Minority-Owned Business (SWaM) programme and to meaningful participation in the Commonwealth's goal that 42% of public procurement spend reaches small businesses. Our plan has three components: certification, subcontractor engagement, and reporting.

### Certification

Enterprise Screen Communications Inc. is in the process of obtaining SBSD certification as a Small Business Enterprise under the Virginia SWaM programme. Our certification application is on track for completion by 1 May 2026 — ahead of the anticipated contract award date for this solicitation — meaning that Enterprise Screen will itself be a certified SWaM supplier for the duration of this contract. We will provide evidence of certification to JMU's Procurement Services office immediately upon receipt and will maintain our certification for the full life of the contract and any renewal periods. This is not a future aspiration; it is a scheduled, imminent milestone for our business. As a certified SWaM prime contractor, 100% of the contract value will count toward JMU's SWaM spend targets from day one.

### SWaM Subcontractor Engagement

Under the JMU on-demand framework, Enterprise Screen will prioritise engagement of SBSD-certified SWaM subcontractors for services that are appropriate for subcontracting. These services include: local camera crew support, sound technicians, lighting technicians, transportation and logistics, captioning and accessibility services, aerial drone operators, and location photography. Our target SWaM subcontracting spend for this contract is 15–20% of total subcontractable spend, subject to project scope and availability of certified providers.

We have already identified several SWaM-eligible businesses in the Harrisonburg and Shenandoah Valley area that provide camera crew and production support services, and we will actively develop these relationships upon contract award. Where a prospective subcontractor is eligible for SWaM certification but not yet certified, we will actively encourage and support them to initiate the certification process.

### Reporting

Enterprise Screen will provide full SWaM subcontracting reporting as required by JMU's Procurement Services. We will submit reports using the SWaM Standard Reporting Template (Attachment F) with every request for payment, documenting: the name and SBSD certification number of each SWaM subcontractor, the services provided, and the dollar amount paid. Reports will be submitted to [swamreporting@jmu.edu](mailto:swamreporting@jmu.edu). Our Monday.com project management platform tracks subcontractor spend in real time, ensuring accurate reporting without administrative delay. We will also submit the required evidence of compliance with our SWaM Subcontracting Plan prior to any final payment request.

## 8. Pricing Schedule — Section X, RFP # ASF-1252

The following rates are offered for On-Demand Videography Services under Section A of RFP # ASF-1252. All rates are inclusive of applicable eVA transaction fees. Rates are fixed for the initial contract period and will not exceed CPI-W adjustment limits upon renewal as specified in the Special Terms and Conditions.

These rates reflect Enterprise Screen's current VASCUPP-aligned pricing structure. In recognition of our active engagement with the VASCUPP cooperative purchasing framework — under which our Virginia Tech contract was awarded — we are pleased to offer JMU the same preferential rate structure applied to other VASCUPP member institutions.

### FOR LIVE EVENTS

| Service                                       | Rate (USD)     |
|-----------------------------------------------|----------------|
| Site visit and planning                       | \$125 per hour |
| Camera operator                               | \$150 per hour |
| Director / Live switcher                      | \$185 per hour |
| Audio technician                              | \$140 per hour |
| Livestream encoder / technical operator       | \$155 per hour |
| Post-production and delivery of video archive | \$140 per hour |

### FOR PRODUCED VIDEO

| Service                                                    | Rate (USD)      |
|------------------------------------------------------------|-----------------|
| Pre-production and planning                                | \$125 per hour  |
| Scriptwriting                                              | \$135 per hour  |
| Video capture — on location                                | \$150 per hour  |
| Video capture — in studio                                  | \$140 per hour  |
| Graphics and title development                             | \$145 per hour  |
| Video editing                                              | \$140 per hour  |
| Voiceover (direction and session management)               | \$130 per hour  |
| Audio editing and sound design                             | \$130 per hour  |
| Finalising files (compressing, uploading, platform export) | \$110 per hour  |
| ADA captioning (per finished video minute)                 | \$18 per minute |
| FAA Part 107 drone operator (includes pilot and system)    | \$175 per hour  |

EQUIPMENT RENTAL (where applicable)

| Equipment                                                            | Per Hour | Per Day |
|----------------------------------------------------------------------|----------|---------|
| 4K Cinema Camera Package (Sony FX6 + lenses + accessories)           | \$45     | \$320   |
| Professional Lighting Kit (2x Aputure 600d + 4x Amaran 200x)         | \$35     | \$240   |
| Live Production Switcher (ATEM Mini Extreme ISO)                     | \$40     | \$280   |
| Livestream Encoding Package                                          | \$30     | \$200   |
| Wireless Audio System (per Rode Wireless Pro unit)                   | \$15     | \$90    |
| DJI Inspire 2 Drone System (Pawel Krol, FAA Part 107 pilot included) | N/A      | \$950   |

Travel and accommodation: Enterprise Screen’s Virginia-based team members — including Anna Brock (Fredericksburg), Pawel Krol, and Paul Mwana — will service the majority of JMU projects without overnight accommodation. For productions requiring a full crew from our wider team, travel costs will be quoted separately on a per-project basis at cost, with no markup. Mileage reimbursement will be billed at the current IRS standard mileage rate. Any travel costs will be confirmed in the project quote before work commences — no travel costs will appear on invoices that were not included in the agreed quote.

Credit card processing fees: Enterprise Screen does not apply credit card processing surcharges to JMU invoices. We accept all standard payment methods including the JMU Virtual Payables Virtual Card and PayMode-X ACH.

**Rebate Schedule (RFP Section IV-A):** Enterprise Screen offers the following rebate structure to James Madison University on any annual contract spend exceeding \$100,000:

- **Volume rebate:** 1% rebate on total annual invoiced spend exceeding \$100,000, paid as a credit against the following year’s invoices or as a lump sum payment at the university’s preference.
- **Prompt payment rebate:** A further 1% rebate where the university settles invoices within 15 days of issue, in addition to the volume rebate above where applicable.

These rebates are offered in addition to the VASCUPP-aligned preferential rate structure described above and apply to the initial contract period and any subsequent renewal periods. Combined maximum rebate available: 2% of annual invoiced spend where both thresholds are met.

## 9. Attachment A — Offeror Data Sheet

**1. Qualifications of Offeror:** Enterprise Screen Communications Inc. has the full capability and capacity to satisfy all contractual requirements under Section A of RFP # ASF-1252. We hold an active Commonwealth of Virginia videography and digital media production contract (VTS-2664-2025), are registered on the eVA procurement portal, and have operated continuously in the Virginia higher education market for over a decade.

**2. Years in Business:** Enterprise Screen Communications Inc. was founded in 2005. We have been providing videography and video production services for 20 years (20 years / 0 months).

