

## **CONTRACT MODIFICATION AGREEMENT**

Date: May 31<sup>st</sup>, 2023

Contract No.: VTS-980-2019

Modification No.: 1

Issued By: Virginia Polytechnic Institute and State University (Virginia Tech)

Contractor: IDAmerica

Commodity: Promotional Items

This Supplemental Agreement is entered into pursuant to the provisions of the basic contract.

### **Description of Modification:**

The Criminal Conviction Check Term and Condition within this contract is hereby replaced in its entirety and replaced with the following:

**CRIMINAL CONVICTION CHECKS:** All criminal conviction checks must be concluded before the Contractor's employees gaining access to the Virginia Tech Campus. Employees who have separated employment from Contractor shall undergo another background check before re-gaining access to the Virginia Tech campus. Contractor shall ensure subcontractors conduct similar background checks. All criminal conviction checks will normally include a review of the individual's records to include Social Security Number Search, Credit Report (if related to potential job duties), Criminal Records Search (any misdemeanor convictions and/or felony convictions are reported) in all states in which the employee has lived or worked over the past seven years, and the National Sex Offender Registry. In addition, the Global Watch list (maintained by the Office of Foreign Assets Control of The US Department of Treasury) should be reviewed. Virginia Tech reserves the right to audit a contractor's background check process at any time. All employees must self-disclose any criminal conviction(s) occurring while assigned to the Virginia Tech campus. Such disclosure shall be made to Contractor, which in turn shall notify the designated Virginia Tech contract administrator within 5 days. If, any time during the term of the contract, Virginia Tech discovers an employee has a conviction which raises concerns about university buildings, property, systems, or security, the contractor shall remove that employee's access to the Virginia Tech campus, unless Virginia Tech consents to such access in writing. Failure to comply with the terms of this provision may result in the termination of the contract.


- a. The University has an awarded contract with a service provider for criminal conviction screening and background checks. The University prefers this vendor be utilized by the Contractor to comply with the contractual obligations and University Policy 4060.
- b. If Contractor chooses to utilize a different firm than the university's preferred provider, the Contractor's selected service provider shall be pre-approved by the Virginia Tech Police department as an acceptable service provider for criminal

conviction and background checks to ensure that firm's service levels meet the requirements of University Policy 4060.

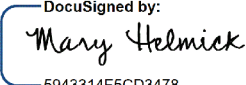
- c. If a Contractor chooses to utilize a different firm than the university's preferred provider, a five-day hold will be required before placement of employees deemed by the Contractor to meet all of the requirements of the University including a clean background check. Contractor shall provide the University with the name, date of birth and the last four digits of the social security number of all individual(s) to be placed in a temporary position under this contract. The University reserves the right to conduct its own background check process during this hold period.

Except as provided herein, all terms and conditions of Contract Number VTS-980-2019, as heretofore changed, remain unchanged and in full force and effect.

Contractor

By:  \_\_\_\_\_  
73ED34CFA62744C...  
Ken Carlson President  
Name and Title

Virginia Tech

By:  \_\_\_\_\_  
5943314F5CD3478...  
Mary Helmick  
Director of Procurement



**Procurement**

300 Turner Street NW  
North End Center, Ste 2100  
Blacksburg, Virginia 24061  
P: (540) 231-6221 F: (540) 231-9628  
[www.procurement.vt.edu](http://www.procurement.vt.edu)

May 6, 2022

IDAmerica  
Attn: Tim Johnson  
941 Corporate Ln  
Chesapeake, VA 23320

Dear Mr. Johnson:

Subject: Contract Renewal Letter

Virginia Tech Contract #: VTS-980-2019  
Commodity/Service: Promotional Items  
Renewal Period: September 7, 2022 – September 6, 2024  
Renewal #: (2) two-year renewal

In accordance with the renewal provision of the original contract, the university would like to renew the contract for an additional term. Please advise concerning your intention by signing in the appropriate space below. A signed copy of this letter should be received in Procurement by July 30, 2022.

If allowed by the contract, price adjustments must be requested at the time of renewal in accordance with the contract documents. Price adjustments are not automatic or retroactive and are only implemented upon request by the vendor at the time of renewal.

In addition, review the attached form which shows your company information as listed in the university's vendor database. If any of this information has changed, make corrections directly on the form, and return with this letter. It is essential this information be accurate for payments to be processed in a timely manner.


Virginia Tech recommends that our vendors utilize the Wells One AP Control Payment System for payment of all invoices and strongly encourages all vendors under contract with the university to participate in this program. If your firm is not enrolled in the program, refer to our website: <http://www.procurement.vt.edu/Vendor/WellsOne.html> or contact me directly for more information.

Sincerely,

Reed Nagel  
Associate Director for Goods and Services


Telephone: (540) 231-5240

IDAmerica **agrees** to renew the contract under the terms and conditions of the subject contract.

Authorized Signature:  Date: 5/9/2022  
Name: Tim Johnson Title: Senior Account Manager  
(please print)

**We currently participate in the Wells One Program.**

**We would like to participate in the Wells One Program**

PQ/  
Approved:   
Mary W. Helmick  
Director of Procurement  
5/9/2022  
Date: \_\_\_\_\_



Procurement  
 300 Turner Street NW  
 North End Center, Ste 2100  
 Blacksburg, Virginia 24061  
 P: (540) 231-6221 F: (540) 231-9628  
[www.procurement.vt.edu](http://www.procurement.vt.edu)

July 15, 2020

IDAmerica  
 Attn: Ken Carlson  
 941 Corporate Ln  
 Chesapeake, VA 23320

Dear Mr. Carlson:

Subject: Contract Renewal Letter


Virginia Tech Contract #: VTS-980-2019  
 Commodity/Service: Promotional Items  
 Renewal Period: September 7, 2020 - September 6, 2022  
 Renewal #: (1) two-year renewal

In accordance with the renewal provision of the original contract, the university would like to renew the contract for an additional term. Please advise concerning your intention by signing in the appropriate space below. A signed copy of this letter should be received in Procurement as soon as possible.

If allowed by the contract, price adjustments must be requested at the time of renewal in accordance with the contract documents. Price adjustments are not automatic or retroactive and are only implemented upon request by the vendor at the time of renewal.

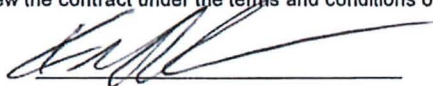
In addition, review the attached form which shows your company information as listed in the university's vendor database. If any of this information has changed, make corrections directly on the form, and return with this letter. It is essential this information be accurate for payments to be processed in a timely manner.

Virginia Tech recommends that our vendors utilize the Wells One AP Control Payment System for payment of all invoices and strongly encourages all vendors under contract with the university to participate in this program. If your firm is not enrolled in the program, refer to our website: <http://www.procurement.vt.edu/VendorWellsOne.html> or contact me directly for more information.

Sincerely,  
 Daysha Holmes   
 Assistant Director for Supplier Opportunity

Telephone: (540) 231-1269


IDAmerica agrees to renew the contract under the terms and conditions of the subject contract.

Authorized Signature:   
 Name: KEN CARLSON  
 (please print)  
 Date: 7-23-20  
 Title: PRESIDENT

We currently participate in the Wells One Program.

We would like to participate in the Wells One Program

DH/sr \_\_\_\_\_

Approved:   
 Mary W. Helmick  
 Director of Procurement

Date: 7/23/2020

Contractor Information Form

Date	<b>July 23, 2020</b>
Term Contract Number	<b>VTS-980-2019</b>
Contract Officer	<b>Daysha Holmes</b>
Contractor Full Legal Name	ID Marketing Inc.
Contractor DBA Name	IDAmerica
Contractor Billing Name	IDAmerica
Contractor Federal Taxpayer Number	
Purchase Order Address P O Box/Street Address City State Zip Code	941 Corporate Ln Chesapeake, VA 23320
Payment Address P O Box/Street Address City State Zip Code	(same as above)
Contractor Signatory Contact Name	Ken Carlson
Contractor Signatory Contact Phone	757-609-3162
Contractor Signatory Contact Email	ken@idamerica.com
Contractor Sales Person Contact Name	Tim Johnson
Contractor Sales Person Contact Phone	804-833-8454
Contractor Sales Person Contact Email	tim@idamerica.com
Contractor Fax Number	757-549-0659
Contractor Web Site	www.idamerica.com
Comments:	

## ATTACHMENT B PROPOSED PRICING

### Promotional Items

Contract pricing proposed will be the price shown in the greatest quantity column (EQP) **PLUS** an additional 5% discount **off ALL products, with the exception of the five product categories listed below:**

**Lapel Pins: 5% discount off Published List Price**

**Magnets: 5% discount off Published List Price**

**Pennants: 5% discount off Published List Price**

**Stickers: 5% discount off Published List Price**

**Table Covers: 5% discount off Published List Price**

**Example of how to calculate discount for promotional items:** If purchasing a quantity of 100 pieces and the largest price break shown is for 1,000 pieces, the buyer can use the largest price break as long as the minimum quantity is being purchased (**EQP – End Quantity Pricing**). **In addition**, an additional 5% can be deducted from the largest quantity price

**Freight:** Exact freight cost for shipment – no markup

**Samples:** Free

**Electronic Proofs:** Free

**Setup Fees:** **10% discount off Setup Fees.**

**Returns:** No restocking or shipping fees on returns that are defective or produced incorrectly

### Embroidery Services

Contract pricing proposed will be 20% off decorated apparel. Pricing is calculated by adding the price listed (either on our website or listed in catalog) to the applicable embroidery charge found in the **TABLE I** below and discounting by 20%.

**Freight:** Exact freight cost for shipment – no markup

**Samples:** Free

**Electronic Proofs:** Free

**Setup Fees:** **10% discount off Setup Fees.**

**Returns:** No restocking or shipping fees on returns that are defective or produced incorrectly

**Note:** Quotes will be provided for decorated apparel with the discount applied. The customer will not have to calculate their pricing/discounts.

### **Embroidery Turnaround Times**

Our standard turnaround time is 7-10 working days. We can produce embroidery in less than seven business days and the associated costs are listed below.

**Embroidery Rush Charges** (with production approval)

5-6 business days: \$20.00

3-4 business days: \$35.00

1-2 business days: \$50.00

*Embroidery Pricing ctd.*

**Pricing for Ancillary Embroidery Services**

**2nd Location Embroidery Pricing:**

**QTY Charge Per Piece (up to 5000 stitches)**

1 to 5 \$10.00

6 to 23 \$5.00

24 to 71 \$3.00

72 + \$2.80

+.35/thousand stitches if over 5,000 stitches

**Personalization:** \$5.00 per piece

**Tape Edits:** Free

**Excessive Thread Color Changes:** Free

**TABLE I - EMBROIDERY**

Number of Stitches	7 or under	8-14 pieces	15-29 pieces	30-74 pieces	75-149 pieces	150-299 pieces	300-599 pieces	600-999 pieces	1000-4000 pieces
Up to 4000	\$12.51	\$7.51	\$6.01	\$4.76	\$4.31	\$3.91	\$3.71	\$3.61	\$3.41
Up to 5000	\$12.51	\$7.51	\$6.01	\$4.76	\$4.31	\$3.91	\$3.71	\$3.61	\$3.41
Up to 6000	\$12.86	\$7.86	\$6.36	\$5.11	\$4.66	\$4.26	\$4.06	\$3.96	\$3.76
Up to 7000	\$13.21	\$8.21	\$6.71	\$5.46	\$5.01	\$4.61	\$4.41	\$4.31	\$4.11



Up to 8000	\$13.56	\$8.56	\$7.06	\$5.81	\$5.36	\$4.96	\$4.76	\$4.66	\$4.46
Up to 9000	\$13.91	\$8.91	\$7.41	\$6.16	\$5.71	\$5.31	\$5.11	\$5.01	\$4.81
Up to 10000	\$14.26	\$9.26	\$7.76	\$6.51	\$6.06	\$5.66	\$5.46	\$5.36	\$5.16
Each Addtl. 1000 stitches	\$0.35	\$0.35	\$0.35	\$0.35	\$0.35	\$0.35	\$0.35	\$0.35	\$0.35

**Screenprinting Services**

Contract pricing proposed will be 20% off decorated apparel. Pricing is calculated by adding the price listed (either on our website or listed in catalog) to the applicable embroidery charge found in the TABLE II below and discounting by 20%.

**Freight:** Exact freight cost for shipment – no markup

**Samples:** Free

**Electronic Proofs:** Free

**Setup Fees:** 10% discount off Setup Fees.

**Artwork** – There will be no charges for setting up, designing or editing artwork.

**Returns:** No restocking or shipping fees on returns that are defective or produced incorrectly

**Note:** IDAmerica will provide quotes for decorated apparel with the discount shown above. The customer will not have to calculate their pricing/discounts.

**Screenprinting Turnaround Time**

Our standard turnaround time is 7-10 business days. We can produce screenprinting in less than seven business days and the associated costs are listed below.

**Screenprinting Rush Charges** (with production approval)

5-6 business days: \$60.00

4 business days: \$85.00

3 business days: \$125.00

2 business days: \$170.00

1 business day: \$250.00



**TABLE II**

<b>Number of Colors</b>							
<b>Quantity</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>Each add'l color</b>
<b>1-11</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
<b>12-23</b>	<b>\$3.70</b>	<b>\$6.60</b>	<b>\$9.60</b>	<b>\$11.60</b>	<b>\$15.40</b>	<b>\$17.60</b>	<b>\$2.20</b>
<b>24-47</b>	<b>\$2.30</b>	<b>\$3.48</b>	<b>\$4.66</b>	<b>\$6.26</b>	<b>\$7.86</b>	<b>\$9.46</b>	<b>\$2.00</b>
<b>48-71</b>	<b>\$2.14</b>	<b>\$3.20</b>	<b>\$4.28</b>	<b>\$4.58</b>	<b>\$6.48</b>	<b>\$8.38</b>	<b>\$2.00</b>
<b>72-143</b>	<b>\$1.34</b>	<b>\$1.84</b>	<b>\$2.32</b>	<b>\$2.82</b>	<b>\$3.60</b>	<b>\$3.66</b>	<b>\$0.14</b>
<b>144-287</b>	<b>\$1.24</b>	<b>\$1.60</b>	<b>\$1.94</b>	<b>\$2.32</b>	<b>\$2.82</b>	<b>\$3.08</b>	<b>\$0.12</b>
<b>288-499</b>	<b>\$1.08</b>	<b>\$1.36</b>	<b>\$1.60</b>	<b>\$1.84</b>	<b>\$2.08</b>	<b>\$2.32</b>	<b>\$0.14</b>
<b>500-999</b>	<b>\$0.94</b>	<b>\$1.18</b>	<b>\$1.40</b>	<b>\$1.52</b>	<b>\$1.76</b>	<b>\$1.98</b>	<b>\$0.14</b>
<b>1,000-1,999</b>	<b>\$0.80</b>	<b>\$0.94</b>	<b>\$1.18</b>	<b>\$1.40</b>	<b>\$1.62</b>	<b>\$1.86</b>	<b>\$0.12</b>
<b>2,000-4,999</b>	<b>CALL</b>	<b>CALL</b>	<b>CALL</b>	<b>CALL</b>	<b>CALL</b>	<b>CALL</b>	<b>CALL</b>
<b>5,000-up</b>	<b>CALL</b>	<b>CALL</b>	<b>CALL</b>	<b>CALL</b>	<b>CALL</b>	<b>CALL</b>	<b>CALL</b>

COMMONWEALTH OF VIRGINIA

STANDARD CONTRACT

Contract Number: VTS-980-2019

This contract entered into this 12th day of September 2018 by ID Marketing, Inc. dba IDAmerica hereinafter called the "Contractor" and Commonwealth of Virginia, Virginia Polytechnic Institute and State University called "Virginia Tech."

