



# SPARTANBURG COMMUNITY COLLEGE

Solicitation Number  
Date Issued  
Procurement Buyer  
Phone  
E-Mail Address

SCC - 336  
01/08/16  
Tami Steed  
(864) 592-4671  
[steedt@scsc.edu](mailto:steedt@scsc.edu)

## Request for Proposal Amendment #1

DESCRIPTION: **TELEVISION CREATIVE AND PRODUCTION**

USING GOVERNMENTAL UNIT: **SPARTANBURG COMMUNITY COLLEGE**

*The Term "Offer" Means Your "Bid" or "Proposal".*

SUBMIT OFFER BY (Opening Date/Time): **01/21/16 by 2:00 p.m.**

NUMBER OF COPIES TO BE SUBMITTED: **(1) One Original Copy and (5) Five Identical Copies (marked "copy")**

**Offers must be submitted in a sealed package. Solicitation Number & Opening Date must appear on package exterior.**

SUBMIT YOUR SEALED OFFER TO EITHER OF THE FOLLOWING ADDRESSES:

**MAILING ADDRESS:**

Spartanburg Community College  
Attn: Tami Steed  
REFERENCE BID #SCC-336  
P.O. Box 4386  
Spartanburg, SC 29305

**PHYSICAL ADDRESS:**

Spartanburg Community College  
Purchasing Office Ledbetter Bldg Room 238  
REFERENCE BID #SCC-336  
107 Community College Drive  
Spartanburg, SC 29303

CONFERENCE TYPE: **NONE**  
DATE & TIME:

LOCATION:

**AWARD &  
AMENDMENTS**

Award will be posted at the Physical Address stated above on **2/16/16**. The award, this solicitation, and any amendments will be posted at the following web address:  
<http://www.scsc.edu/vendors>

You must submit a signed copy of this form with Your Offer. By submitting a bid or proposal, You agree to be bound by the terms of the Solicitation. You agree to hold Your Offer open for a minimum of thirty (30) calendar days after the Opening Date.

NAME OF OFFEROR (Full legal name of business submitting the offer)

OFFEROR'S TYPE OF ENTITY:  
(Check one)

AUTHORIZED SIGNATURE

Sole Proprietorship

(Person signing must be authorized to submit binding offer to enter contract on behalf of Offeror named above.)

Partnership

TITLE (Business title of person signing above)

Corporation (tax-exempt)

Corporate entity (not tax-exempt)

PRINTED NAME (Printed name of person signing above)

DATE SIGNED

Government entity (federal, state, or local)

Other \_\_\_\_\_

Instructions regarding Offeror's name: Any award issued will be issued to, and the contract will be formed with, the entity identified as the offeror above. An offer may be submitted by only one legal entity. The entity named as the offeror must be a single and distinct legal entity. Do not use the name of a branch office or a division of a larger entity if the branch or division is not a separate legal entity, *i.e.*, a separate corporation, partnership, sole proprietorship, etc.

STATE OF INCORPORATION (If offeror is a corporation, identify the state of Incorporation.)

TAXPAYER IDENTIFICATION NO.

**PAGE TWO**

<b>HOME OFFICE ADDRESS</b> (Address for offeror's home office / principal place of business)	<b>NOTICE ADDRESS</b> (Address to which all procurement and contract related notices should be sent.) (See "Notice" clause)
	_____ Area Code - Number - Extension          Facsimile _____ E- mail Address

<b>PAYMENT ADDRESS</b> (Address to which payments will be sent.) (See "Payment" clause)	<b>ORDER ADDRESS</b> (Address to which purchase orders will be sent) (See "Purchase Orders and "Contract Documents" clauses)
_____ Payment Address same as Home Office Address _____ Payment Address same as Notice Address <b>(check only one)</b>	_____ Order Address same as Home Office Address _____ Order Address same as Notice Address <b>(check only one)</b>

<b>ACKNOWLEDGMENT OF AMENDMENTS</b> Offerors acknowledges receipt of amendments by indicating amendment number and its date of issue. (See "Amendments to Solicitation" Provision)							
Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date

<b>DISCOUNT FOR PROMPT PAYMENT</b> (See "Discount for Prompt Payment" clause)	10 Calendar Days (%)	20 Calendar Days (%)	30 Calendar Days (%)	_____ Calendar Days (%)
--	----------------------	----------------------	----------------------	-------------------------

**(Return Page Two with Your Offer)**

**Amendment #1**  
**Request for Proposal # SCC-336**

AMENDMENTS TO SOLICITATION (JANUARY 2006) (a) The Solicitation may be amended at any time prior to opening. All actual and prospective Offerors should monitor the following web site for the issuance of Amendments: <http://www.sccsc.edu/Vendors> . (b) Offerors shall acknowledge receipt of any amendment to this solicitation (1) by signing and returning the amendment, (2) by identifying the amendment number and date in the space provided for this purpose on Page Two, (3) by letter, or (4) by submitting a bid that indicates in some way that the bidder received the amendment. (c) If this solicitation is amended, then all terms and conditions which are not modified remain unchanged.

---

1) Is there a creative brief/strategy plan or media buy already in place? If there is a media buy, may we look at it so that we know the intended target market as well as the length of the spots (:30 or :60)? **A media buy has not been determined for the new spots yet. We normally do :30 spots. Usually one for a non-traditional audience and for the more traditional. But we will want their recommendation based on the budget.**

2) How many commercials are to be produced for the campaign? **We want to know what the vendors propose based on what they can provide for the budget.**

3) What is the intended length of the campaign? This affects on-camera, music and voice talent buy-out costs  
( 6 months, 1 year, 2 years?) **Most likely, we'll run the ads for 1.5 – 2 years.**

4) Is there a preferred number of TV commercials SCC would like to be able to produce within the given budget? **We want to know what the vendors can provide for the budget.**

5) Is the focus on promoting the college to recruit traditional students, non-traditional or both? **Both**

6) You request that services begin March 1, is there a deadline for completion of the proposed commercials? **Not at this time. They can propose a timeline if they like.**

7) Will the television spots be aired on both broadcast & cable TV as well as digital media? **Yes**

8) Does SCC place their own media? **No**

**END OF AMENDMENT 1**