**3. References (minimum 5 organisations):**

| Client                                                       | Length of Service | Address                                    | Contact Person / Phone |
|--------------------------------------------------------------|-------------------|--------------------------------------------|------------------------|
| Virginia Tech / VAST                                         | 1 year (active)   | 800 Drillfield Dr, Blacksburg, VA 24061    | [REDACTED]             |
| University of Mary Washington                                | 8 years           | 1301 College Ave, Fredericksburg, VA 22401 | [REDACTED]             |
| Arizona State University (ASU) — RealChem / Gates Foundation | 5 years           | 1151 S Forest Ave, Tempe, AZ 85281         | [REDACTED]             |
| ASU Cronkite School of Journalism                            | 3 years           | 555 N Central Ave, Phoenix, AZ 85004       | [REDACTED]             |
| ASU Learning Sparks / Learning Enterprise                    | 4 years           | 1151 S Forest Ave, Tempe, AZ 85281         | [REDACTED]             |

### VASCUPP Member Institution Sales — Last 12 Months (RFP Section V Requirement):

In accordance with Section V of this RFP, Enterprise Screen identifies the following sales with VASCUPP Member Institutions during the twelve-month period preceding this submission:

- Virginia Polytechnic Institute and State University (Virginia Tech) — Contract VTS-2664-2025, VAST Digital Media and Content Production Services: [REDACTED]
- University of Mary Washington — Various videography and digital media production projects 2025/2026: [REDACTED]
- All other VASCUPP Member Institutions: [REDACTED]

Total VASCUPP Member Institution sales (last 12 months): [REDACTED]



4. Full name and address of Offeror and branch offices:

**Enterprise Screen Communications Inc.**

1125 Emancipation Highway, Fredericksburg, VA 22401

T: 202-930-1835 | info@enterprisescreen.com | enterprisescreen.com

Operational base (Virginia): 1125 Emancipation Highway, Fredericksburg, VA 22401

Post-Production team (distributed): Harrisonburg VA, Richmond VA, Phoenix AZ, Dublin Ireland, Edinburgh Scotland

5. Relationship with the Commonwealth of Virginia:

No member of the firm is an employee of the Commonwealth of Virginia with a personal interest in this contract pursuant to the Code of Virginia, Section 2.2-3100 – 3131.

☐ YES ☒ NO

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SMALL, WOMAN OR MINORITY OWNED BUSINESS: ☐ YES ☒ NO

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Authorised Signature: Tony Stapleton Date: April 20, 2026

Name (Print): Tony Stapleton

Title: Chief Executive Officer

Company: Enterprise Screen Communications Inc.

Web Address: enterprisescreen.com

Phone: 202-930-1835



Email: [info@enterprisescreen.com](mailto:info@enterprisescreen.com)

Fax: N/A

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

# Tony Stapleton

Chief Executive Officer & Producer

tony@enterprisescreen.com | 202-930-1835 | 1125 Emancipation Hwy, Fredericksburg VA 22401 | enterprisescreen.com

## PROFESSIONAL PROFILE

Founder and CEO of Enterprise Screen Communications Inc., Tony has led the company since 2005 through 20 years of continuous growth as a university video and e-learning production partner. With 25 years of experience spanning workforce development, instructional design, and institutional communications, Tony oversees all client relationships, contract management, and strategic direction. He has personally managed contracts with Virginia Tech, Arizona State University, the University of Mary Washington, Carnegie Mellon, Cornell, and University College London.

## EDUCATION

**MA:** Project Management — University of Glasgow

**BA (Hons):** Communications — University of Glasgow

## KEY EXPERIENCE

### SELECTED CONTRACTS

**2025–present:** Virginia Tech VAST — Contract VTS-2664-2025

**2016–present:** University of Mary Washington — 8-year partnership

**2018–2024:** ASU RealChem / Bill & Melinda Gates Foundation

**2017–2023:** ASU Universal Learner Courses (190 videos)

**2019–2022:** ASU New Economy Initiative (250 videos)

### AREAS OF EXPERTISE

- University video production contracts
- Workforce development strategy
- Instructional design and e-learning
- Large-scale content programme management
- Commonwealth of Virginia procurement (eVA)
- Client relationship management at executive level

## NOTABLE ACHIEVEMENTS

Grew Enterprise Screen from founding to a company delivering 800+ university video assets across the US and UK. Won competitive Commonwealth of Virginia procurement at Virginia Tech (2025). Oversaw delivery of 123 RealChem videos in 16 weeks — cited by the Gates Foundation as a model for scalable educational video production.

## ROLE ON JMU CONTRACT

Senior point of accountability. Present at contract kick-off, available for strategic discussions, responsible for overall quality and delivery.

# Jamie Smith

Director — Digital Strategy & Stakeholder Engagement

jamie@enterprisescreen.com | 202-930-1835 | Enterprise Screen Communications Inc.

## PROFESSIONAL PROFILE

Enterprise Screen's lead Director for university and institutional clients, Jamie brings 12 years of on-set directing experience across produced content and live events. She directed the VAST content programme at GMU and UVA and has directed live events for audiences exceeding 3,000. Jamie leads contributor preparation sessions and is responsible for ensuring every on-screen performance meets the brief and brand standard.

## EDUCATION

**BA (Hons):** Film and Television Production — University of Glasgow

**Additional Training:** Advanced Directing — Screen Academy Scotland

## KEY EXPERIENCE

### SELECTED PROJECTS

**2025–present:** Virginia Tech VAST — Director, GMU and UVA shoots

**2022–2024:** ASU RealChem — On-set Director, 123 video series

**2020–2024:** UMW TV Campaign — Director, The New Guy series

**2019–2023:** ASU Cronkite Pro — Director, journalism development series

### SKILLS

- Multi-camera live event direction
- Contributor coaching and on-camera performance
- Documentary and interview-led production
- Brand-aligned creative execution
- Large-scale institutional event management
- Remote direction and cross-timezone production

## NOTABLE ACHIEVEMENTS

Directed live events for audiences of 3,000+ including open days, academic conferences, and alumni events. Led direction of the UMW New Guy TV campaign which directly contributed to increased admissions engagement across multiple consecutive years. Directed VAST programme shoots across four Virginia universities simultaneously.

## ROLE ON JMU CONTRACT

Lead on-set Director for all produced content and live events. Responsible for contributor preparation, shoot execution, and brand compliance on every production day.

# Brendan Smith

Creative Director & Script Lead

brendan@enterprisescreen.com | 202-930-1835 | Enterprise Screen Communications Inc.

## PROFESSIONAL PROFILE

Brendan leads Enterprise Screen's creative development and scriptwriting function, bringing 15 years of experience writing for institutional, educational, and broadcast clients. He wrote the scripts for the RealChem series, the UMW Courageous Conversations series, and multiple VAST promotional films. Brendan's ability to translate complex academic and technical content into compelling narrative has been validated across hundreds of university productions.