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

SCOPE OF CONTRACT: The Contractor shall provide promotional items to Virginia Tech as set forth in the Contract Documents.

PERIOD OF CONTRACT: From September 7, 2018 through September 6, 2020 with an option for two-year renewals.

COMPENSATION AND METHOD OF PAYMENT: The Contractor shall be paid by Virginia Tech in accordance with the Contract Documents.

FREIGHT: Contractor will incorporate Virginia Tech's inbound freight program for shipping orders to the university by utilizing the university's third party carrier number and referencing the university's PO number on the shipping label. It is understood that some of the contractor's suppliers may charge a handling fee when shipping via a third party carrier number. This may include a per-box fee or a flat fee. In those circumstances, both parties acknowledge that the handling fee will be passed along to the university. If the shipper fails to provide the university's PO number on the shipping label, freight charges may be returned to the shipper and any resulting carrier fees may not be passed along to the university.

CONTRACT DOCUMENTS: The Contract Documents shall consist of this signed contract, Request for Proposal (RFP) number 0055170 dated April 4, 2018, together with Addendum Number 1 To RFP dated April 23, 2018, the proposal submitted by the Contractor dated May 1, 2018, Virginia Tech's letter dated August 3, 2018, the Contractor's letter dated August 3, 2018, Virginia Tech's letter dated August 30, 2018, and the Contractor's letter dated August 30, 2018, all of which Contract Documents are incorporated herein.

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

Contractor

By: 

(Signature)

KENNETH R. CARLSON, PRESIDENT  
Name and Title

Virginia Tech

By: 

Kimberly Dulaney, CPSM, CUPO  
Assistant Director and Contracts Manager



Request for Proposal # 0055170

For

Promotional Items

April 4, 2018

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

RFP 0055170  
GENERAL INFORMATION FORM

**QUESTIONS:** All inquiries for information regarding this solicitation should be directed to: Daysha Holmes, Contracts Specialist Phone: (540) 231-1269 e-mail: daysha94@vt.edu.

**DUE DATE:** Proposals will be received until May 9, 2018 at 3:00 PM. Failure to submit proposals to the correct location by the designated date and hour will result in disqualification.

**ADDRESS:** Proposals should be mailed or hand delivered to: Virginia Polytechnic Institute and State University (Virginia Tech), Procurement Department (MC 0333) North End Center, Suite 2100, 300 Turner Street NW, Blacksburg, Virginia 24061. Reference the due date and hour, and RFP Number in the lower left corner of the return envelope or package.

Please note that USPS is delivered to a central location and is not delivered directly to Procurement. Allow extra time if sending proposal via USPS. It is the vendor's responsibility to ensure proposals are received in the Procurement office at the appropriate date and time for consideration.

**TYPE OF BUSINESS:** (Please check all applicable classifications). If your classification is certified by the Virginia Department of Small Business and Supplier Diversity (SBSD), provide your certification number: \_\_\_\_\_. For assistance with SWaM certification, visit the SBSD website at <http://sbsd.virginia.gov/>.

\_\_\_\_\_ **Large**

\_\_\_\_\_ **Small business** – An independently owned and operated business 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. Commonwealth of Virginia Department of Small Business and Supplier Diversity (SBSD) certified women-owned and minority-owned business shall also be considered small business when they have received SBSD small business certification.

\_\_\_\_\_ **Women-owned business** – A business concern that is at least 51% 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% of the equity ownership interest is owned by one or more women who are citizens of the United States or non-citizens who are in full compliance with the United States immigration law, and both the management and daily business operations are controlled by one or more women who are U. S. citizens or legal resident aliens.

\_\_\_\_\_ **Minority-owned business** – A business concern that is at least 51% owned by one or more minority individuals (see Section 2.2-1401, Code of Virginia) or in the case of a corporation, partnership, or limited liability company or other entity, at least 51% of the equity ownership interest in the corporation, partnership, or limited liability company or other entity is owned by one or more minority individuals and both the management and daily business operations are controlled by one or more minority individuals.

**COMPANY INFORMATION/SIGNATURE:** In compliance with this Request For Proposal and to all the conditions imposed therein and hereby incorporated by reference, the undersigned offers and agrees to furnish the goods or services in accordance with the attached signed proposal and as mutually agreed upon by subsequent negotiation.

FULL LEGAL NAME (PRINT) (Company name as it appears with your Federal Taxpayer Number)		FEDERAL TAXPAYER NUMBER (ID#)	
BUSINESS NAME/DBA NAME/TA NAME (If different than the Full Legal Name)		BILLING NAME (Company name as it appears on your invoice)	
PURCHASE ORDER ADDRESS		PAYMENT ADDRESS	
CONTACT NAME/TITLE (PRINT)			E-MAIL ADDRESS
TELEPHONE NUMBER	TOLL FREE TELEPHONE NUMBER	FAX NUMBER TO RECEIVE E-PROCUREMENT ORDERS	

I acknowledge that I have received the following addendums posted for this solicitation.

1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_ 6 \_\_\_\_\_ (Please check all that apply)

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, 2.2 – 3102 - 3112

YES \_\_\_\_\_ NO \_\_\_\_\_

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

Revised 01/01/2018

I. PURPOSE:

The purpose of this Request for Proposal (RFP) is to solicit proposals to establish multiple contracts through competitive negotiations for Promotional Items by Virginia Polytechnic Institute and State University (Virginia Tech), an agency of the Commonwealth of Virginia.

II. SMALL, WOMAN-OWNED AND MINORITY (SWAM) BUSINESS PARTICIPATION:

The mission of the Virginia Tech supplier opportunity program is to foster inclusion in the university supply chain and accelerate economic growth in our local communities through the engagement and empowerment of high quality and cost competitive small, minority-owned, women-owned, and local suppliers. Virginia Tech encourages prime suppliers, contractors, and service providers to facilitate the participation of small businesses, and businesses owned by women and minorities through partnerships, joint ventures, subcontracts, and other inclusive and innovative relationships.

III. CONTRACT PERIOD:

The term of this contract is for two (2) year(s), or as negotiated. There will be an option for two (2) two (2) year renewals, or as negotiated.

IV. BACKGROUND:

Virginia Polytechnic Institute and State University (Virginia Tech) is located in Blacksburg, Virginia, approximately 40 miles southwest of Roanoke, Virginia, the major commercial hub of the area. In addition to the university's main campus in Blacksburg, major off campus locations include twelve agriculture experiment research stations, the Marion duPont Scott Equine Medical Center and graduate centers in Roanoke and Fairfax, Virginia. Regularly scheduled air service is provided at the Roanoke Regional Airport.

Dedicated to its motto, Ut Prosim (That I May Serve), Virginia Tech takes a hands-on, engaging approach to education, preparing scholars to be leaders in their fields and communities. As the Commonwealth's most comprehensive university and its leading research institution, Virginia Tech offers 240 undergraduate degree programs to more than 31,000 students and manages a research portfolio of nearly \$513 million. The university fulfills its land-grant mission of transforming knowledge to practice through technological leadership and by fueling economic growth and job creation locally, regionally, and across Virginia.

Virginia Tech purchases a wide variety of promotional items to carry out its mission. These items include, but are not limited, t-shirts, pens, magnets, lanyards, hats, key chains, buttons, mugs, hand sanitizer, lip balm, etc. Virginia Tech desires to partner with local contractors to provide quality promotional items. The Contractor shall be an authorized reseller of the promotional items being offered. The Contractor shall not ship substitute items without prior approval from Virginia Tech personnel. Virginia Tech shall provide and approve all logo(s) to be used on promotional items.

V. EVA BUSINESS-TO-GOVERNMENT ELECTRONIC PROCUREMENT SYSTEM:

The eVA Internet electronic procurement solution streamlines and automates government purchasing activities within the Commonwealth of Virginia. Virginia Tech, and other state agencies and institutions, have been directed by the Governor to maximize the use of this system in the procurement of goods and services. *We are, therefore, requesting that your firm register as a vendor within the eVA system.*

There are transaction fees involved with the use of eVA. These fees must be considered in the provision of quotes, bids and price proposals offered to Virginia Tech. Failure to register within the

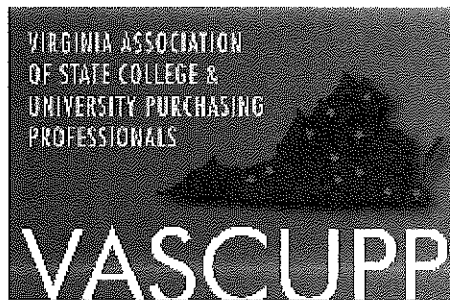


eVA system may result in the quote, bid or proposal from your firm being rejected and the award made to another vendor who is registered in the eVA system.

Registration in the eVA system is accomplished on-line. Your firm must provide the necessary information. Please visit the eVA website portal at <http://www.eva.virginia.gov/pages/eva-registration-buyer-vendor.htm> and **register both with eVA and Ariba**. *This process needs to be completed before Virginia Tech can issue your firm a Purchase Order or contract.* If your firm conducts business from multiple geographic locations, please register these locations in your initial registration.

For registration and technical assistance, reference the eVA website at: <http://www.eva.virginia.gov>, or call 866-289-7367 or 804-371-2525.

VI. CONTRACT PARTICIPATION:



It is the intent of this solicitation and resulting contract to allow for cooperative procurement. Accordingly, any public body, public or private health or educational institutions, or Virginia Tech's affiliated corporations and/or partnerships may access any resulting contract if authorized by the contractor.

Participation in this cooperative procurement is strictly voluntary. If authorized by the Contractor, the resultant contract may be extended to the entities indicated above to purchase at contract prices in accordance with contract terms. The Contractor shall notify Virginia Tech in writing of any such entities accessing the contract, if requested. No modification of this contract or execution of a separate contract is required to participate. The Contractor will provide semi-annual usage reports for all entities accessing the Contract, as requested. Participating entities shall place their own orders directly with the Contractor and shall fully and independently administer their use of the contract to include contractual disputes, invoicing and payments without direct administration from Virginia Tech. Virginia Tech 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 Virginia Tech is not responsible for the acts or omissions of any entity, and will not be considered in default of the contract no matter the circumstances.

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

Use of this contract does not preclude any participating entity from using other contracts or competitive processes as the need may be.

VII. STATEMENT OF NEEDS:

**Contractor will be required to use licensed material in accordance with Virginia Tech Guidelines.**

The Contractor shall provide the services as requested below. This scope of services is representative and actual services requested may be more or less comprehensive than those outlined herein. Contractor may be assigned tasks to include, but not be limited to, the following;

- A. Provide a link to a complete electronic catalog containing all available promotional items being offered. Include published price list or instructions on how to access published price list electronically.
- B. The ability to customize electronic catalog for the University.
- C. Provide marketing plan to communicate your company to campus.
- D. List all contact information for ordering, invoicing, customer service, etc.
- E. Provide experience in working with various departments at educational institutions similar at Virginia Tech. Include method for collaboration for individual orders.
- F. Provide plan for pre-production samples of promotional items with logo.
- G. Provide timeframe for adequate sample items, material, or color swatches.
- H. Describe delivery options and policies, including in-stock, rush, and manufacturing order for the promotional items being offered. All orders shall be FOB destination. Include information regarding delivery costs and/ or free delivery.
- I. Specify typical turnaround time for delivery (standard, rush, etc.) of the promotional items being offered.
- J. Describe return policy and associated costs.
- K. Describe the process for replacement of defective, broken, or damaged promotional items.
- L. Describe quality control process.
- M. Provide sample quote and invoice.
- N. Describe all embroidery, screen-printing, and imprinting services and associated costs.

VIII. PROPOSAL PREPARATION AND SUBMISSION:

A. Specific Requirements

Proposals should be as thorough and detailed as possible so that Virginia Tech may properly evaluate your capabilities to provide the required goods or services. Offerors are required to submit the following information/items as a complete proposal:

1. Plan for Providing Services:

- a. Complete a detailed description of the Offeror's method and plan for providing the services described herein in the Statement of Needs, Section VII.A through N.
- b. Description of specific services the Offeror proposes to provide to include, but not be limited to, when the services will be performed, by whom, and the anticipated time duration for typical services.

2. Qualifications and Experience:

- a. Complete a detailed description of the Offeror's qualifications and experience relative to the services described herein.
- b. Description of the Offeror's experience with the following:
  - 1) Working with universities to create innovative strategies that helped achieve goals.
  - 2) Experience with specialized institutions such as student and faculty for promotional items.
- c. Offeror's organization data, including size and structure of firm, joint venture and/or subcontractor arrangements if any, location of branch offices, and financial standing.
- d. Listing of Offeror's management and staff personnel to be used for this contract, designated by discipline and detailing qualifications and experience relative to the services described herein, including a short job description for each position. Include a résumé of each and proof of required certifications, if any.
- e. If you have an existing VASCUPP contract, please provide as a response to this solicitation.
- f. Are you currently an approved/licensed vendor and which schools are you approved and licensed with?

3. Price:

- a. Suggest a pricing format for services provided, either by hour or by service type. Include your requested prices for your suggested pricing format. Please note that Virginia Tech cannot enter into a cost-plus type of contract.
- b. Discuss price firmness and provide a plan for conveying price decrease/increase if Virginia Tech elects to renew the contract.
- c. Outline any additional expenses to be reimbursed that fall outside of the normal hourly or service type rate.

4. References:

Provide four (4) recent references, either educational or governmental, for whom you have provided the type of services described herein. Include the date(s) the services were furnished, the client name, address, and the name and phone number of the individual

Virginia Tech has your permission to contact. Identify work or projects similar in scope and size to those being requested in this Request for Proposal.

5. Participation of Small, Women-owned and Minority-owned Business (SWaM) Business:

If your business cannot be classified as SWaM, describe your plan for utilizing SWaM subcontractors if awarded a contract. Describe your ability to provide reporting on SWaM subcontracting spend when requested. If your firm or any business that you plan to subcontract with can be classified as SWaM, but has not been certified by the Virginia Department of Small Business and Supplier Diversity (SBSD), it is expected that the certification process will be initiated no later than the time of the award. If your firm is currently certified, you agree to maintain your certification for the life of the contract. For assistance with SWaM certification, visit the SBSBD website at <http://www.sbsd.virginia.gov/>

6. The return of the General Information Form and addenda, if any, signed and filled out as required.

B. General Requirements

1. RFP Response: In order to be considered for selection, Offerors shall submit a complete response to this RFP to include;

a. **One (1) original and six (5) copies** of the entire proposal, including all attachments. Any proprietary information should be clearly marked in accordance with 2.e. below.

b. **One (1) electronic copy** in WORD format or searchable PDF (*flash drive*) of the entire proposal as one document, INCLUDING ALL ATTACHMENTS. Any proprietary information should be clearly marked in accordance with 2.e. below.

c. Should the proposal contain **proprietary information**, provide **one (1) redacted hard copy** of the proposal and 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. Virginia Tech shall not be responsible for the Contractor's failure to exclude proprietary information from this redacted copy.

Response shall be submitted to:

Virginia Polytechnic Institute and State University (Virginia Tech)  
Procurement Department (MC 0333)  
North End Center, Suite 2100  
300 Turner Street NW  
Blacksburg, Virginia 24061

**Reference the Due Date and Hour, and RFP Number in the lower left hand corner of the return envelope or package.**

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

2. 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 Virginia Tech requiring prompt submission of missing information and/or giving a lowered evaluation of the proposal. Proposals which are substantially incomplete or lack key information may be rejected by Virginia Tech at its discretion. 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 should be prepared simply and economically providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be 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, subletter, 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 subletter should be repeated at the top of the next page. The proposal should contain a table of contents which cross references the RFP requirements. Information which the offeror desires to present that does not fall within any of the requirements of the RFP should be inserted at an appropriate place or be attached at the end of the proposal and designated as additional material. Proposals that are not organized in this manner risk elimination from consideration if the evaluators are unable to find where the RFP requirements are specifically addressed.
  - d. Each copy of the proposal should be bound in a single volume where practical. All documentation submitted with the proposal should be bound in that single volume.
  - e. Ownership of all data, material and documentation originated and prepared for Virginia Tech pursuant to the RFP shall belong exclusively to Virginia Tech and be subject to public inspection in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by an Offeror shall not be subject to public disclosure under the Virginia Freedom of Information Act. However, to prevent disclosure the Offeror must invoke the protections of Section 2.2-4342F of the Code of Virginia, in writing, either before or at the time the data or other materials is submitted. The written request must specifically identify the data or other materials to be protected and state the reasons why protection is necessary. The proprietary or trade secret material submitted must be identified by some distinct method such as highlighting or underlining and must indicate only the specific words, figures, or paragraphs that constitute trade secret or proprietary information. The classification of an entire proposal document, line item prices and/or total proposal prices as proprietary or trade secrets is not acceptable and may result in rejection of the proposal.
3. Oral Presentation: Offerors who submit a proposal in response to this RFP may be required to give an oral presentation of their proposal to Virginia Tech. This will provide an opportunity for the Offeror to clarify or elaborate on the proposal but will in no way change the original proposal. Virginia Tech will schedule the time and location of these presentations. Oral presentations are an option of Virginia Tech and may not be conducted. Therefore, proposals should be complete.

IX. SELECTION CRITERIA AND AWARD:

A. Selection Criteria

Proposals will be evaluated by Virginia Tech using the following:

<u>Criteria</u>	<u>Maximum Point Value</u>
1. Quality of products/services offered and suitability for the intended purposes	20
2. Qualifications and experiences of Offeror in providing the goods/services	25
3. Specific plans or methodology to be used to provide the Services	20
4. Cost (or Price)	25
5. Participation of Small, Women-Owned and Minority (SWAM) Business	10
	<hr/>
	Total 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 offerors which, in its opinion, has made the best proposal, and shall award the contract to that offeror. Virginia Tech reserves the right to make multiple awards as a result of this solicitation. Virginia Tech 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. See Attachment C for sample contract form.

XI. INQUIRIES:

All inquiries concerning this solicitation should be submitted in writing via email, citing the particular RFP section and paragraph number. All inquiries will be answered in the form of an addendum. Inquiries must be submitted by 3:00 pm on April 18, 2018. Inquiries must be submitted to the procurement officer identified in this solicitation.

XII. INVOICES:

Invoices for goods or services provided under any contract resulting from this solicitation shall be submitted by email to [vtinvoices@vt.edu](mailto:vtinvoices@vt.edu) or by mail to:



Virginia Polytechnic Institute and State University (Virginia Tech)  
Accounts Payable  
North End Center, Suite 3300  
300 Turner Street NW  
Blacksburg, Virginia 24061

XIII. METHOD OF PAYMENT:

Virginia Tech will authorize payment to the contractor as negotiated in any resulting contract from the aforementioned Request for Proposal.

Payment can be expedited through the use of the Wells One AP Control Payment System. Virginia Tech strongly encourages participation in this program. For more information on this program please refer to Virginia Tech's Procurement website: <http://www.procurement.vt.edu/vendor/wellsone.html> or contact the procurement officer identified in the RFP.

XIV. ADDENDUM:

Any **ADDENDUM** issued for this solicitation may be accessed at <http://www.apps.vpfin.vt.edu/html/docs/bids.php>. Since a paper copy of the addendum will not be mailed to you, we encourage you to check the web site regularly.

XV. COMMUNICATIONS:

Communications regarding this solicitation shall be formal from the date of issue, until either a Contractor has been selected or the Procurement Department rejects all proposals. Formal communications will be directed to the procurement officer listed on this solicitation. Informal communications, including but not limited to request for information, comments or speculations regarding this solicitation to any University employee other than a Procurement Department representative may result in the offending Offeror's proposal being rejected.

XVI. CONTROLLING VERSION OF SOLICITATION:

The posted version of the solicitation and any addenda issued by Virginia Tech Procurement Services 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 Virginia Tech Procurement Services. Such modifications or additions to the solicitation by the Offeror may be cause for rejection of the proposal; however, Virginia Tech reserves the right to decide, on a case by case basis, in its sole discretion, whether to reject such a proposal.

XVII. TERMS AND CONDITIONS:

This solicitation and any resulting contract/purchase order shall be governed by the attached terms and conditions, see Attachment A.

XVIII. CONTRACT ADMINISTRATION:

- A. The individual user departments at Virginia Tech shall be identified as the Contract Administrators and shall use all powers under the contract to enforce its faithful performance.
- B. The Contract Administrators in each user department shall determine the amount, quantity, acceptability, fitness of all aspects of the services and shall decide all other questions in connection with the services. Contract Administrators, or designees, shall not have authority

to approve changes in the services which alter the concept or which call for an extension of time for this contract. Any modifications made must be authorized by the Virginia Tech Procurement Department through a written amendment to the contract.

- C. Daysha Holmes, Contracts Specialist, Procurement, shall oversee the contract in its entirety and will serve as the point of contact for issues involving this contract.

XIX. ATTACHMENTS:

Attachment A - Terms and Conditions

Attachment B - Zone Map for Cooperative Contracts

Attachment C - Sample of Standard Contract Form

**ATTACHMENT A**

**TERMS AND CONDITIONS**

**RFP GENERAL TERMS AND CONDITIONS.**

See:

[http://www.procurement.vt.edu/content/dam/procurement\\_vt\\_edu/docs/terms/GTC\\_RFP\\_01012018.pdf](http://www.procurement.vt.edu/content/dam/procurement_vt_edu/docs/terms/GTC_RFP_01012018.pdf)

**ADDITIONAL TERMS AND CONDITIONS**

- A. ADDITIONAL GOODS AND SERVICES:** The University may acquire other goods or services that the supplier provides other 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 newly introduced during the term of the Agreement, and should be provided at favored nations pricing, terms and conditions.
  
- B. AUDIT:** The Contractor hereby agrees to retain all books, records, and other documents relative to this contract for five (5) years after final payment, or until audited by the Commonwealth of Virginia, whichever is sooner. Virginia Tech, its authorized agents, and/or the State auditors shall have full access and the right to examine any of said materials during said period.
  
- C. AVAILABILITY OF FUNDS:** It is understood and agreed between the parties herein that Virginia Tech shall be bound hereunder only to the extent of the funds available or which may hereafter become available for the purpose of this agreement.
  
- D. CANCELLATION OF CONTRACT:** Virginia Tech 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.
  
- E. CONTRACT DOCUMENTS:** The contract entered into by the parties shall consist of the Request for Proposal including all modifications thereof, the proposal submitted by the Contractor, the written results of negotiations, the Commonwealth Standard Contract Form, all of which shall be referred to collectively as the Contract Documents.
  
- F. IDENTIFICATION OF BID/PROPOSAL ENVELOPE:** The signed bid or proposal should be returned in a separate envelope or package and identified as follows:

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

Name of Bidder or Offeror	Due Date	Time Due
Street or Box No.	Solicitation Number	
City, State, Zip Code	Solicitation Title	

Name of Procurement Officer: \_\_\_\_\_

The envelope should be addressed to:

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY (Virginia Tech)  
Procurement Department (MC 0333)  
North End Center, Suite 2100  
300 Turner Street NW  
Blacksburg, Virginia 24061

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. Bids or Proposals may be hand delivered to the designated location in the office issuing the solicitation. No other correspondence or other bids/proposals should be placed in the envelope.

- G. NOTICES:** Any notices to be given by either party to the other pursuant to any contract resulting from this solicitation shall be in writing, hand delivered or mailed to the address of the respective party at the following address

If to Contractor: Address Shown On RFP Cover Page  
Attention: Name Of Person Signing RFP

If to Virginia Tech:

Virginia Polytechnic Institute and State University (Virginia Tech)  
Attn: Daysha Holmes  
Procurement Department (MC 0333)  
North End Center, Suite 2100  
300 Turner Street NW  
Blacksburg, Virginia 24061

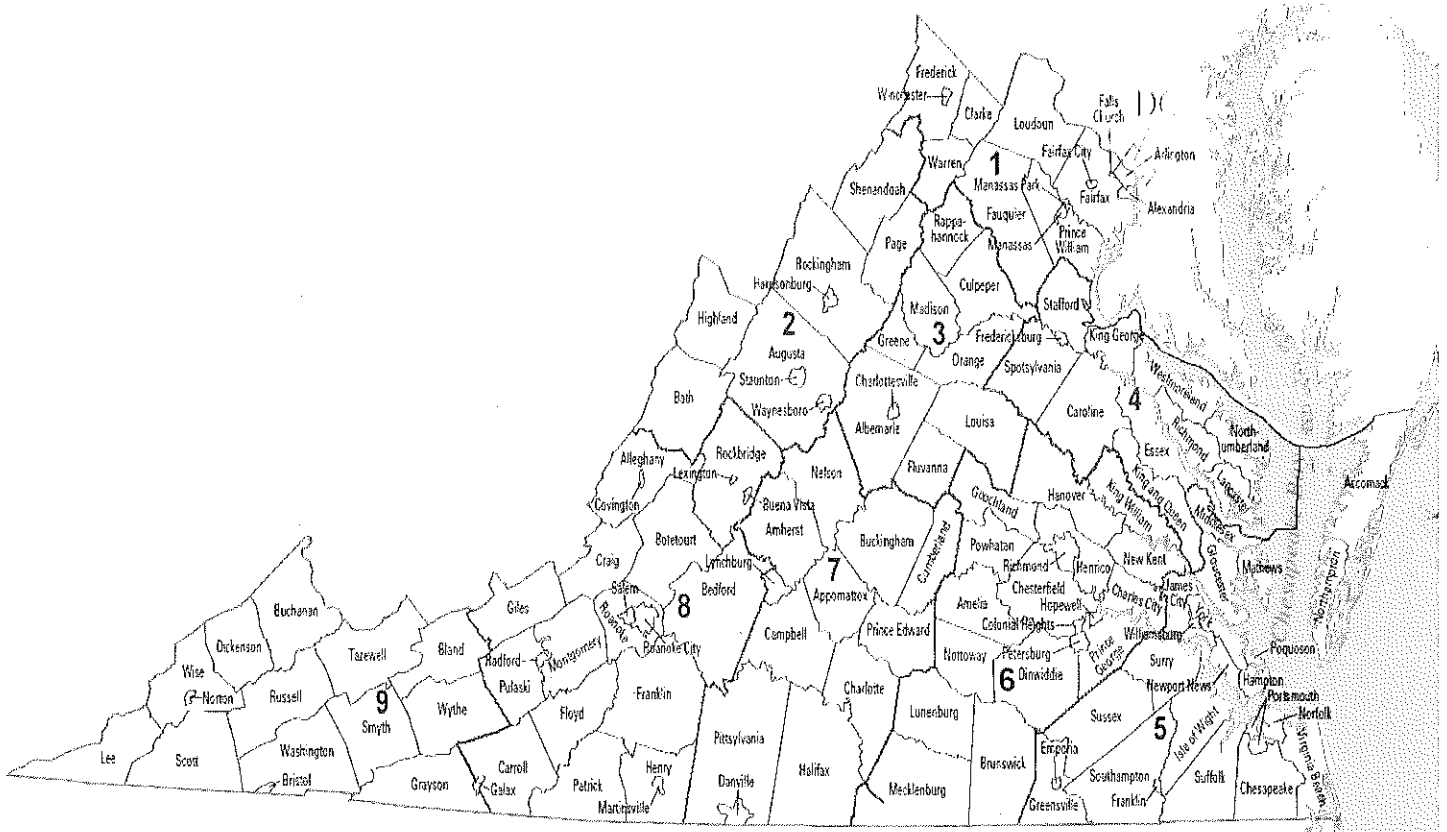
- H. SEVERAL LIABILITY:** Virginia Tech will be severally liable to the extent of its purchases made against any contract resulting from this solicitation. Applicable entities described herein will be severally liable to the extent of their purchases made against any contract resulting from this solicitation.
- I. CLOUD OR WEB HOSTED SOFTWARE SOLUTIONS:** For agreements involving Cloud-based Web-hosted software/applications refer to link for additional terms and conditions: [http://www.ita.vt.edu/purchasing/VT\\_Cloud\\_Data\\_Protection\\_Addendum\\_final03102017.pdf](http://www.ita.vt.edu/purchasing/VT_Cloud_Data_Protection_Addendum_final03102017.pdf)

## **SPECIAL TERMS AND CONDITIONS**

- A. ADVERTISING:** In the event a contract is awarded for supplies, equipment, or services resulting from this solicitation, no indication of such sales or services to Virginia Tech will be used in product literature or advertising. The contractor shall not state in any of the advertising or product literature that the Commonwealth of Virginia or any agency or institution of the Commonwealth has purchased or uses its products or services.
- B. LICENSE TO USE VIRGINIA TECH LICENSED INDICIA:** By signing and submitting this Proposal/Bid, the offeror/bidder agrees that if it is awarded a purchase order/contract as a result of this solicitation, it will follow the procedures outlined by Virginia Tech's Licensing and Trademarks Administration to become a licensed vendor authorized to use Virginia Tech licensed indicia identified in the solicitation and to follow all procedures for submitting artwork for product for approval prior to producing any product with Virginia Tech indicia. As a licensed vendor, the offeror/bidder will be required to pay the university's standard royalty rate for similarly licensed vendors. *More information on the licensing process and application can be found at: <http://clc.com/Licensing-Info.aspx>.*
- C. SPECIAL OR PROMOTIONAL DISCOUNTS:** The Contractor shall extend any special promotional sale prices or discounts immediately to Virginia Tech during the term of the contract. Such notice shall also advise the duration of the specific sale or discount price.