## EDUCATION

**MFA:** Screenwriting — University of Edinburgh

**BA (Hons):** English Literature & Film — University of Edinburgh

## KEY EXPERIENCE

### SELECTED PROJECTS

**2025–present:** Virginia Tech VAST — Script Lead, 65+ productions  
**2022–2024:** ASU RealChem — Lead Scriptwriter, 123 videos  
**2021–2023:** UMW Courageous Conversations — Creative lead  
**2020–2022:** ASU Cronkite Pro — Script and format development

### SKILLS

- Long and short-form scriptwriting
- Educational and instructional narrative design
- Interview format development
- Brand voice and institutional storytelling
- Rapid re-scripting under production pressure
- Subject matter expert collaboration

## NOTABLE ACHIEVEMENTS

Led script development for 123 four-minute chemistry education videos in a 16-week window, collaborating with ASU and Carnegie Mellon academics. Managed rapid creative pivot on RealChem when scope changed 36 hours before filming — resulting scripts became the cornerstone of the entire series. Developed UMW's Courageous Conversations series, a sensitive institutional equity initiative received with significant positive impact.

## ROLE ON JMU CONTRACT

Lead all scriptwriting, creative concept development, and narrative direction for JMU produced content across all departments.

# Matt O'Donnell

Post-Production Manager

matt@enterprisescreen.com | 202-930-1835 | Enterprise Screen Communications Inc.

## PROFESSIONAL PROFILE

Matt is responsible for all aspects of Enterprise Screen's editing, colour grading, and delivery workflow. He manages the concurrent post-production pipeline, ensuring multiple projects in different stages of post-production progress simultaneously without quality compromise. He personally quality-checks every video before client delivery and oversees the Frame.io client review process.

## EDUCATION

**BA (Hons):** Post Production — Towson University, Maryland

**Certification:** DaVinci Resolve Certified Colorist — Blackmagic Design

## KEY EXPERIENCE

### SELECTED PROJECTS

**2025–present:** Virginia Tech VAST — Post-Production Lead

**2022–2024:** ASU RealChem — 123 videos, 16-week delivery

**2020–2023:** ASU ULC — 190 video post-production pipeline

**2019–2022:** UMW campaign series — broadcast delivery

### TECHNICAL SKILLS

- Adobe Premiere Pro (expert)
- DaVinci Resolve Studio — colour grading
- Adobe After Effects — motion graphics
- Frame.io — client review management
- Multi-platform export optimisation
- Concurrent pipeline management (20+ simultaneous projects)

## NOTABLE ACHIEVEMENTS

Managed concurrent post-production of 123 RealChem videos across a 16-week window, maintaining a consistent 21-hour per-video aggregate turnaround throughout — cited by the client as exceptional. Developed Enterprise Screen's standardised four-stage editing workflow (Assembly, First Edition, Client Review, Final Polish) now used across all productions.

## ROLE ON JMU CONTRACT

Oversee all post-production activity, manage Frame.io client review workflow, ensure quality and timeline compliance across all concurrent JMU projects.

# Connor Welsh

Lead Editor

connor@enterprisescreen.com | 202-930-1835 | Enterprise Screen Communications Inc.

## PROFESSIONAL PROFILE

Connor is Enterprise Screen's Lead Editor, working in Adobe Premiere Pro and DaVinci Resolve. He brings eight years of editing experience across educational, documentary, and commercial content, leading the assembly edit and first edition stages of the post-production workflow. He is also responsible for motion graphics implementation in Adobe After Effects and final export and platform optimisation.

## EDUCATION

**BA:** Film Production — Ithaca College, New York

**Certificate:** Motion Graphics — School of Visual Arts, New York

## KEY EXPERIENCE

### SELECTED PROJECTS

**2025–present:** Virginia Tech VAST — Lead Editor

**2022–2024:** ASU RealChem — Editor, 123 video series

**2020–2023:** ASU ULC — Multi-format edit pipeline

**2019–2022:** UMW — Admissions and campaign editing

### TECHNICAL SKILLS

- Adobe Premiere Pro (expert)
- DaVinci Resolve — colour and finishing
- Adobe After Effects — 2D motion graphics
- YouTube, Vimeo, social platform export
- ADA caption integration (SRT, VTT, SCC)
- 4K to multi-platform delivery workflows

## NOTABLE ACHIEVEMENTS

Developed Enterprise Screen's social media format library, enabling same-day delivery of platform-optimised cuts (16:9, 1:1, 9:16) from all productions. Led assembly editing across the VAST contract, maintaining consistent visual language across 65+ videos shot at four different university campuses.

## ROLE ON JMU CONTRACT

Lead all assembly edits and first edition cuts for JMU content. Responsible for motion graphics implementation, caption integration, and all platform-specific exports.

# Jordan Miller

Director of Photography & Executive Producer

jordan@enterprisescreen.com | 202-930-1835 | Enterprise Screen Communications Inc.

## PROFESSIONAL PROFILE

Jordan serves as both Director of Photography and Executive Producer on large-scale Enterprise Screen productions. He manages all camera systems, lighting design, and technical setup, and oversees crew coordination and resource allocation at executive level. Jordan was the primary camera operator on the VAST contract shoots and has extensive experience in university laboratory, classroom, and campus environments.

## EDUCATION

**MSc:** Film Production — Virginia Commonwealth University

**BA:** Visual Media Arts — Emerson College, Massachusetts

## KEY EXPERIENCE

### SELECTED PROJECTS

**2025–present:** Virginia Tech VAST — Primary DP, all shoots

**2022–2024:** ASU RealChem — DP, mobile studio productions

**2020–2023:** ASU ULC — DP, 190 video programme

**2019–2022:** UMW TV campaigns — DP and EP

### TECHNICAL SKILLS

- Sony FX6, FX3, Blackmagic 6K Pro systems
- RED MONSTRO 8K VV operation
- Professional lighting design (Aputure, ARRI)
- Mobile studio and pop-up production
- Multi-camera live event configuration
- Executive production and crew management

## NOTABLE ACHIEVEMENTS

Designed and deployed Enterprise Screen's mobile immersion studio system, now used across all VAST university campuses in Virginia. Managed simultaneous crew deployments across GMU, VT, UVA, and VCU within a single contract period, maintaining consistent 4K visual standards throughout.

## ROLE ON JMU CONTRACT

Lead Director of Photography for all JMU shoots. Executive producer oversight of crew deployment, equipment management, and production scheduling.

# Anna Brock

Project Coordinator

anna@enterprisescreen.com | 202-930-1835 | Fredericksburg, VA — local to JMU

## PROFESSIONAL PROFILE

Virginia-based Project Coordinator based in Fredericksburg — less than two hours from the JMU campus. Anna has managed on-site logistics, permitting, scheduling, and stakeholder coordination for Enterprise Screen's Virginia contracts since 2018. She is the primary operational contact for all JMU shoots, handling location access requests, crew schedules, equipment logistics, and on-site liaison with university staff.

## EDUCATION

**BA (Hons):** Project Management — George Mason University, Virginia

**Certificate:** Event and Production Logistics — GMU Continuing Education

## KEY EXPERIENCE

### SELECTED CONTRACTS

**2025–present:** Virginia Tech VAST — Virginia logistics coordinator

**2022–2024:** ASU RealChem — Production coordination lead

**2018–present:** UMW — 8-year shoot logistics management

**2020–2023:** Multiple ASU productions — remote coordination

### SKILLS

- On-site production logistics and permitting
- Multi-location shoot scheduling (Virginia-wide)
- Stakeholder and contributor coordination
- Monday.com project management
- Commonwealth of Virginia compliance processes
- UAS/drone authorisation coordination

## NOTABLE ACHIEVEMENTS

Coordinated all Virginia-based shoots for the VAST contract across four university campuses simultaneously, managing access permissions, crew scheduling, and stakeholder liaison without a single missed shoot day. Managed the ASU RealChem production logistics — involving multiple departments, external partners, and location changes — navigating all permitting and scheduling requirements throughout.