## ATTACHMENT B

### Zone Map



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

#### List of member institutions by zones

**Zone 1**

**George Mason University  
(Fairfax)**

**Zone 2**

**James Madison University  
(Harrisonburg)**

**Zone 3**

**University of Virginia  
(Charlottesville)**

**Zone 4**

**University of Mary Washington  
(Fredericksburg)**

**Zone 5**

**College of William and Mary  
(Williamsburg)  
Old Dominion University (Norfolk)**

**Zone 6**

**Virginia Commonwealth University (Richmond)**

**Zone 7**

**Longwood University  
(Farmville)**

**Zone 8**

**Virginia Military Institute  
(Lexington)  
Virginia Tech (Blacksburg)  
Radford University (Radford)**

**Zone 9**

**University of Virginia - Wise  
(Wise)**

The zone map is provided for the offeror to determine appropriate pricing structures based on approved zones for cooperative institutions. If no other prices are offered, pricing provided will apply to all zones in the Commonwealth. If you wish to provide pricing for a zone other than which this solicitation originated, please indicate you are doing so in the response. If you anticipate pricing differentials for different zones, a separate pricing sheet must be submitted for each zone that includes appropriate pricing for that zone



ATTACHMENT C

# SAMPLE CONTRACT FORM

Standard Contract form for reference only  
Offerors do not need to fill in this form

COMMONWEALTH OF VIRGINIA  
STANDARD CONTRACT

Contract Number: \_\_\_\_\_

This contract entered into this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, by \_\_\_\_\_, hereinafter called the "Contractor" and Commonwealth of Virginia, Virginia Polytechnic Institute and State University called "Virginia Tech".

WITNESSETH that the Contractor and Virginia Tech, in consideration of the mutual covenants, promises and agreements herein contained, agrees as follows:

SCOPE OF CONTRACT: The Contractor shall provide the \_\_\_\_\_ to Virginia Tech as set forth in the Contract Documents.

PERIOD OF CONTRACT: From \_\_\_\_\_ through \_\_\_\_\_.

COMPENSATION AND METHOD OF PAYMENT: The Contractor shall be paid by Virginia Tech in accordance with the contract documents.

CONTRACT DOCUMENT: The Contract Documents shall consist of this signed contract, Request For Proposal Number \_\_\_\_\_ dated \_\_\_\_\_, together with all written modifications thereof and the proposal submitted by the Contractor dated \_\_\_\_\_ and the Contractor's letter dated \_\_\_\_\_, all of which Contract Documents are incorporated herein.

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

Contractor: \_\_\_\_\_ Virginia Tech

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

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

## ADDENDUM # 1 TO RFP # 0055170

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY (Virginia Tech)  
Procurement Department (MC 0333)  
North End Center, Suite 2100  
300 Turner Street NW  
Blacksburg, Virginia 24061

DATE	Original DUE DATE AND HOUR
Monday, April 23, 2018	Wednesday, May 9, 2018, 3:00 p.m.

ADDRESS ALL INQUIRIES AND CORRESPONDENCE TO: Daysha Holmes, Contracts Specialist E-MAIL ADDRESS: daysha94@vt.edu TELEPHONE NUMBER (540) 231-1269 FAX NUMBER (540) 231-9628 AFTER HOUR MESSAGES (540) 231-6221
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### Promotional Items

1. The following questions have arisen as a result of the aforementioned RFP:

**Question 1:** Will the e-catalog need to be designated per school or department? As an example, will the logo need to be available per school or department depending on the users?

**Virginia Tech Answer:** No, the expectation is there would be one e-catalog for all of Virginia Tech.

**Question 2:** Will the e-catalog need super user access?

**Virginia Tech Answer:** Not that we are aware of. Include in your proposal what, if any, functionality is offered to a super user.

**Question 3:** Will the e-catalog be the only source available for purchasing? Or can a department simply source an item with an approved vendor through a phone call or e-mail?

**Virginia Tech Answer:** A department can source an item with an approved vendor through a phone call or e-mail but a quote must be provided.

**Question 4:** Is the user allowed to order any dollar volume?

**Virginia Tech Answer:** Yes as long as the user is ordering against the contract, the pricing is tied back to the contract, and is auditable.

**Question 5:** Are budgets needed for the e-catalog in order to control spend by department or user?

**Virginia Tech Answer:** No, departments will manage their own budget.

**Question 6:** Will there be any inventory requirements of the vendor? Will a vendor have to hold inventory or maintain par levels or products?

**Virginia Tech Answer:** The vendor will work with individual departments and make that determination. Timeliness of providing orders is important to Virginia Tech.

**Question 7:** Are customers allowed to stray from the VT Brand Guidelines? As an example, can a History Professor order a t-shirt with a co-branded logo for an event or specific outing? If so, is there an approval process? If no, how is that enforced?

**Virginia Tech Answer:** All customers must adhere to the VT Brand Guidelines. Vendor will be accountable to adhere to VT Brand guidelines.

**Question 8:** Will each order need to be reviewed by the licensing director for brand compliance? If so, what is the time frame for return?

**Virginia Tech Answer:** Yes. It varies as the artwork needs to go to IMGCL 360 system first then to us. We always make sure the art we receive has a 24-hour turnaround.

**Question 9:** Are all orders considered internal consumption by licensing?

**Virginia Tech Answer:** Yes there is a payment. Below are two links of information from our licensing page:  
<http://www.clc.com/Licensing-Info.aspx>  
<http://www.clc.com/CollegiateLicensing/media/PDFDOCS/Institution-List-as-of-January-2018.pdf>

**Question 10:** Do all orders have to be sent to IMG – CLC for review? If so, what is the time frame for return?

**Virginia Tech Answer:** Yes. Please refer to question #8.

**Question 11:** In regards to SWaM, does a small business meet basic requirements if it is less than 250 employees OR less than \$10 Million in sales? To be clear, it is not BOTH less than 250 employees and \$10 Million in sales?

**Virginia Tech Answer:** Correct, you have to have one of those requirements. Please refer to <https://www.sbsd.virginia.gov/>

**Question 12:** Will all orders be FOB destination? Will all vendors be required to quote delivered prices?

**Virginia Tech Answer:** Yes, all orders will be FOB destination. Yes, all vendors will be required to quote delivered prices. We have our inbound freight program which is our preferred method for shipment to campus. Please refer to [http://www.procurement.vt.edu/content/dam/procurement\\_vt\\_edu/procedures/how/Freight%20Management%20Services.pdf](http://www.procurement.vt.edu/content/dam/procurement_vt_edu/procedures/how/Freight%20Management%20Services.pdf).

2. Section VIII. B.1., in the original RFP, is hereby deleted and replaced in its entirety with the following:
  1. RFP Response: In order to be considered for selection, Offerors shall submit a complete response to this RFP to include;
    - a. **One (1) original and two (2) copies** of the entire proposal, including all attachments. Any proprietary information should be clearly marked in accordance with 2.e. below.
    - b. **One (1) electronic copy** in WORD format or searchable PDF (*flash drive*) of the entire proposal as one document, INCLUDING ALL ATTACHMENTS. Any proprietary information should be clearly marked in accordance with 2.e. below.
    - c. Should the proposal contain **proprietary information**, provide **one (1) redacted hard copy** of the proposal and 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. Virginia Tech shall not be responsible for the Contractor's failure to exclude proprietary information from this redacted copy.

Response shall be submitted to:

Virginia Polytechnic Institute and State University (Virginia Tech)  
Procurement Department (MC 0333)  
North End Center, Suite 2100

300 Turner Street NW  
Blacksburg, Virginia 24061

**Reference the Due Date and Hour, and RFP Number in the lower left hand corner of the return envelope or package.**

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

3. All other terms, conditions and descriptions remain the same.
4. The due date and hour remains **Wednesday, May 9, 2018, 3:00 p.m.**

I acknowledge that I have read and understand this addendum in its entirety.

---

Signature

---

Date



VIRGINIA TECH™

Request for Proposal Response

**RFP# 0055170**

**Promotional Items**



May 7, 2018

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

## ***INTRODUCTION***

IDAmerica is pleased to present our response to Virginia Tech's Request for Proposal #0055170. We are excited for what this opportunity may bring and we look forward to working with Virginia Tech. The reviewer will find that this document is organized simply, clearly and concisely to correspond with the information requested in the RFP. Our response uses the original document and adds our narratives below each question. We have found this format to be the most effective method to provide clear and concise responses to each question.

Should the reviewing official have any questions about this proposal, please direct all questions to:

Tim Johnson  
Regional Sales Manager  
[tim@idamerica.com](mailto:tim@idamerica.com)  
804-833-8454



**REQUEST FOR PROPOSAL RESPONSE**

*RFP #0055170*

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V. PROPOSAL PREPARATION AND SUBMISSION.....Pages 6 – 12 - *RFP Pages 6 - 9*

XI. ATTACHMENTS.....Page 10 – 26 - *RFP Page 12-17*

- A. VCU VASCUPP Contract
- B. Pricing
- C. References
- D. **Signed** General Information Form
- E. **Signed** Addenda
- F. Sample Quote
- G. Sample Invoice

## VII. STATEMENT OF NEEDS:

Contractor will be required to use licensed material in accordance with Virginia Tech Guidelines.

The Contractor shall provide the services as requested below. This scope of services is representative and actual services requested may be more or less comprehensive than those outlined herein. Contractor may be assigned tasks to include, but not be limited to, the following;

**A. Provide a link to a complete electronic catalog containing all available promotional items being offered. Include published price list or instructions on how to access published price list electronically.**

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

**B. The ability to customize electronic catalog for the University.**

IDAmerica has vast experience creating and hosting digital catalogs for our customers. We can provide a pre-developed e-commerce platform at no charge or we can design and host a custom platform based on the design and function features that Virginia Tech desires. In addition to designing and hosting an electronic catalog, IDAmerica has the expertise and facilities to inventory, warehouse and fulfill a complete digital e-commerce program.

**C. Provide marketing plan to communicate your company to campus.**

IDAmerica believes that good service involves being available to our clients. Our clients have found it invaluable that we visit campus on a regular basis. We are available to meet with our existing clients to discuss current promotional projects, provide trending product samples and ideas and also share our experience as related to our clients' current projects. We will work to establish relationships with key departmental personnel across campus. This will ensure the development of a direct line of communication resulting in effective service delivery. In addition to a dedicated account manager, we will dedicate an in-house customer service representative to Virginia Tech. This will result in a seamless ordering experience to include order confirmation, art/virtual proofs, production updates and shipping/tracking information. Our commitment to service coupled with our state of the art capabilities and experience outlined in Part E will result in a consistent buying experience for the university.

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

**Primary sales contact:**

Tim Johnson  
tim@idamerica.com  
804.833.8454

**Customer service contact:**

Kelly Anderson  
kelly@idamerica.com  
757.410.3842

**Graphic design contact:**

James Velbis  
art@idamerica.com  
757.609.3167

**Accounts Receivable/Invoicing:**

Nikki Calascibetta  
nikki@idamerica.com  
757.609.3160

**E. Provide experience in working with various departments at educational institutions similar at Virginia Tech. Include method for collaboration for individual orders.**

With 35 years of industry experience, IDAmerica brings a competitive edge over many of our peers. We have established partnerships with most colleges and universities in the Commonwealth of Virginia. Our portfolio includes, but is not limited to, Virginia Commonwealth University, Virginia Tech, The University of Virginia, The College of William and Mary, Old Dominion University, George Mason University and Radford University. We also maintain a strong presence outside of the Commonwealth to include Duke University, University of North Carolina, North Carolina State University, University of Maryland and Georgetown University. We've successfully created collaborative relationships with major departments on campus to include Admissions, Alumni Associations and New Student Services. These working partnerships also extend to academic and programmatic departments as well. IDAmerica provides a suite of creative promotional services to our partners which includes product research, graphic design services, samples/pre-production proofs and any other service necessary to make sure that our client's needs are being met.

**F. Provide plan for pre-production samples of promotional items with logo.**

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

**G. Provide timeframe for adequate sample items, material, or color swatches.**

IDAmerica can provide most blank apparel samples, materials or color swatches for customer review in 2-4 business days. IDAmerica does not charge for samples, materials or color swatches.

**H. Describe delivery options and policies, including in-stock, rush, and manufacturing order for the promotional items being offered. All orders shall be FOB destination. Include information regarding delivery costs and/ or free delivery.**

IDAmerica will utilize Virginia Tech's Inbound Freight Program where required to maximize delivery times and cost savings. In the event that the Inbound Freight Program cannot be used,

our preferred delivery method is UPS Ground. We have partnerships with all major freight carriers and are able to contract their services to satisfy specific order requirements. In the event that rush service is necessary, we will quote the supplier's production rush charges as well as any rush freight costs, if applicable, prior to scheduling shipment. IDAmerica uses standard UPS delivery rates/times and does not mark-up freight costs.

**I. Specify typical turnaround time for delivery (standard, rush, etc.) of the promotional items being offered. Same answer as above??**

IDAmerica's standard turnaround time for promotional products is 7-10 business days from art approval. With the evolution of technology and more efficient printing processes, many suppliers offer 24-hour turnaround time at no additional charge. In some instances, an item will be selected from a supplier who does not offer a free rush service. IDAmerica will quote the supplier's rush charges in advance and submit for approval. IDAmerica uses standard UPS delivery rates/times and does not mark-up freight costs.

**J. Describe return policy and associated costs.**

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

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

In the event of a faulty product, printing error or missed deadline due to supplier/IDAmerica error, IDAmerica will replace the items at no cost to the client or credit your order if no replacement is desired.

**L. Describe quality control process.**

IDAmerica has been providing branding solutions for over 35 years. We have earned an impressive reputation for being dependable and results oriented. Our order processors take measurable steps to ensure that quality is delivered each time – on time. When an order is entered into our order system an order confirmation is generated for customer review. The confirmation contains all of the details that the customer has requested (i.e. item, color, logo, # of colors, price and estimated delivery date). Once the confirmation is delivered, an art proof is generated for customer review and approval. The art proof will include the details of the design to include Licensing approval as well as graphic standard compliance. Nothing moves into production without IDAmerica receiving approval on these two documents. Having received approval for both of these components ensures that all of the branding guidelines as well as product compliance are met. Other quality control measures include pre-production proofs on all embroidery orders at no charge. This allows the customer to review the branded product prior to producing the bulk of the order. This allows for one additional opportunity to ensure that the customer will receive exactly what they envision. Additionally, we have the capability to produce virtual proofs for any product in our portfolio. This has proven to be an

invaluable tool when time doesn't allow for pre-production proofs. All of these measures coupled with the CLC approval process allows IDAmerica to ensure that what is delivered is exactly as the customer has envisioned.

**M. Provide sample quote and invoice.**

Please see Attachments F and G.

**N. Describe all embroidery, screen-printing, and imprinting services and associated costs.**

Please see Attachment B.

**VIII. PROPOSAL PREPARATION AND SUBMISSION:**

**A. Specific Requirements**

**Proposals should be as thorough and detailed as possible so that Virginia Tech may properly evaluate your capabilities to provide the required goods or services. Offerors are required to submit the following information/items as a complete proposal:**

**1. Plan for Providing Services:**

- a. Complete a detailed description of the Offeror's method and plan for providing the services described herein in the Statement of Needs, Section VII. A through N.**

IDAmerica brings a time-tested approach to our client's projects. With 35 years of experience behind us, our methodology is built solidly upon customer relationships and a commitment to excellent service. Our plan for providing the services described herein is to continue to be proactive and available for on-campus meetings to discuss our client's promotional projects and to share new products that are trending in the industry. We will also continue to maintain our existing relationship with both University Relations and IMG/CLC to ensure that all branding is compliant and approved. These components coupled with our answers outlined in Section VII will result in a comprehensive approach to the university's promotional needs.

- b. Description of specific services the Offeror proposes to provide to include, but not be limited to, when the services will be performed, by whom, and the anticipated time duration for typical services.**

IDAmerica proposes to offer the following services: project consultation, graphic design services, virtual and pre-production proofs, samples, licensing compliance and branded promotional products. Tim Johnson, Senior Account Manager will be designated as Virginia Tech's primary point of contact. Not only is he a graduate of Virginia Tech, he brings 20 years of experience in the promotional products industry. He is supported by Kelly Anderson. Kelly has 15 years of industry experience. Her primary responsibility is customer service. This includes order processing, supplier relations, product sourcing and licensing compliance. These services will be provided to Virginia Tech for the duration of the contract.

## **2. Qualifications and Experience:**

### **a. Complete a detailed description of the Offeror's qualifications and experience relative to the services described herein.**

With 35 years of industry experience, IDAmerica brings a competitive edge over many of our peers. We have current partnerships with most colleges and universities in the Commonwealth of Virginia. Our portfolio includes, but is not limited to, Virginia Commonwealth University, Virginia Tech, The University of Virginia, The College of William and Mary, Old Dominion University, George Mason University and Radford University. We also have a strong presence outside of the Commonwealth to include Duke University, University of North Carolina, North Carolina State University, University of Maryland and Georgetown University. We've developed and established effective, collaborative relationships with on-campus departments to include Admissions, Alumni Associations as well as academic and programmatic units. IDAmerica provides a comprehensive portfolio of promotional services to our partners which includes product research, graphic design services, samples, virtual and pre-production proofs, CLC/IMG compliance as well as any additional service necessary to make sure that our client's needs are being met.

### **b. Description of the Offeror's experience with the following:**

#### **1) Working with universities to create innovative strategies that helped achieve goals.**

IDAmerica considers itself to be an innovative promotional products consultant. For years, the promotional industry has made a name for itself offering the following products: t-shirts, pens, ceramic mugs and water bottles. While we offer the previously listed items, new and exciting promotional solutions exist that will have a larger branding impact on our customer's target audience. New technology has resulted in trending promotional items that will have a greater ROI than a ceramic coffee mug. Branding accessories for mobile phones, computers and other technological solutions are innovative avenues for one's brand to have a more effective outcome on their audience. We continue to keep emerging technology in front of our clients so that they can make informed decisions regarding what items will have the largest impact on their brand and their audience.

#### **2) Experience with specialized institutions such as student and faculty for promotional items.**

Having provided consultative services to collegiate markets for over 15 years, we've had the opportunity to not only work with academic departments but also student groups and faculty projects. Our end-users include student groups and associations, faculty projects, graduate student associations, student events and clubs, faculty grants and more. Each project requires its own specialized approach which can only be obtained through experience.

- c. **Offeror's organization data, including size and structure of firm, joint venture and/or subcontractor arrangements if any, location of branch offices, and financial standing.**

Established in 1983 as an S-Corporation, IDAmerica has combined many years of experience with creativity and innovation developing and executing effective promotional product campaigns to achieve marketing objectives. We are SwaM-Certified with a dedicated staff of 22 employees. With our main office, warehouse and production facility based in Virginia, IDAmerica services corporate clients and universities throughout the Mid-Atlantic area. We have sales representatives based in many strategic cities to serve our client base including: Fairfax, Washington DC, Richmond, Hampton Roads, Raleigh and Charlotte. A unique feature is our in-house screen printing and embroidery production ensuring quality control and time management to meet the most demanding delivery schedules. IDAmerica's longstanding partnerships with Tier 1 industry suppliers supports the respect and strong financial standing earned over the last 35 years.

- d. **Listing of Offeror's management and staff personnel to be used for this contract, designated by discipline and detailing qualifications and experience relative to the services described herein, including a short job description for each position. Include a résumé of each and proof of required certifications, if any.**

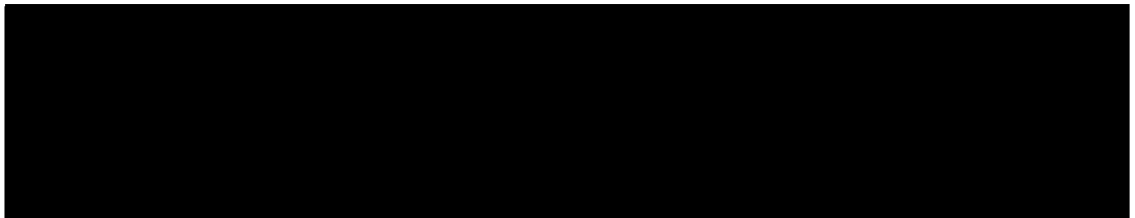
Staff that will be assigned to the Virginia Tech account and related experience:

**Primary Sales Contact:**

**Tim Johnson, Regional Sales Manager**

tim@idamerica.com

804.833.8454

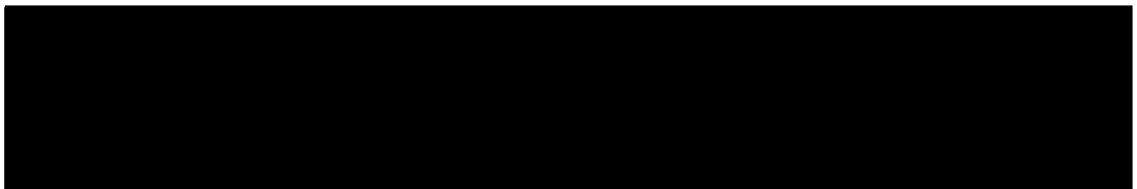


**Customer Service Contact:**

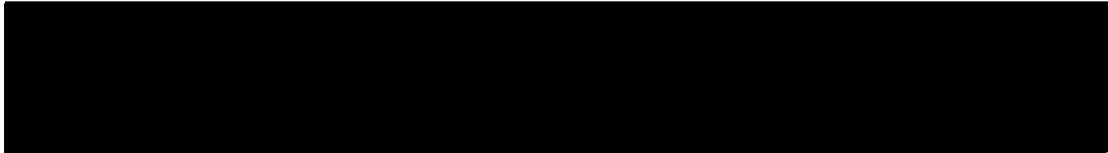
**Kelly Anderson, Promotional Consultant**

kelly@idamerica.com

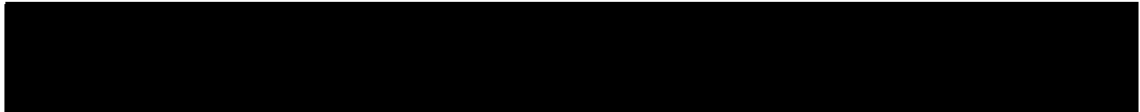
757.410.3842



**Graphic Design Contact:**  
**James Velbis, Graphic Designer**  
art@idamerica.com  
757.609.3167



**Accounts Receivable/Invoicing:**  
**Nikki Calascibetta**  
nikki@idamerica.com  
757.609.3160



**e. If you have an existing VASCUPP contract, please provide as a response to this solicitation.**

Please see **Attachment A**

**f. Are you currently an approved/licensed vendor and which schools are you approved and licensed with?**

IDAmerica is an IMG/CLC and Learfield/LRG licensee. We are currently licensed for the following institutions:

Virginia Tech  
Radford University  
James Madison University  
Virginia Commonwealth University  
University of Virginia  
Duke University  
University of North Carolina  
North Carolina State University  
Old Dominion University  
University of Richmond  
William and Mary  
Christopher Newport University  
George Mason University

Georgetown University  
George Washington University  
University of Maryland  
UNC Charlotte  
UNC Greensboro  
High Point University  
Winthrop University  
Appalachian State University  
Liberty University  
Campbell University  
Howard University  
Fayetteville State University  
Wake Forest University



**3. Price:**

- a. Suggest a pricing format for services provided, either by hour or by service type. Include your requested prices for your suggested pricing format. Please note that Virginia Tech cannot enter into a cost-plus type of contract.**

Please see **Attachment B**.

- b. Discuss price firmness and provide a plan for conveying price decrease/increase if Virginia Tech elects to renew the contract.**

If Virginia Tech elects to renew the contract, IDAmerica will evaluate any price changes based on the prior year's sales performance.

- c. Outline any additional expenses to be reimbursed that fall outside of the normal hourly or service type rate.**

There will be no additional expenses requiring reimbursement.

**4. References:**

**Provide four (4) recent references, either educational or governmental, for whom you have provided the type of services described herein. Include the date(s) the services were furnished, the client name, address, and the name and phone number of the individual Virginia Tech has your permission to contact. Identify work or projects similar in scope and size to those being requested in this Request for Proposal.**

Please see **Attachment C**.

**5. Participation of Small, Women-owned and Minority-owned Business (SWAM) Business:**

IDAmerica's SWaM certification is [REDACTED] The certification was approved on 9/6/16 and expires on 9/6/19.

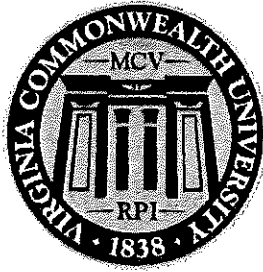
**6. The return of the General Information Form and addenda, if any, signed and filled out as required.**

Please see **Attachments D and E**

**XIX. ATTACHMENTS:**

- Attachment A:** VCU VASCUPP Contract
- Attachment B:** Proposed Pricing
- Attachment C:** References
- Attachment D:** Signed General Information Form
- Attachment E:** Signed Addenda
- Attachment F:** Sample Invoice
- Attachment G:** Sample Order

ATTACHMENT A  
CURRENT VASCUPP CONTRACT



IDAmerica Response to Request for Proposal

#7587811AZ

RFP Title #: *Promotional T-Shirts and Apparel*

*SWAM Certification #009059*

July 14, 2017



**IDAmerica**  
CREATIVE BRANDING

## TABLE OF CONTENTS

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<b>Section III</b> .....	References
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<b>Section V</b> .....	Use of Recycled Materials
<b>Section VI</b> .....	Conclusion

### ***Required Attachments:***

- Original RFP Page #2 - Signed
- Attachment A – Pricing Schedule
- Appendix II – Invoicing and Payment - Signed
- Addendum #1 Acknowledgement - Signed
- Addendum #3 Acknowledgement – Signed

### **Enclosure(s)**

- Sample Screenprinted T-shirt

## ***I. Statement of Needs***

**A.** The attached pricing schedule (**Attachment A**) includes all of the following items:

- a. Set-Up Fees
- b. Imprinting Fees
- c. Miscellaneous Fees
- d. Cost of Samples
- e. Art Assistance

**B.** Licensing: IDAmerica is licensed by Collegiate Licensing Company (CLC).

**C.** Additional Requirements

***1.) Describe cost drivers/commodity prices related to your business and their relationship to t-shirt/screen printing pricing.***

Commodities such as the price of cotton, fuel, and manufacturing materials fluctuate and will drive the cost of the cost of decorated apparel up or down depending on the direction of the fluctuation. IDAmerica's longevity in the industry, strong supplier relationships, and buying power all work together to help keep pricing highly competitive and consistent from job to job and year to year.

***2.) Describe plan for providing pre-production samples of promotional items with logo.***

IDAmerica recommends pre-production samples when requested and time permits. We are able to provide virtual proofs (**digital images**) of virtually any item in our portfolio when time constraints prevent the procurement of an actual product proof. This option ensures customer satisfaction and adherence to brand guidelines.