## ROLE ON JMU CONTRACT

Primary operational contact for all JMU shoots. Manages all scheduling, access, crew coordination, and on-site liaison from her Fredericksburg base.



# Raven Jackson

Audio Technician

raven@enterprisescreen.com | 202-930-1835 | Enterprise Screen Communications Inc., Virginia

## PROFESSIONAL PROFILE

Enterprise Screen's dedicated Audio Technician for live events and location production. Raven manages all on-site audio capture, operating wireless lapel systems, boom microphones, and multi-channel field recorders. She monitors audio levels in real time during live events, ensures clean isolated tracks for post-production, and troubleshoots audio issues on set without disrupting filming. Raven has provided audio at GMU, UVA, VCU, and multiple ASU campuses.

## EDUCATION

**BA:** Filmmaking and Sound Design — Howard University, Washington DC

**Certification:** Avid Pro Tools Operator — Avid Technology

## KEY EXPERIENCE

### SELECTED PROJECTS

**2025–present:** Virginia Tech VAST — Audio Technician, all shoots  
**2023–2024:** ASU RealChem — Live audio and studio capture  
**2021–2024:** UMW campaigns — Location audio  
**2020–2023:** Multiple ASU campus productions

### TECHNICAL SKILLS

- Rode Wireless Pro multi-channel systems
- Sennheiser MKH 416 directional capture
- Sound Devices MixPre-10 II field recording
- Live event multi-source audio monitoring
- Isolated track delivery for post-production
- Acoustic troubleshooting in complex environments

## NOTABLE ACHIEVEMENTS

Delivered zero audio rejection rate across 65+ VAST productions at four Virginia university campuses. Developed on-set audio protocols now used as standard across all Enterprise Screen location shoots. Managed complex multi-source live audio at open house events for audiences exceeding 3,000.

## ROLE ON JMU CONTRACT

Primary Audio Technician for all JMU shoots and live events. Responsible for all on-site audio capture, monitoring, and isolated track delivery.

# Sam Bowie

Social Media Editor

sam@enterprisescreen.com | 202-930-1835 | Enterprise Screen Communications Inc.

## PROFESSIONAL PROFILE

Sam is Enterprise Screen's Social Media Editor, responsible for formatting and optimising all video content for YouTube, LinkedIn, Instagram, Facebook, and TikTok. Sam brings specialist knowledge of platform algorithm requirements, aspect ratio optimisation, caption styling, and short-form content editing, ensuring every export meets current platform specifications without requiring the client to track technical changes.

## EDUCATION

**BA:** Digital Media Production — University at Buffalo, New York

**Certificate:** Social Media Strategy — LinkedIn Learning / Meta Blueprint

## KEY EXPERIENCE

### SELECTED PROJECTS

**2025–present:** Virginia Tech VAST — Social cuts, all platforms

**2023–2024:** ASU RealChem — Social derivatives, 123 videos

**2022–2024:** UMW — Social media campaign edits

**2021–2023:** ASU Cronkite Pro — Platform-optimised cuts

### TECHNICAL SKILLS

- Adobe Premiere Pro — multi-format export
- Platform specs: YouTube, LinkedIn, Instagram, TikTok
- Aspect ratio optimisation (16:9, 1:1, 9:16, 4:5)
- ADA caption styling and embedding
- Social-first editing and hook development
- Analytics-informed content optimisation

## NOTABLE ACHIEVEMENTS

Built Enterprise Screen's social media format template library — enabling same-day delivery of all platform variants from a single master edit. Managed social export for 65+ VAST videos across LinkedIn and YouTube, maintaining consistent brand application throughout. Developed short-form edit methodology adopted as company standard for all university client social outputs.

## ROLE ON JMU CONTRACT

Create and deliver all social media format exports for JMU content. Manage caption styling, aspect ratio variants, and platform compliance across all deliverables.

# Pawel Krol

FAA Part 107 Drone Pilot

pawel@enterprisescreen.com | 202-930-1835 | Enterprise Screen Communications Inc., Virginia

## PROFESSIONAL PROFILE

Enterprise Screen's dedicated drone pilot, holding a current FAA Part 107 Remote Pilot Certificate. Pawel operates the DJI Inspire 2 with Zenmuse X7 system, capturing 6K aerial footage in complex environments including university campuses, urban areas, and large-scale outdoor events. He manages all pre-flight planning, NOTAM filing, airspace authorisation, and risk assessment documentation for every deployment.

## EDUCATION & CERTIFICATIONS

**BS:** Aviation Technology — Virginia Tech, Blacksburg VA

**Certification:** FAA Part 107 Remote Pilot Certificate (current)

**Training:** Advanced UAS Operations — UAS Training Center, VA

**Certification:** DJI Enterprise Certified Operator

## KEY EXPERIENCE

### SELECTED PROJECTS

**2025–present:** Virginia Tech VAST — Aerial, multiple campuses

**2023–2024:** UMW — Campus aerials and campaign shoots

**2022–2024:** Institutional promotional films — aerial sequences

**2021–2023:** Athletics and event aerial coverage

### TECHNICAL SKILLS

- DJI Inspire 2 + Zenmuse X7 (6K)
- NOTAM filing and airspace authorisation
- Pre-flight risk assessment documentation
- UASOC and campus compliance processes
- Mixed airspace and urban environment operation
- Pedestrian-safe low-altitude flight planning

## NOTABLE ACHIEVEMENTS

Completed aerial shoots across all four Virginia Tech VAST partner university campuses (GMU, VT, UVA, VCU) within a single contract period with zero safety incidents and full regulatory compliance throughout. Expert in JMU UAS Policy 2210 and UAV approval form processes — all JMU drone work will be fully pre-authorised through UASOC before any flight.

## ROLE ON JMU CONTRACT

All FAA Part 107 drone operations for the JMU contract. Manages all authorisation, pre-flight, and flight documentation independently.

# Paul Mwana

Lighting Technician

paul@enterprisescreen.com | 202-930-1835 | Enterprise Screen Communications Inc., Virginia

## PROFESSIONAL PROFILE

Professional lighting technician and core member of the Enterprise Screen production team. Paul designs and executes lighting setups for both studio and location shoots, managing the professional LED system to achieve consistent, broadcast-quality results in any environment. His experience spans controlled studio production, available-light locations, and rapid-setup live event lighting rigs where minimal disruption is essential.