***3.) Describe timeframe for providing adequate sample items, material, and/or color swatches.***

Most samples from our domestic suppliers will ship within 24 hours of the request date. Custom order samples using overseas suppliers may take up to two weeks.

***4.) Offeror shall provide multiple options for delivery (e.g. two week, one week, 3 Day delivery).***

IDAmerica offers multiple options for production and delivery. Most orders ship via UPS Ground/UPS Hundredweight. Freight for larger orders can be quoted utilizing truck line carriers for maximum savings. IDAmerica will charge only exact freight costs - no upcharge. If VCU prefers to use their own shipper number to manage freight costs - IDAmerica is able to provide that service. The attached pricing schedule details standard, ground freight to VCU.

***5.) Specify typical turnaround time for delivery (standard, rush, etc.) of the promotional items being offered.***

IDAmerica's standard **delivery** time for screenprint is one business day. There would be no need for expedited freight charges in these instances. Freight details are contained in the attached pricing schedule.

***6.) Specify typical turnaround time for production (standard, rush, etc.) of the promotional items being offered.***

IDAmerica offers different **production** solutions to fit our customer's needs. These options range from a **rush** service of 5 business days to our **standard** production schedule of 10 business days. Standard transit

time to VCU is always one business day. The attached pricing schedule includes standard UPS freight for each quantity quoted.

**7.) Offerors will be required to provide a semi-annual summary report via Excel spreadsheet, showing all orders placed by departments during the previous six month period. Reports shall include the type, quantity and price paid for each item on an individual and aggregated basis.** IDAmerica will provide the above information to VCU within the required time frames.

**8.) Describe return policy and associated costs.**

Due to the custom nature of imprinted promotional products, returns are generally only accepted in the event of a printing error, faulty product, or missed deadline due to supplier/IDAmerica error. In any of these instances, IDAmerica will replace the items at no cost to the client.

**9.) Describe quality control process.**

IDAmerica has been in business providing branding solutions for over 30 years. We have earned an impressive reputation for being dependable and results oriented. Our order processors take measurable steps to ensure that quality is delivered each time – on time. When an order is entered into our order system and order confirmation is generated for customer review. The confirmation contains all of the details that the customer and sales representative negotiated (i.e. item, color, logo, # of colors, price and estimated delivery date). Once the confirmation is delivered an art proof is generated for customer review. The art proof will include the details of the design to include CLC approval as well as graphic standard compliance. Nothing moves into production without IDAmerica receiving approval on these two documents. Having received approval for both of these components ensures that all of the branding guidelines as well as product compliance are met. Other quality control measures include embroidery pre-production proofs on all embroidery orders at no charge to allow the customer to see the end product prior to producing the bulk of the order. This allows for one additional opportunity to negate any mistakes and ensure that the customer is receiving exactly what they envision. Additionally, we have the capability to produce virtual proofs for any product in the industry which has proven to be an invaluable tool when time doesn't allow for pre-production proofs. All of these measures together allow us to ensure that what is delivered is exactly as the customer has envisioned.

**10.) Describe all embroidery, screen-printing, and imprinting services**

IDAmerica houses its own embroidery equipment. Our in-house production facility uses both quality controls and time management skills to meet the most demanding delivery schedule. Hands-on quality control and a fully automated production facility offer flexible order scheduling ability. All screen printed and embroidered apparel item quotes will include decoration method and cost in the total unit cost.

## ***II. Company Qualifications and Experience***

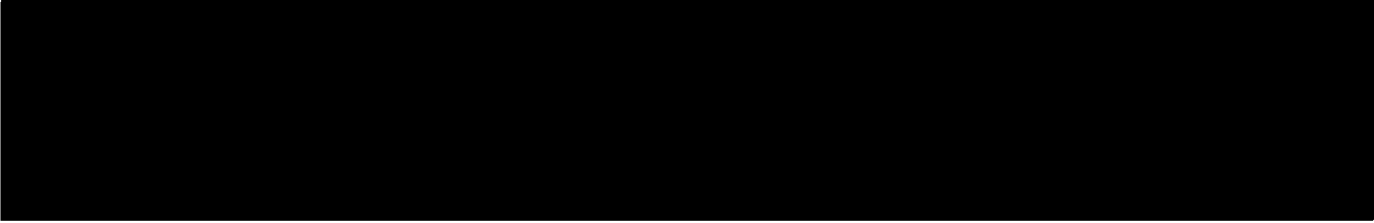
IDAmerica has established partnerships with most major colleges and universities in the Commonwealth of Virginia. Our portfolio includes, but is not limited to, Virginia Commonwealth University, Virginia Tech, The University of Virginia, The College of William and Mary, Old Dominion University, George Mason University, Georgetown and Radford University. We also have a strong presence outside of the Commonwealth to include Duke University, University of North Carolina, North Carolina State University and the University of Maryland in our collegiate profile. We've established working, collaborative relationships with all major departments to include Admissions, Athletics and Alumni as

well as all of the various academic and programmatic operations. IDAmerica provides a suite of services to our partners which includes product research, graphic design services, samples/pre-production proofs and any other service necessary to make sure that our client's needs are being met.

***Staff that will be assigned to VCU Account and Related Experience:***

***Primary sales contact:***

Tim Johnson, Regional Sales Manager  
[tim@idamerica.com](mailto:tim@idamerica.com)  
804.833.8454



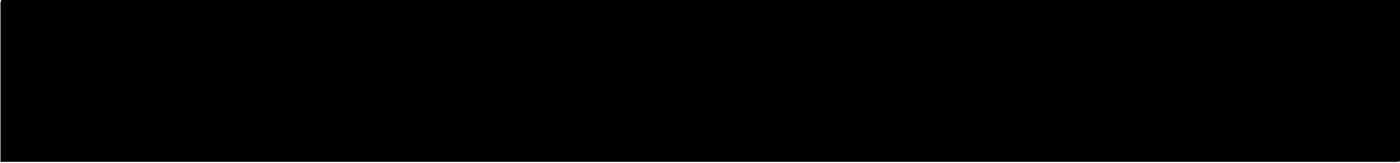
***Customer service contact:***

Kelly Anderson, Promotional Consultant  
[kelly@idamerica.com](mailto:kelly@idamerica.com)  
757.410.3842




***Graphic design contact:***

James Velbis, Graphic Designer  
[art@idamerica.com](mailto:art@idamerica.com)  
757.609.3167



***Accounts receivable/Invoicing:***

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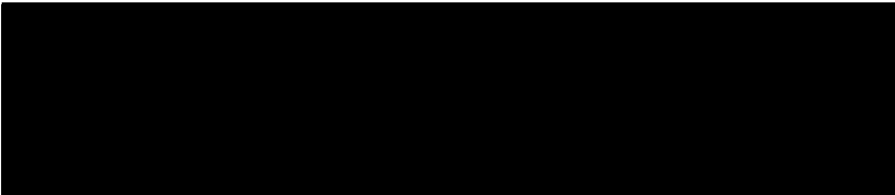
*III. References for whom similar services were provided*



Radford University



Virginia Commonwealth



Virginia Tech

*IV. PRICING*

**Summary of Pricing contained in Attachment A**

**Discount:** 25% off published list price (Already factored into attached pricing)

**Freight:** Exact freight cost for shipment – no upcharge

**Samples:** No Charge

**Electronic Proofs:** No Charge

**Setup Fees:** No Charge

**Returns:** No restocking or shipping fees on returns for items that are defective or produced incorrectly

**Accepts Electronic Purchase Orders:** Yes

**Accepts Small Purchase Credit Cards:** Yes

**Rebate:** IDAmerica will provide a 1% rebate for purchases totaling \$100,000 or more per 12 month period.

*V. Use of Recycled Materials*

None of the goods offered in this proposal contain recycled materials.

*VI. Conclusion*

IDAmerica is thankful for the opportunity to earn Virginia Commonwealth University's business. We hope that our wealth of experience, competitive pricing structure and commitment to customer

*(Section VI etd.)*

satisfaction will play a role in the competitive process. Please do not hesitate to let us know if you need additional information or have specific questions.

***Authorized Representative of Offeror***

Name: Tim Johnson

Title: Regional Sales Manager

Signature: \_\_\_\_\_

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



## ATTACHMENT B PROPOSED PRICING

### **Promotional Items**

Contract pricing proposed will be the price shown in the greatest quantity column (EQP) **PLUS** an additional 5% discount.

**Example of how to calculate discount for promotional items:** If purchasing a quantity of 100 pieces and the largest price break shown is for 1,000 pieces, the buyer can use the largest price break as long as the minimum quantity is being purchased (**EQP – End Quantity Pricing**). In addition, an additional 5% can be deducted from the largest quantity price

**Freight:** Exact freight cost for shipment – no markup

**Samples:** Free

**Electronic Proofs:** Free

**Setup Fees:** Free

**Returns:** No restocking or shipping fees on returns that are defective or produced incorrectly

### **Embroidery Services**

Contract pricing proposed will be 20% off decorated apparel. Pricing is calculated by adding the price listed (either on our website or listed in catalog) to the applicable embroidery charge found in the **TABLE I** below and discounting by 20%.

**Freight:** Exact freight cost for shipment – no markup

**Samples:** Free

**Electronic Proofs:** Free

**Setup Fees:** Free

**Returns:** No restocking or shipping fees on returns that are defective or produced incorrectly

**Note:** Quotes will be provided for decorated apparel with the discount applied. The customer will not have to calculate their pricing/discounts.

### **Embroidery Turnaround Times**

Our standard turnaround time is 7-10 working days. We can produce embroidery in less than seven business days and the associated costs are listed below.

### **Embroidery Rush Charges** (with production approval)

5-6 business days: \$20.00

3-4 business days: \$35.00

1-2 business days: \$50.00

**Pricing for Ancillary Embroidery Services**

**2nd Location Embroidery Pricing:**

**QTY Charge Per Piece (up to 5000 stitches)**

1 to 5	\$10.00
6 to 23	\$5.00
24 to 71	\$3.00
72 +	\$2.80

+.35/thousand stitches if over 5,000 stitches

**Personalization:** \$5.00 per piece

**Tape Edits:** Free

**Excessive Thread Color Changes:** Free

**TABLE I - EMBROIDERY**

Number of Stitches	7 or under	8-14 pieces	15-29 pieces	30-74 pieces	75-149 pieces	150-299 pieces	300-599 pieces	600-999 pieces	1000-4000 pieces
Up to 4000	\$12.51	\$7.51	\$6.01	\$4.76	\$4.31	\$3.91	\$3.71	\$3.61	\$3.41
Up to 5000	\$12.51	\$7.51	\$6.01	\$4.76	\$4.31	\$3.91	\$3.71	\$3.61	\$3.41
Up to 6000	\$12.86	\$7.86	\$6.36	\$5.11	\$4.66	\$4.26	\$4.06	\$3.96	\$3.76
Up to 7000	\$13.21	\$8.21	\$6.71	\$5.46	\$5.01	\$4.61	\$4.41	\$4.31	\$4.11
Up to 8000	\$13.56	\$8.56	\$7.06	\$5.81	\$5.36	\$4.96	\$4.76	\$4.66	\$4.46
Up to 9000	\$13.91	\$8.91	\$7.41	\$6.16	\$5.71	\$5.31	\$5.11	\$5.01	\$4.81
Up to 10000	\$14.26	\$9.26	\$7.76	\$6.51	\$6.06	\$5.66	\$5.46	\$5.36	\$5.16
Each Addtl. 1000 stitches	\$0.35	\$0.35	\$0.35	\$0.35	\$0.35	\$0.35	\$0.35	\$0.35	\$0.35

**Screenprinting Services**

Contract pricing proposed will be 20% off decorated apparel. Pricing is calculated by adding the price listed (either on our website or listed in catalog) to the applicable embroidery charge found in the TABLE II below and discounting by 20%.

**Freight:** Exact freight cost for shipment – no markup

**Samples:** Free

**Electronic Proofs:** Free

**Setup Fees:** Free

**Artwork** – There will be no charges for setting up, designing or editing artwork.

**Returns:** No restocking or shipping fees on returns that are defective or produced incorrectly

**Note:** IDAmerica will provide quotes for decorated apparel with the discount shown above. The customer will not have to calculate their pricing/discounts.

**Screenprinting Turnaround Time**

Our standard turnaround time is 7-10 business days. We can produce screenprinting in less than seven business days and the associated costs are listed below.

**Screenprinting Rush Charges** (with production approval)

- 5-6 business days: \$60.00
- 4 business days: \$85.00
- 3 business days: \$125.00
- 2 business days: \$170.00
- 1 business day: \$250.00

**TABLE II**

Number of Colors							
Quantity	1	2	3	4	5	6	Each add'l color
1-11	N/A	N/A	N/A	N/A	N/A	N/A	N/A
12-23	\$3.70	\$6.60	\$9.60	\$11.60	\$15.40	\$17.60	\$2.20
24-47	\$2.30	\$3.48	\$4.66	\$6.26	\$7.86	\$9.46	\$2.00
48-71	\$2.14	\$3.20	\$4.28	\$4.58	\$6.48	\$8.38	\$2.00
72-143	\$1.34	\$1.84	\$2.32	\$2.82	\$3.60	\$3.66	\$0.14
144-287	\$1.24	\$1.60	\$1.94	\$2.32	\$2.82	\$3.08	\$0.12
288-499	\$1.08	\$1.36	\$1.60	\$1.84	\$2.08	\$2.32	\$0.14
500-999	\$0.94	\$1.18	\$1.40	\$1.52	\$1.76	\$1.98	\$0.14
1,000-1,999	\$0.80	\$0.94	\$1.18	\$1.40	\$1.62	\$1.86	\$0.12
2,000-4,999	CALL	CALL	CALL	CALL	CALL	CALL	CALL
5,000-up	CALL	CALL	CALL	CALL	CALL	CALL	CALL

**ATTACHMENT C  
REFERENCES**

**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.

<u>CLIENT</u>	<u>LENGTH OF SERVICE</u>	<u>ADDRESS</u>	<u>CONTACT PERSON/PHONE</u>
Virginia Tech, College of Engineering			
VCU, School of Engineering			
Afton Chemical, Marketing			
Radford University, New Student Services			
University of Richmond, Office of Admissions			

**ATTACHMENT D**  
**RFP 0055170**  
**GENERAL INFORMATION FORM**

**QUESTIONS:** All inquiries for information regarding this solicitation should be directed to: Daysha Holmes, Contracts Specialist Phone: (540) 231-1269 e-mail: daysha94@vt.edu.

**DUE DATE:** Proposals will be received until May 9, 2018 at 3:00 PM. Failure to submit proposals to the correct location by the designated date and hour will result in disqualification.

**ADDRESS:** Proposals should be mailed or hand delivered to: Virginia Polytechnic Institute and State University (Virginia Tech), Procurement Department (MC 0333) North End Center, Suite 2100, 300 Turner Street NW, Blacksburg, Virginia 24061. Reference the due date and hour, and RFP Number in the lower left corner of the return envelope or package.

Please note that USPS is delivered to a central location and is not delivered directly to Procurement. Allow extra time if sending proposal via USPS. It is the vendor's responsibility to ensure proposals are received in the Procurement office at the appropriate date and time for consideration.

**TYPE OF BUSINESS:** (Please check all applicable classifications). If your classification is certified by the Virginia Department of Small Business and Supplier Diversity (SBSD), provide your certification number: For assistance with SWaM certification, visit the SBSD website at <http://sbsd.virginia.gov/>.

**Large**

**Small business** – An independently owned and operated business 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. Commonwealth of Virginia Department of Small Business and Supplier Diversity (SBSD) certified women-owned and minority-owned business shall also be considered small business when they have received SBSD small business certification.

**Women-owned business** – A business concern that is at least 51% 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% of the equity ownership interest is owned by one or more women who are citizens of the United States or non-citizens who are in full compliance with the United States immigration law, and both the management and daily business operations are controlled by one or more women who are U. S. citizens or legal resident aliens.

**Minority-owned business** – A business concern that is at least 51% owned by one or more minority individuals (see Section 2.2-1401, Code of Virginia) or in the case of a corporation, partnership, or limited liability company or other entity, at least 51% of the equity ownership interest in the corporation, partnership, or limited liability company or other entity is owned by one or more minority individuals and both the management and daily business operations are controlled by one or more minority individuals.

**COMPANY INFORMATION/SIGNATURE:** In compliance with this Request For Proposal and to all the conditions imposed therein and hereby incorporated by reference, the undersigned offers and agrees to furnish the goods or services in accordance with the attached signed proposal and as mutually agreed upon by subsequent negotiation.


<b>FULL LEGAL NAME (PRINT)</b> (Company name as it appears with your Federal Taxpayer Number)  ID Marketing, Inc.		<b>FEDERAL TAXPAYER NUMBER (ID#)</b>  [REDACTED]	
<b>BUSINESS NAME/DBA NAME/TA NAME</b> (If different than the Full Legal Name)  IDAmerica		<b>BILLING NAME</b> (Company name as it appears on your invoice)  IDAmerica	
<b>PURCHASE ORDER ADDRESS</b>  941 Corporate Lane, Chesapeake, VA 23320		<b>PAYMENT ADDRESS</b>  941 Corporate Lane, Chesapeake, VA 23320	
<b>CONTACT NAME/TITLE (PRINT)</b>  Ken Carlson/President			<b>E-MAIL ADDRESS</b>  ken@idamerica.com
<b>TELEPHONE NUMBER</b>  757-609-3162	<b>TOLL FREE TELEPHONE NUMBER</b>  800-876-1699 x1303	<b>FAX NUMBER TO RECEIVE E-PROCUREMENT ORDERS</b>  757-549-0659	

I acknowledge that I have received the following addendums posted for this solicitation.

1  2  3  4  5  6  (Please check all that apply)

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, 2.2 – 3102 - 3112

YES  NO

SIGNATURE  Date: MAY 1, 2018

Revised 01/01/2018

**ATTACHMENT E**  
**ADDENDUM #1 TO RFP #0055170**  
**VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY (Virginia Tech)**  
**Procurement Department (MC 0333)**  
North End Center, Suite 2100  
300 Turner Street, NW  
Blacksburg, Virginia 24061

<b>DATE</b> <b>Monday, April 23, 2018</b>	<b>Original DUE DATE AND HOUR</b> <b>Wednesday, May 9, 2018, 3:00 p.m.</b>
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<b>ADDRESS ALL INQUIRIES AND CORRESPONDENCE TO:</b> Daysha Holmes, <b>Contracts Specialist E-MAIL ADDRESS:</b> daysha94@vt.edu <b>TELEPHONE NUMBER (540) 231-1269</b> <b>FAX NUMBER (540) 231-9628 AFTER HOUR MESSAGES (540) 231-6221</b>
--

**Promotional Items**

1. The following questions have arisen as a result of the aforementioned RFP:

**Question 1:** Will the e-catalog need to be designated per school or department? As an example, will the logo need to be available per school or department depending on the users?

**Virginia Tech Answer:** No, the expectation is there would be one a-catalog for all of Virginia Tech.

**Question 2:** Will the a-catalog need super user access?

**Virginia Tech Answer:** Not that we are aware of. Include in your proposal what, if any, functionality is offered to a super user.

**Question 3:** Will the a-catalog be the only source available for purchasing? Or can a department simply source an item with an approved vendor through a phone call or e-mail?

**Virginia Tech Answer:** A department can source an item with an approved vendor through a phone call or e-mail but a quote must be provided.

**Question 4:** Is the user allowed to order any dollar volume?

**Virginia Tech Answer:** Yes as long as the user is ordering against the contract, the pricing is tied back to the contract, and is auditable.

**Question 5:** Are budgets needed for the a-catalog in order to control spend by department or user?

**Virginia Tech Answer:** No, departments will manage their own budget.

**Question 6:** Will there be any inventory requirements of the vendor? Will a vendor have to hold inventory or maintain par levels or products?

**Virginia Tech Answer:** The vendor will work with individual departments and make that determination. Timeliness of providing orders is important to Virginia Tech.

**Question 7:** Are customers allowed to stray from the VT Brand Guidelines? As an example, can a History Professor order a t-shirt with a co-branded logo for an event or specific outing? If so, is there an approval process? If no, how is that enforced?

**Virginia Tech Answer:** All customers must adhere to the VT Brand Guidelines. Vendor will be accountable to adhere to VT Brand guidelines.

**Question 8:** Will each order need to be reviewed by the licensing director for brand compliance? If so, what is the time frame for return?

**Virginia Tech Answer:** Yes. It varies as the artwork needs to go to IMGCL 360 system first then to us. We always make sure the art we receive has a 24-hour turnaround.

**Question 9:** Are all orders considered internal consumption by licensing?

**Virginia Tech Answer:** Yes there is a payment. Below are two links of information from our licensing page: <http://www.clc.com/Licensing-Info.aspx> <http://www.clc.com/CollegiateLicensing/media/PDFDOCS/Institution-List-as-of-January-2018.pdf>

**Question 10:** Do all orders have to be sent to IMG – CLC for review? If so, what is the timeframe for return?

**Virginia Tech Answer:** Yes. Please refer to question #8.

**Question 11:** In regards to SWaM, does a small business meet basic requirements if it is less than 250 employees OR less than \$10 Million in sales? To be clear, it is not BOTH less than 250 employees and \$10 Million in sales?

**Virginia Tech Answer:** Correct, you have to have one of those requirements. Please refer to <https://www.sbsd.virginia.gov/>

**Question 12:** Will all orders be FOB destination? Will all vendors be required to quote delivered prices?

**Virginia Tech Answer:** Yes, all orders will be FOB destination. Yes, all vendors will be required to quote delivered prices. We have our inbound freight program which is our preferred method for shipment to campus. Please refer to

[http://www.procurement.vt.edu/content/dam/procurement\\_vt\\_edu/procedures/how/Freight%20Management%20Services.pdf](http://www.procurement.vt.edu/content/dam/procurement_vt_edu/procedures/how/Freight%20Management%20Services.pdf).

2. Section VIII. 8.1., in the original RFP, is hereby deleted and replaced in its entirety with the following:

1. **RFP Response:** In order to be considered for selection, Offerors shall submit a complete response to this RFP to include;

a. **One (1) original and two (2) copies** of the entire proposal, including all attachments. Any proprietary information should be clearly marked in accordance with 2.e. below.

b. **One (1) electronic copy** in WORD format or searchable PDF (*flash drive*) of the entire proposal in one document, INCLUDING ALL ATTACHMENTS. Any proprietary information should be clearly marked in accordance with 2.e. below.

3. Should the proposal contain **proprietary information**, provide **one (1) redacted hard copy** of the proposal and 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. Virginia Tech shall not be responsible for the Contractor's failure to exclude proprietary information from this redacted copy.

Response shall be submitted to:

Virginia Polytechnic Institute and State University (Virginia Tech)  
Procurement Department (MC 0333)  
North End Center, Suite 2100



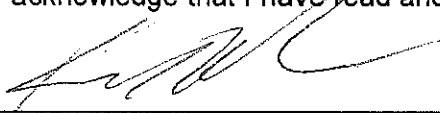
300 Turner Street NW  
Blacksburg, Virginia 24061

**Reference the Due Date and Hour, and RFP Number in the lower left hand corner of the return envelope or package.**

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

3. All other terms, conditions and descriptions remain the same.
4. The due date and hour remains **Wednesday, May 9, 2018, 3:00 p.m.**

I acknowledge that I have read and understand this addendum in its entirety.



Signature

5-1-18

Date

**ATTACHMENT F**

**SAMPLE QUOTE**



**QUOTATION # 35440**

**Quote Date:** 04/26/2018  
**Customer #:** IDAM19119  
**Quote Name:** Sample Promo Quote

**Sold to:**  
ATTN: Sample Order  
IDAmerica  
3126 W. Cary Street  
Richmond, VA 23221  
Phone: 804-833-8454  
Email: tim@idamerica.com

**Sales Rep:** Tim Johnson - 04

**Details for Quote #35440**



**100 x Aluminum LED Torch Light with Strap (2514)**

100 x Size: 3 3/4 "; Color: Blue @ \$3.60 each **\$360.00**

**Imprint Type:** Laser Engraved

**Imprint Location:** laser engraved one location

**Comments:** •9 White LED Lights •Push Button To Turn On/Off •3 AAA Batteries Included

**Total Investment:** **\$360.00**

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

ATTACHMENT G

SAMPLE INVOICE

INVOICE

Date 5/1/2018 No. 462504011



941 Corporate Lane Chesapeake, VA 23320

**BILL TO:**

ATTN: Sample Order  
IDAmerica  
3126 W. Cary Street  
Richmond, VA 23221  
Phone: 804-833-8545

**SHIP TO:**

ATTN: Sample Order  
IDAmerica  
3126 W. Cary Street  
Richmond, VA 23221

<b>CUST NO</b>	<b>CUST PO#</b>	<b>DATE SHIPPED</b>	<b>Ship Via:</b>	<b>TERMS</b>	<b>Sales Rep:</b>
IDAM19119		05/01/2018	UPS Ground	NET 30	04

<b>100 x Aluminum LED Torch Light with Strap (2514)</b>	
100 x Size: 3 3/4 "; Color: Blue @ \$3.60 each	\$360.00

<b>Subtotal:</b>	\$360.00
<b>Sales Tax</b>	\$0.00
<b>Shipping</b>	\$14.04
<b>TOTAL DUE:</b>	<b>\$374.04</b>



**Procurement**

300 Turner Street NW  
North End Center, Ste 2100  
Blacksburg, Virginia 24061  
P: (540) 231-6221 F: (540) 231-9628  
[www.procurement.vt.edu](http://www.procurement.vt.edu)

August 3, 2018

IDAmerica  
Attn: Tim Johnson  
941 Corporate Ln,  
Chesapeake, VA 24134

Dear Tim:

Subject: RFP # 0055170

Thank you for submitting a proposal to the subject RFP.

We have reached the point in the evaluation process where we are ready to negotiate as provided for in the RFP.

Please respond in writing to the following negotiation questions.

1. Please provide your best schedule of prices for all services offered.
2. Is the pricing provided the manufacturer list?
3. Are you willing to waive your set-up charges for all orders?
4. Are there any additional forms or documents that you will require to be incorporated into the contract documents? If so, please submit?
5. Can you please resubmit your general information form
6. What is your return policy on defective or damaged products?
7. What is your minimum order policy? Will you waive the minimum order?
8. Any discount on invoices paid within XX days (example: 15 days)?
9. Does IDAmerica agree to provide monthly invoices with payment due thirty (30) days after receipt of invoice or goods/services, whichever is later?

10. If awarded a contract, upon completion of the initial contract period, do you agree the contract may be renewed by Virginia Tech upon written agreement of both parties for two, (2) two year periods, or as negotiated, under the terms of the current contract?
11. If awarded a contract, are you willing to hold prices firm for the initial contract period and the first renewal year?
12. Do you agree that the initial contract period shall be two years?
13. Do you agree that you will be performing services as an Independent Contractor, Company, Corporation or other business entity and are not an employee of Virginia Tech or any other Commonwealth Entity?
14. Are you willing to contact departments on a monthly basis to address service issues?
15. If awarded a contract, do you agree to limit price increases to no more than the increase in the Consumer Price Index, CPI-W, All Items category for the latest twelve (12) months for which statistics are available at the time of renewal or 3 percent, whichever is less?
16. Are you willing to deliver to different locations within a department?
17. Since our purchasing system requires precise and accurate information, please provide the following:
  1. Legal name of your company.
  2. Trade name (DBA) if different from legal name.
  3. Taxpayer identification Number.
  4. Company name and address to which Virginia Tech should mail purchase orders.
  5. Company name and address to which Virginia Tech should mail payments.
  6. IRS W-9 form (Request for Taxpayer Identification Number and Certification).
18. Will IDAmerica agree to participate in the Wells One AP Control Payment System?
19. Are you registered with and willing to participate in the eVA internet procurement solution described in the terms and conditions of the RFP?
20. Are the prices for all goods/services listed in your proposal inclusive of all applicable eVA system transaction fees?
21. Please describe your quickest turn-around time if emergency services are needed?
22. Do you acknowledge, agree and understand that Virginia Tech cannot guarantee a minimum amount of business if a contract is awarded to your company?
23. Is IDAmerica currently licensed by CLC for Virginia Tech? If not, will IDAmerica go through the process of being licensed?
24. How soon after contract award can you begin providing services?
25. Does IDAmerica agree to follow Virginia Tech's shipping guidelines by using VPL shipping as addressed in our Purchase Orders?

26. Are there any additional fees?

27. Are there any additional financial or value-added incentives you would like to offer at this time?

Please submit your response to negotiation questions numbered 1-27 by 3:00 p.m. on August 13, 2018. If you have specific questions for us, do not hesitate to contact me at 540-231-1269 or [daysha94@vt.edu](mailto:daysha94@vt.edu).