## EDUCATION

**BA:** Film and Television Technology — University of Maryland

**Certificate:** Professional Lighting Design — IATSE Training Trust

## KEY EXPERIENCE

### SELECTED PROJECTS

**2025–present:** Virginia Tech VAST — Lighting, all Virginia shoots

**2023–2024:** ASU RealChem — Studio and location lighting

**2020–2024:** UMW — TV campaign and institutional lighting

**2019–2023:** Multiple university campus productions

### TECHNICAL SKILLS

- Aputure LS 600d Pro key lighting
- ARRI Skypanel S60-C broadcast panel
- Aputure Amaran 200x fill and practical
- Mixed/available-light location work
- Rapid-deploy event lighting rigs
- Colour temperature matching and control

## NOTABLE ACHIEVEMENTS

Delivered consistent 4K broadcast-quality lighting across 65+ VAST productions in university laboratories, classrooms, and outdoor campus environments. Designed Enterprise Screen's portable lighting protocol for rapid-setup institutional shoots — enabling full professional lighting deployment in under 20 minutes in any university space. His lighting work has contributed directly to the visual consistency for which the VAST and RealChem series are recognised.

## ROLE ON JMU CONTRACT

All lighting design and deployment for JMU shoots across studio, location, and live event contexts.

# Patrick Coulumbe

Production Assistant

patrick@enterprisescreen.com | 202-930-1835 | Enterprise Screen Communications Inc.

## PROFESSIONAL PROFILE

Patrick brings 20 years of professional production experience to the Enterprise Screen team. His two decades on set across broadcast, institutional, and commercial productions means he operates well beyond the conventional scope of a PA role — expert at managing shoot day logistics, coordinating contributors, managing equipment movement, and supporting the Director and Director of Photography. His experience is a significant asset on complex multi-location shoots and large-scale live events.

## EDUCATION

**BA:** Film and Media Production — Syracuse University, New York

**Certificate:** Production Management — New York Film Academy

## KEY EXPERIENCE

### SELECTED PROJECTS

**2022–present:** Enterprise Screen — Production Assistant, all major shoots

**2015–2022:** Broadcast and commercial production, US East Coast

**2010–2015:** Institutional and documentary production

**2004–2010:** Broadcast production — entry through senior PA

### SKILLS

- Shoot day logistics and floor management
- Contributor coordination and talent management
- Equipment inventory and movement management
- Director and DP operational support
- Multi-location production scheduling
- Live event floor management for 5,000+ audiences

## NOTABLE ACHIEVEMENTS

Managed on-set logistics for Enterprise Screen's largest simultaneous production deployment — coordinating crew, equipment, and contributors across four Virginia university campuses in a single contract period. His 20-year track record means he has encountered and resolved virtually every on-set challenge that arises in institutional and live event production, providing the team with a level of operational resilience that is immediately apparent to clients.

## ROLE ON JMU CONTRACT

Production Assistant for all JMU shoots and live events. Manages on-set logistics, contributor coordination, equipment, and operational support for Director and DP.



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

04/28/2025

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an **ADDITIONAL INSURED**, the policy(ies) must have **ADDITIONAL INSURED** provisions or be endorsed. If **SUBROGATION IS WAIVED**, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

|                                                                                                                          |                                                                                                                                                                                                 |
|--------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>PRODUCER</b><br>Hiscox Inc.<br>5 Concourse Parkway<br>Suite 2150<br>Atlanta GA, 30328                                 | <b>CONTACT NAME:</b><br><b>PHONE (A/C, No, Ext):</b> (888) 202-3007<br><b>E-MAIL ADDRESS:</b> contact@hiscox.com<br><b>FAX (A/C, No):</b>                                                       |
| <b>INSURED</b><br>Enterprise Screen Communications Inc<br>1125 Emancipation Hwy<br>Suite 400<br>Fredericksburg, VA 22401 | <b>INSURER(S) AFFORDING COVERAGE</b><br><b>INSURER A:</b> Hiscox Insurance Company Inc<br><b>INSURER B:</b><br><b>INSURER C:</b><br><b>INSURER D:</b><br><b>INSURER E:</b><br><b>INSURER F:</b> |
|                                                                                                                          | <b>NAIC #</b><br>10200                                                                                                                                                                          |

**COVERAGES****CERTIFICATE NUMBER:****REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

| INSR LTR | TYPE OF INSURANCE                                                                                                                                                                                                                                                                         | ADDL INSD                                             | SUBR WVD | POLICY NUMBER  | POLICY EFF (MM/DD/YYYY) | POLICY EXP (MM/DD/YYYY) | LIMITS                                                                                                                                                                                                       |
|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|----------|----------------|-------------------------|-------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|          | <b>COMMERCIAL GENERAL LIABILITY</b><br><input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR<br><br>GEN'L AGGREGATE LIMIT APPLIES PER:<br><input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC<br><input type="checkbox"/> OTHER: |                                                       |          | P100.792.105.7 |                         |                         | EACH OCCURRENCE \$ 1,000,000<br>DAMAGE TO RENTED PREMISES (Ea occurrence) \$<br>MED EXP (Any one person) \$<br>PERSONAL & ADV INJURY \$<br>GENERAL AGGREGATE \$ 1,000,000<br>PRODUCTS - COMP/OP AGG \$<br>\$ |
|          | <b>AUTOMOBILE LIABILITY</b><br><input type="checkbox"/> ANY AUTO<br><input type="checkbox"/> ALL OWNED AUTOS<br><input type="checkbox"/> HIRED AUTOS<br><input type="checkbox"/> SCHEDULED AUTOS<br><input type="checkbox"/> NON-OWNED AUTOS                                              |                                                       |          |                |                         |                         | COMBINED SINGLE LIMIT (Ea accident) \$<br>BODILY INJURY (Per person) \$<br>BODILY INJURY (Per accident) \$<br>PROPERTY DAMAGE (Per accident) \$<br>\$                                                        |
|          | <b>UMBRELLA LIAB</b><br><b>EXCESS LIAB</b><br><input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$                                                                                                                                                                          |                                                       |          |                |                         |                         | EACH OCCURRENCE \$<br>AGGREGATE \$<br>\$                                                                                                                                                                     |
|          | <b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b><br>ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)<br>If yes, describe under DESCRIPTION OF OPERATIONS below                                                                                             | <input type="checkbox"/> Y <input type="checkbox"/> N | N/A      |                |                         |                         | PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/><br>E.L. EACH ACCIDENT \$<br>E.L. DISEASE - EA EMPLOYEE \$<br>E.L. DISEASE - POLICY LIMIT \$                                             |
| A        | Professional Liability                                                                                                                                                                                                                                                                    |                                                       |          | P100.792.105.8 | 12/13/2024              | 12/13/2025              | Each Claim: \$ 1,000,000<br>Aggregate: \$ 1,000,000                                                                                                                                                          |

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

**CERTIFICATE HOLDER**

James Madison University

**CANCELLATION**

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

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**April 15, 2026**

**ADDENDUM NO.: One**

**TO ALL OFFERORS:**

**REFERENCE:** Request for Proposal No: **RFP ASF-1252**  
Dated: **March 16, 2026**  
Commodity: **Videography Services**  
RFP Closing On: ~~**April 15, 2026**~~  
April 21, 2026

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

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

1. The closing date and time has been extended to **Tuesday, April 21, 2026 at 2:00 p.m. (eastern)**

Sincerely,

Adam Fleming  
Buyer Senior  
Phone: (540-568-4280)

MSC 5720  
752 Ott Street, Room 1008  
Wine Price Building  
Harrisonburg, VA 22807  
Office of 540.568.4280 Phone  
PROCUREMENT SERVICES 540.568.7935 Fax



# Request for Proposal

## **RFP# ASF-1252**

**Videography Services**

**March 16, 2026**





# ***REQUEST FOR PROPOSAL***

## ***RFP# ASF-1252***

**Issue Date:** March 16, 2026  
**Title:** Videography 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 One Year (Renewable)**

**Sealed Proposals Will Be Received Until 2:00 PM on April 15, 2026 for Furnishing The Services Described Herein. (See Special Terms & Conditions “D. Late Proposals”)**

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

All Inquiries For Information And Clarification Should Be Directed To: Adam Fleming, Buyer Senior, Procurement Services, [fleminas@jmu.edu](mailto:fleminas@jmu.edu); 540-568-4280; (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)

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 # ASF-1252*

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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 a contract to provide general on-demand Videography Services and Videography Services specifically for The Parade of Champions event for James Madison University (JMU), an agency of the Commonwealth of Virginia. Initial contract shall be for one (1) year with an option to renew for four (4) additional one-year periods.

## **II. BACKGROUND**

James Madison University (JMU) is a comprehensive public institution in Harrisonburg, Virginia with an enrollment of nearly 23,000 students and over 4,000 faculty and staff. There are over 600 individual departments on campus that support seven (7) academic divisions. The University offers over 120 majors, minors, and concentrations. Further information about the University can be found at the following website: [www.jmu.edu](http://www.jmu.edu).

James Madison University utilizes videography and video production services for a variety of communications and archival purposes. Included are production services for university events, recording of university events, lectures or programs, and production of informational and promotional videos and advertisements.

Videography projects will be in both live and pre-recorded format. Previous live broadcasts include open house events in Convocation Center for an audience of over 5,000, a live streamed presidential inauguration for the university, and a streamed TED talk-inspired event on campus. Majority of produced videos will be archived and backed up internally. They will also be uploaded on various platforms/hosting sites (depending on the project) such as YouTube, Vimeo, or Facebook. JMU is not seeking full-time production staff through this RFP.

In addition, to routine videography services, a vendor may be asked to provide services for The Parade of Champions:

Since its inception in 1972, the Marching Royal Dukes has become one of the best-known and largest college marching bands in the country, and are one of the largest student organizations on campus at JMU with over 450 members. The band has established a strong tradition as ambassadors of the university and community, traveling regionally, nationally, and internationally to perform at exhibitions and support music education and the marching arts. They have made appearances in the Macy's Thanksgiving Day Parade and taken tours abroad, performing in Ireland, London, Germany, France, Monaco, and Italy.

Each year the JMU Marching Royal Dukes host a competition for high school marching bands called the JMU Parade of Champions. This event draws up to a maximum of 48 bands from Virginia, West Virginia, Maryland, North Carolina, Tennessee, New York, and Pennsylvania. This is an all-day event hosted at the 25,000-seat Bridgeforth Stadium on the JMU campus, includes two (2) awards ceremonies, and features two (2) performances by the JMU Marching Royal Dukes. An estimated crowd size of 6,000 - 8,000 attends each fall. More information about the Parade of Champions can be found at <http://www.jmu.edu/mrd/poc.shtml>.

### 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 Videography Services. Offerors interested in responding to this solicitation may choose one or both of the following areas to respond to under the Statement of Needs section of this RFP: Section A: On-Demand Videography Services and Section B: Videography for the Parade of Champions. The successful contractor(s) shall furnish services in the area in which they provide a response.

#### A. On Demand Videography Services:

1. Record and/or transmit high-definition quality audio and/or video of a James Madison University event, either on campus or within the surrounding community. Projects under this section will require at least one audio and/or video capturing device, and may require one or more of the following:
  - a. Describe your ability to provide one or multiple cameras and/or microphones.
  - b. Describe your ability to provide live video switching.
  - c. Describe your ability to create and integrate video graphics, slides or animations.
  - d. Describe your ability to provide videos ready for projection video screens within the venue.
  - e. Describe your ability to provide video content that may require encoding to live web stream or other online delivery such as YouTube live, Vimeo, Zoom Webinar or similar streaming solutions.
  - f. Describe your ability to provide videos that may require delivery of recorded video content to JMU via digital file (MP4 using H.264 or H.265 encoding).
2. Produce final 4K or higher resolution video content for use in recruitment, alumni engagement, fundraising, athletics or academic programs. May require one or more of the following:
  - a. Describe your ability to provide video editing services.
  - b. Describe your ability to provide scriptwriting services (provide examples).
  - c. Describe your ability to provide interviewing as part of the final product.
  - d. Describe your ability to provide video shoots with or without lighting.
  - e. Describe your ability to provide video graphics and/or animation.
  - f. Describe your ability to provide voice over and/or sound effects.
  - g. Describe your ability to create and deliver final footage, which meets industry standard technical specifications.
  - h. Describe your ability to provide final footage via digital file (MP4 using H.264 or H.265 encoding).
  - i. Describe your ability to record aerial drone video and photo content (must have and adhere to FAA Part 107 requirements for drone operations).
3. Provide detail quotes and invoices that are clear and concise.
  - a. Describe your ability to provide detailed quotes that clearly list all service/items to be

- provided and their associated cost(s).
  - b. Describe your ability to provide line item pricing on invoices.
  - c. Provide examples of quotes and invoices that show your ability to comply with this requirement.
4. Contractor shall provide JMU with unedited raw footage and rough cuts of all filming sessions for the university to save, review, and otherwise use without limitation at any point during and after fulfillment of the contract. Describe your ability to comply and meet this requirement.
  5. Describe your ability to create video with industry standard technical specifications that are compatible with common video formats used in publicly-available hosted sites such as YouTube, Vimeo and Facebook.
  6. Describe your ability to integrate closed-captioning into videos when requested (captioning requirements must be ADA-compliant see [Title II requirements](#)).
  7. Contractor shall abide by JMU brand guidelines (see: <http://www.jmu.edu/brand/vendor-requirements.shtml>) and shall notify the university's Digital Content Manager in the University Communications and Marketing Office when new projects are established and will include the Digital Content Manager on final video approvals. Describe your ability to comply and meet this requirement.
  8. Describe your project management approach for each video project and how you will meet the specifications, objective, and time frame for each project.
  9. Provide various samples of your finished video work that showcase your quality of work, complement your clients' existing branded materials, and demonstrates your ability to meet the needs of this RFP. They can be provided via a link to a website or on a flash drive submitted with the proposal.
  10. Describe your ability to follow directions from university and athletics staff, in particular in strategic direction of video services and rolling out new elements (i.e. not debuting a new element without advance coordination with JMU staff)
  11. Provide a list of the equipment used (description, brand, model, etc) your firm will use to service the requirements of this contract.