Sincerely,



Daysha Holmes  
Contract Specialist  
Telephone: (540) 231-1269



**Procurement**  
300 Turner Street NW  
North End Center, Ste 2100  
Blacksburg, Virginia 24061  
P: (540) 231-6221 F: (540) 231-9628  
[www.procurement.vt.edu](http://www.procurement.vt.edu)

August 3, 2018

IDAmerica  
Attn: Tim Johnson  
941 Corporate Ln,  
Chesapeake, VA 24134

Dear Tim:

Subject: RFP # 0055170

Thank you for submitting a proposal to the subject RFP.

We have reached the point in the evaluation process where we are ready to negotiate as provided for in the RFP.

Please respond in writing to the following negotiation questions.

1. Please provide your best schedule of prices for all services offered.

### **BEST SCHEDULE OF PRICING**

#### **Promotional Items**

Contract pricing proposed will be the price shown in the greatest quantity column (EQP) **PLUS** an additional 5% discount.

**Example of how to calculate discount for promotional items:** If purchasing a quantity of 100 pieces and the largest price break shown is for 1,000 pieces, the buyer can use the largest price break as long as the minimum quantity is being purchased (**EQP – End Quantity Pricing**). **In addition**, an additional 5% can be deducted from the largest quantity price

**Freight:** Exact freight cost for shipment – no markup

**Samples:** Free

**Electronic Proofs:** Free

**Setup Fees:** Free

**Returns:** No restocking or shipping fees on returns that are defective or produced incorrectly

## **Embroidery Services**

Contract pricing proposed will be 20% off decorated apparel. Pricing is calculated by adding the price listed (either on our website or listed in catalog) to the applicable embroidery charge found in the **TABLE I** below and discounting by 20%.

**Freight:** Exact freight cost for shipment – no markup

**Samples:** Free

**Electronic Proofs:** Free

**Setup Fees:** Free

**Returns:** No restocking or shipping fees on returns that are defective or produced incorrectly

**Note:** Quotes will be provided for decorated apparel with the discount applied. The customer will not have to calculate their pricing/discounts.

## **Embroidery Turnaround Times**

Our standard turnaround time is 7-10 working days. We can produce embroidery in less than seven business days and the associated costs are listed below.

## **Embroidery Rush Charges** (with production approval)

5-6 business days: \$20.00

3-4 business days: \$35.00

1-2 business days: \$50.00

## **Pricing for Ancillary Embroidery Services**

### **2nd Location Embroidery Pricing:**

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

+.35/thousand stitches if over 5,000 stitches

**Personalization:** \$5.00 per piece

**Tape Edits:** Free

**Excessive Thread Color Changes:** Free



**TABLE I - EMBROIDERY**

<b>Number of Stitches</b>	<b>7 or under</b>	<b>8-14 pieces</b>	<b>15-29 pieces</b>	<b>30-74 pieces</b>	<b>75-149 pieces</b>	<b>150-299 pieces</b>	<b>300-599 pieces</b>	<b>600-999 pieces</b>	<b>1000-4000 pieces</b>
<b>Up to 4000</b>	\$12.51	\$7.51	\$6.01	\$4.76	\$4.31	\$3.91	\$3.71	\$3.61	\$3.41
<b>Up to 5000</b>	\$12.51	\$7.51	\$6.01	\$4.76	\$4.31	\$3.91	\$3.71	\$3.61	\$3.41
<b>Up to 6000</b>	\$12.86	\$7.86	\$6.36	\$5.11	\$4.66	\$4.26	\$4.06	\$3.96	\$3.76
<b>Up to 7000</b>	\$13.21	\$8.21	\$6.71	\$5.46	\$5.01	\$4.61	\$4.41	\$4.31	\$4.11
<b>Up to 8000</b>	\$13.56	\$8.56	\$7.06	\$5.81	\$5.36	\$4.96	\$4.76	\$4.66	\$4.46
<b>Up to 9000</b>	\$13.91	\$8.91	\$7.41	\$6.16	\$5.71	\$5.31	\$5.11	\$5.01	\$4.81
<b>Up to 10000</b>	\$14.26	\$9.26	\$7.76	\$6.51	\$6.06	\$5.66	\$5.46	\$5.36	\$5.16
<b>Each Addtl. 1000 stitches</b>	\$0.35	\$0.35	\$0.35	\$0.35	\$0.35	\$0.35	\$0.35	\$0.35	\$0.35

**Screenprinting Services**

Contract pricing proposed will be 20% off decorated apparel. Pricing is calculated by adding the price listed (either on our website or listed in catalog) to the applicable embroidery charge found in the TABLE II below and discounting by 20%.

**Freight:** Exact freight cost for shipment – no markup

**Samples:** Free

**Electronic Proofs:** Free

**Setup Fees:** Free

**Artwork** – There will be no charges for setting up, designing or editing artwork.

**Returns:** No restocking or shipping fees on returns that are defective or produced incorrectly

**Note:** IDAmerica will provide quotes for decorated apparel with the discount shown above. The customer will not have to calculate their pricing/discounts.

### Screenprinting Turnaround Time

Our standard turnaround time is 7-10 business days. We can produce screenprinting in less than seven business days and the associated costs are listed below.

### Screenprinting Rush Charges (with production approval)

5-6 business days: \$60.00

4 business days: \$85.00

3 business days: \$125.00

2 business days: \$170.00

1 business day: \$250.00

TABLE II

Number of Colors							
Quantity	1	2	3	4	5	6	Each add'l color
1-11	N/A	N/A	N/A	N/A	N/A	N/A	N/A
12-23	\$3.70	\$6.60	\$9.60	\$11.60	\$15.40	\$17.60	\$2.20
24-47	\$2.30	\$3.48	\$4.66	\$6.26	\$7.86	\$9.46	\$2.00
48-71	\$2.14	\$3.20	\$4.28	\$4.58	\$6.48	\$8.38	\$2.00
72-143	\$1.34	\$1.84	\$2.32	\$2.82	\$3.60	\$3.66	\$0.14
144-287	\$1.24	\$1.60	\$1.94	\$2.32	\$2.82	\$3.08	\$0.12
288-499	\$1.08	\$1.36	\$1.60	\$1.84	\$2.08	\$2.32	\$0.14
500-999	\$0.94	\$1.18	\$1.40	\$1.52	\$1.76	\$1.98	\$0.14
1,000-1,999	\$0.80	\$0.94	\$1.18	\$1.40	\$1.62	\$1.86	\$0.12
2,000-4,999	CALL	CALL	CALL	CALL	CALL	CALL	CALL
5,000-up	CALL	CALL	CALL	CALL	CALL	CALL	CALL

2. Is the pricing provided the manufacturer list? **The pricing for Promotional Items includes our proposed discounts to the manufacturer's list. The screenprint and embroidery pricing provided is not a manufacturer's list. They are discounted run charges.**
3. Are you willing to waive your set-up charges for all orders? **All setup charges are waived per the original RFP response.**
4. Are there any additional forms or documents that you will require to be incorporated into the contract documents? If so, please submit? **No. There are no additional forms or documents that we require to be incorporated into the contract documents.**

5. Can you please resubmit your general information form? **Yes. Please see "General Information Form" attachment.**
6. What is your return policy on defective or damaged products? **In the event of a defective or damaged product due to supplier/IDAmerica error, IDAmerica will replace the items at no cost to the client or credit your order if no replacement is desired. Claims can be made up to 30 days after receipt.**
7. What is your minimum order policy? **IDAmerica is subject to each supplier's minimum order requirements. Will you waive the minimum order? IDAmerica will waive the supplier's minimum order requirements on a case by case basis as the quantities and fees are supplier dependent.**
8. Any discount on invoices paid within XX days (example: 15 days)? **No.**
9. Does IDAmerica agree to provide monthly invoices with payment due thirty (30) days after receipt of invoice or goods/services, whichever is later? **IDAmerica agrees to payment thirty (30) days from receipt of invoice.**
10. If awarded a contract, upon completion of the initial contract period, do you agree the contract may be renewed by Virginia Tech upon written agreement of both parties for two, (2) two year periods, or as negotiated, under the terms of the current contract? **Yes.**
11. If awarded a contract, are you willing to hold prices firm for the initial contract period and the first renewal year? **Yes, we will honor our discount formulas for the initial contract period and the first renewal year.**
12. Do you agree that the initial contract period shall be two years? **Yes.**
13. Do you agree that you will be performing services as an Independent Contractor, Company, Corporation or other business entity and are not an employee of Virginia Tech or any other Commonwealth Entity? **Yes.**
14. Are you willing to contact departments on a monthly basis to address service issues?

**IDAmerica believes that good service involves being available to our clients. Our clients have found it invaluable that we visit campus on a regular basis. We discuss current promotional projects, provide trending product samples and ideas and share our experience as related to our clients' current projects. We will work to establish relationships with key departmental personnel across campus. This will ensure the development of a direct line of communication resulting in effective service delivery. In addition to a dedicated account manager, we will dedicate an in-house customer service representative to Virginia Tech. This will result in a seamless ordering experience to include order confirmation, art/virtual proofs, production updates and shipping/tracking information. Our commitment to service coupled with our state of the art capabilities outlined in Section IV of the RFP will result in a consistent buying experience for the university.**

15. If awarded a contract, do you agree to limit price increases to no more than the increase in the Consumer Price Index, CPI-W, All Items category for the latest twelve (12) months for which statistics are available at the time of renewal or 3 percent, whichever is less? **Our discount formula will not change no matter the increase in the Consumer Price Index.**
16. Are you willing to deliver to different locations within a department? **Yes, we are able to identify and deliver to separate departmental delivery locations as requested.**
17. Since our purchasing system requires precise and accurate information, please provide the following:
1. Legal name of your company. **ID Marketing, Inc.**
  2. Trade name (DBA) if different from legal name. **DBA IDAmerica**
  3. Taxpayer identification Number. **[REDACTED]**
  4. Company name and address to which Virginia Tech should mail purchase orders.  
  
**IDAmerica  
Attn: Kelly Anderson  
941 Corporate Lane  
Chesapeake, VA 23320**
  5. Company name and address to which Virginia Tech should mail payments.  
  
**IDAmerica  
Attn: Nikki Calascibetta  
941 Corporate Lane  
Chesapeake, VA 23320**
  6. IRS W-9 form (Request for Taxpayer Identification Number and Certification).  
**Please see "IDAMERICAW9.pdf" attachment.**
18. Will IDAmerica agree to participate in the Wells One AP Control Payment System? **Yes. IDAmerica currently participates in the Wells One AP Control Payment System.**
19. Are you registered with and willing to participate in the eVA internet procurement solution described in the terms and conditions of the RFP? **Yes. IDAmerica currently participates in the eVA procurement solution described in the terms and conditions of the RFP.**
20. Are the prices for all goods/services listed in your proposal inclusive of all applicable eVA system transaction fees? **Yes.**
21. Please describe your quickest turn-around time if emergency services are needed? **In the event that emergency services are needed, IDAmerica can produce certain promotional items and apparel in a 24-hour production window. This rush production window does not include UPS transit time.**

22. Do you acknowledge, agree and understand that Virginia Tech cannot guarantee a minimum amount of business if a contract is awarded to your company? **Yes.**
23. Is IDAmerica currently licensed by CLC for Virginia Tech? If not, will 4imprint, Inc go through the process of being licensed? **IDAmerica is currently licensed by CLC for Virginia Tech.**
24. How soon after contract award can you begin providing services? **Immediately.**
25. Does IDAmerica agree to follow Virginia Tech's shipping guidelines by using VPL shipping as addressed in our Purchase Orders? **Yes. IDAmerica currently follow the VPL shipping guidelines as defined in Virginia Tech's purchase orders.**
26. Are there any additional fees? **No.**
27. Are there any additional financial or value-added incentives you would like to offer at this time? **No.**

Please submit your response to negotiation questions numbered 1-27 by 3:00 p.m. on August 13, 2018. If you have specific questions for us, do not hesitate to contact me at 540-231-1269 or [daysha94@vt.edu](mailto:daysha94@vt.edu).

Sincerely,

Daysha Holmes  
Contract Specialist  
Telephone: (540) 231-1269



**Procurement**

300 Turner Street NW  
North End Center, Ste 2100  
Blacksburg, Virginia 24061  
P: (540) 231-6221 F: (540) 231-9628  
[www.procurement.vt.edu](http://www.procurement.vt.edu)

August 30, 2018

IDAmerica  
Attn: Tim Johnson  
941 Corporate Ln,  
Chesapeake, VA 24134

Dear Tim:

Subject: RFP # 0055170

Thank you for submitting a proposal to the subject RFP.

We have reached the point in the evaluation process where we need clarification on a few questions.

Please respond in writing to the following negotiation questions.

1. Are promotional items ordered through your company dropped shipped by distributors and if so, can you ensure your distributors will utilize our inbound freight program under the directions so stated on the purchase order?

Please submit your response to the negotiation question by 3:00 p.m. on September 6, 2018. If you have specific questions for us, do not hesitate to contact me at 540-231-1269 or [daysha94@vt.edu](mailto:daysha94@vt.edu).

Sincerely,

Daysha Holmes  
Contract Specialist  
Telephone: (540) 231-1269



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August 30, 2018

IDAmerica  
Attn: Tim Johnson  
941 Corporate Ln,  
Chesapeake, VA 24134

Dear Tim:

Subject: RFP # 0055170

Thank you for submitting a proposal to the subject RFP.

We have reached the point in the evaluation process where we need clarification on a few questions.

Please respond in writing to the following negotiation questions.

1. Are promotional items ordered through your company dropped shipped by distributors and if so, can you ensure your distributors will utilize our inbound freight program under the directions so stated on the purchase order? **Yes, promotional items ordered through IDAmerica are drop shipped by our suppliers directly to our customers. IDAmerica will make every effort to ensure compliance with Virginia Tech's Inbound Freight Program under the directions so stated on the purchase order. In rare instances, items chosen by our customers are only offered through overseas suppliers or suppliers who do not ship third-party. In these instances, IDAmerica will utilize the cheapest freight method available and the rate charged will be cost with no markup.**

Please submit your response to the negotiation question by 3:00 p.m. on September 6, 2018. If you have specific questions for us, do not hesitate to contact me at 540-231-1269 or [daysha94@vt.edu](mailto:daysha94@vt.edu).

Sincerely,

Daysha Holmes  
Contract Specialist  
Telephone: (540) 231-1269