**B. Videography Services for The Parade of Champions**

Videography - Contractor shall provide all labor, materials, tools, equipment and supervision to provide Videography Services for the Parade of Champions (POC) High School Marching Bands. The event this year, **2021**, will be on Saturday, October **16<sup>th</sup>** and scheduled during the month of October in subsequent years. Contractor shall be required to arrive one (1) day prior to the event for set-up in coordination with JMU Athletics and IT staff. Contractor shall be responsible for all travel and lodging expenses incurred.

**Contractor shall provide two (2) complimentary DVDs/Blu-Rays of both JMU exhibition performances (overhead and mixed camera) to JMU as well as a link(s) to digital files of those performances. Additionally, the contractor will provide JMU with a complete set of DVDs/Blu-Rays of all participating band performances from the event.**

1. Describe your company's plan to record every band with all digital cameras and audio recorders. This should include setup examples and recording quality.
2. Describe your company's plan to provide a DVD/ Blu-Ray copy of every recorded performance. This should include titles, chapters, a "wide" shot to every participating school/band, etc.
3. Describe your company's plan to provide duplications on site. *(Note: The on-site duplication is for the event participants only - it will be the responsibility of the contracted vendor to provide one (1) complementary DVD of each band's performance to every band. Products must be produced on site and delivered to the contest staff so they can include this in each band's post-contest packet. All other orders are filled and shipped once the vendor edits and produces the videos.)*
4. Provide samples of prior equivalent videography services.
5. Marketing & Sales - Contractor shall provide all labor, materials, tools, equipment and supervision for marketing and sales.
  - a. Describe your company's plan to promote and send out orders for video sales to all participating schools/bands, including a description of your company's web presence.
  - b. Describe your company's plan to make frequent announcements during the event.
  - c. Describe your company's plan to provide order forms/online forms for distribution.
  - d. Describe your company's plan to deal with all the orders, mailings and any follow-up questions or problems.
  - e. Describe your company's plan to handle any/all copyright procurement. *(Note: It will be the responsibility of the contractor to ensure the participating band's music is licensed for distribution and products are in compliance with all copyright laws. Offerors should indicate how they would handle situations where a band's music cannot be licensed for reproduction.)*
  - f. Describe your company's plan for mailing/delivery of orders, i.e. how long after the event will this happen and how.
  - g. Describe your company's cost schedule for all the pictures, video, and other multi-media items you will be selling, i.e., sales to individuals, sales to particular schools/bands or any package deals you may offer. (See section IX Pricing Schedule)
6. Web Streaming - JMU is considering the option of broadcasting the event live over the internet. Should JMU choose to implement this service for the event, the Contractor shall be responsible for all labor, materials, tools, equipment and supervision to provide live internet video streaming at the Parade of Champions (POC) Event(s).
  - a. Describe your firm's experience in providing the above mentioned services for an event similar in scope.
  - b. Describe what equipment would be provided by your firm.

- c. Describe how viewers will access the broadcast from multiple platforms (*e.g. at home, mobile device, etc.*).
  - d. Specify whether viewers will be required to pay for access.
  - e. Describe how your firm will provide a reliable, live audio/video feed for an unlimited number of viewers/listeners.
  - f. Confirm that all content shall be owned by the University and shall retain all rights associated with the broadcast.
  - g. Specify if your firm has experienced any negative impact on ticket and/or DVD/ Blu-Ray sales after implementing a live broadcast when in previous years it was not offered.
- 7. Describe any additional services your firm can offer.
  - 8. JMU reserves the right to add other Videography services at any time during the course of any contract awarded from this solicitation. Pricing for such services will be negotiated at that time.
  - 9. Please list any rebate schedule that would be offered to the university.

## 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.**

**ELECTRONIC OR PAPER SUBMISSIONS MAY BE ACCEPTED FOR THIS PROPOSAL. INSTRUCTIONS BELOW FOR OFFEROR'S CHOSEN METHOD (A. ELECTRONIC SUBMISSION or B. PAPER RESPONSE).**

- 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. **ELECTRONIC SUBMISSION:**
    - i. ELECTRONIC RESPONSES SUBMITTED THROUGH eVA WILL BE ACCEPTED. **Emailed responses will not be accepted.** Please see below, "eVA Procurement Website and Registration" for additional information on registration. It is the responsibility of the Supplier to ensure their proposal and all required documentation is properly completed, readable, and uploaded to eVA. Suppliers should allow sufficient time to account for any technical difficulties they may encounter during online submission or uploading of the documents. In the event of any technical difficulties, Suppliers shall contact the eVA Customer Care Center at 1-866-289-7367 or via email at [eVACustomerCare@DGS.virginia.gov](mailto:eVACustomerCare@DGS.virginia.gov).

- ii. eVA Procurement Website and Registration The Commonwealth's procurement portal, eVA, located at <http://www.eva.virginia.gov>, provides information about Commonwealth solicitations and awards. Suppliers shall be registered in eVA in order submit a proposal to this RFP. To register with eVA, select "Register Now" on the eVA website homepage, <http://www.eva.virginia.gov>. For registration instructions and assistance, as well as instructions on how to submit proposals and accept orders please select "I Sell to Virginia". Suppliers are encouraged to check this site on a regular basis and, in particular, prior to submission of proposals to identify any amendments to the RFP that may have been issued.
- iii. Electronic Responses submitted through eVA shall be in WORD format or searchable PDF of the entire proposal, INCLUDING ALL ATTACHMENTS. PDFs must be submitted in an unlocked format. Any proprietary information should be clearly marked in accordance with Section V.4.f. below.

**b. PAPER SUBMISSIONS:**

- i. **One (1) original and one (1) copies** of the entire proposal, INCLUDING ALL ATTACHMENTS. Any proprietary information should be clearly marked in accordance with V.4.e. below.
  - ii. **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 Section V.4.f. below.
  - iii. 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.
  - iv. See additional information in Section VIII.C, *IDENIFICATION OF PROPSAL ENVELOPE*.
2. Should the proposal contain **proprietary information, provide one (1) redacted 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.

3. 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.

#### 4. 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. Marking an entire proposal as confidential or attempts to prevent disclosure of pricing information by designating it as confidential, proprietary or trade secret will be ignored.**

5. 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. (Electronic signature shall be accepted, i.e. Adobe Sign, DocuSign, etc.)
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:

|                                                                               | Points    |
|-------------------------------------------------------------------------------|-----------|
| 1. Quality of products/services offered and suitability for intended purposes | 25        |
| 2. Qualifications and experience of Offeror in providing the goods/services   | 25        |
| 3. Specific plans or methodology to be used to perform the services           | 20        |
| 4. Participation of Small, Women-Owned, & Minority (SWaM) Businesses          | 10        |
| 5. Cost                                                                       | 20        |
|                                                                               | <hr/> 100 |

- 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*
- 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.

## **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 via email directly to the Procurement Officer listed on the signature page of this solicitation or 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 one 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. 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.
- H. 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.
- I. 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.

- J. 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 or [swamreporting@jmu.edu](mailto:swamreporting@jmu.edu) .**
  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 or [swamreporting@jmu.edu](mailto:swamreporting@jmu.edu) .** 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 or [swamreporting@jmu.edu](mailto:swamreporting@jmu.edu) .**
- K. 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.
- L. 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.
- M. 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.
- N. 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.
- O. 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.
- P. 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.
- Q. ELECTRICAL EQUIPMENT STANDARDS: All equipment/material shall conform to the latest issue of all applicable standards as established by National Electrical Manufacturer's

Association (NEMA), American National Standards Institute (ANSI), and Occupational Safety & Health Administration (OSHA). All equipment and material, for which there are OSHA standards, shall bear an appropriate label of approval for use intended from a Nationally Recognized Testing Laboratory (NRTL).

- R. FORCE MAJEURE: In no event shall either party be liable to the other for cancellations or postponement of the Agreement resulting from any cause beyond its control including, but not limited to, governmental orders, regulations, labor strikes, epidemic, pandemic, act of war, or terrorism, acts of God, fires, floods, curtailment of transportation, electrical failure or any event that prohibits attendees being able to attend the event. Notice of cancellation or postponement under this provision shall be received, by the non-cancelling party, within five (5) days of such occurrence. Such cancellation or postponement shall not constitute a breach hereunder and shall not subject either party to any penalties, liquidated damages, or forfeiture of any prepayment. In case of cancellation due to Force Majeure, any and all deposits being held will be promptly refunded.
- S. 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.
- T. 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.
- U. WORK SITE DAMAGES: Any damage to existing utilities, equipment or finished surfaces resulting from the performance of this contract shall be repaired to the Commonwealth's satisfaction at the contractor's expense.
- V. KEYS: If the Contractor is given keys for this project, it is the Contractor's responsibility to return the keys when the contract is terminated, as well as for the safekeeping of the keys during the contract period. The Contractor shall not loan or duplicate the keys. In the event the Contractor loses the keys, they will be charged for the replacement of the keys and any locks which are rekeyed or replaced.
- W. STANDARDS OF CONDUCT: The work site will be occupied by students and University Personnel during the times work is performed. Contractor and Contractor's personnel shall exercise a particularly high level of discipline, safety and cooperation at all times while on the job site. The Contractor shall be responsible for controlling employee conduct, for assuring that its employees are not boisterous or rude, and assuring that they are not engaging in any destructive or criminal activity. The Contractor is also responsible for ensuring that its employees do not disturb papers on desks, or open desk drawers, cabinets, or briefcases, or use State phones, and the like, except as authorized. James Madison University reserves the right to require the Contractor to remove any employee whose behavior is deemed unprofessional or objectionable.
- X. DRONES/UNMANNED AIRCRAFT SYSTEMS: Any university employee, student or academic unit purchasing a UAS (or the parts to assemble a UAS) or contracting UAS services

with university funds or funds being disbursed through a university account or grant funds, must notify and request approval through the UASOC. This is required in order for the university to meet a responsibility to investigate any required FAA waivers, and to meet state compliance requirements. Any use of drones on campus must also be explicitly authorized by the UAS Oversight Committee (UASOC).

1. JMU Policy 2210 - Unmanned Aircraft Systems (UAS) - <https://www.jmu.edu/4-vu/uav-policies.shtml>
2. UAV (Unmanned Aircraft Systems) Approval Form - <https://www.jmu.edu/4-vu/uav-form.shtml>

## 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 offeror shall provide pricing for all products and services included in proposal indicating one-time and on-going costs. The resulting contract will be cooperative and pricing shall be inclusive for the attached Zone Map, of which JMU falls within Zone 2.

Specify any associated charge card processing fees, if applicable, to be billed to the university.

- A. **On Demand Videography Services:** Provide your hourly rates for the following (please list and attach additional sheets as necessary):

### 1. FOR LIVE EVENTS

- |                                                   |                |
|---------------------------------------------------|----------------|
| a. Site visit and planning:                       | _____ per hour |
| b. Camera operator:                               | _____ per hour |
| c. Director:                                      | _____ per hour |
| d. Post-production and delivery of video archive: | _____ per hour |

### 2. FOR PRODUCED VIDEO

- |                                                    |                |
|----------------------------------------------------|----------------|
| a. Pre-production and planning:                    | _____ per hour |
| b. Scriptwriting:                                  | _____ per hour |
| c. Video capture (on location):                    | _____ per hour |
| d. Video capture (in studio):                      | _____ per hour |
| e. Graphics and title development:                 | _____ per hour |
| f. Video editing                                   | _____ per hour |
| g. Voice over:                                     | _____ per hour |
| h. Audio editing                                   | _____ per hour |
| i. Finalizing files (compressing, uploading, etc.) | _____ per hour |



3. EQUIPMENT RENTAL

|       |                          |
|-------|--------------------------|
| _____ | _____ per hour / per day |
| _____ | _____ per hour / per day |
| _____ | _____ per hour / per day |
| _____ | _____ per hour / per day |
| _____ | _____ per hour / per day |
| _____ | _____ per hour / per day |

B. **The Parade of Champions\*:**

1. Provide proposed retail pricing structure for DVDs/Blu-Rays (*include shipping & handling charges*):
2. Specify:
  - a. Proposed Commission Rebate Structure for the sale of DVDs/Blue-Rays.
  - b. Indicate any changes to the rebate structure should JMU choose to live stream the event.
3. Additional Products and Services offered.

***\*Note: James Madison University will not accept proposals requiring the University to pay a retainer fee for services outlined in section B as described in the Statement of Needs portion of this RFP. There is no budget for this project as products are to be purchased directly by individual spectators and participants of the Parade of Champions events.***

**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: VHEPC PAC

Attachment F: SWaM Sub-contractor Reporting Template

## 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<br>PERSON/PHONE # |
|--------|-------------------|---------|---------------------------|
|--------|-------------------|---------|---------------------------|

|  |  |  |  |
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|  |  |  |  |
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|  |  |  |  |

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

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

*(Form shall be submitted with proposal and if awarded, a SWaM Sub-contractor Reporting Form shall be submitted to [swamreporting@jmu.edu](mailto:swamreporting@jmu.edu) )*

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

**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 shall begin [Date] to [Date] with [Number] of [Number] year renewal options, and an expected final expiration date of [Date]. This end date coincides with the Primary Agreement’s [Agreement Number] 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 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:

[Vendor Contact]  
[Vendor]  
[Address]  
[City, State, Zip]  
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

SAMPLE



**April 15, 2026**

**ADDENDUM NO.: One**

**TO ALL OFFERORS:**

**REFERENCE:** Request for Proposal No: **RFP ASF-1252**  
Dated: **March 16, 2026**  
Commodity: **Videography Services**  
RFP Closing On: ~~**April 15, 2026**~~  
**April 21, 2026**

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

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

1. The closing date and time has been extended to **Tuesday, April 21, 2026 at 2:00 p.m. (eastern)**

Sincerely,

Adam Fleming  
Buyer Senior  
Phone: (540-568-4280)

MSC 5720  
752 Ott Street, Room 1008  
Wine Price Building  
Harrisonburg, VA 22807  
Office of 540.568.4280 Phone  
PROCUREMENT SERVICES 540.568.7935 Fax