

REQUEST FOR PROPOSAL EVALUATION SHEET

FINAL

RFP# 742-22-209-2

DESCRIPTION: Marketing and Creative Services

BUYER: Elsa Montalvo

Proposer	Cost of goods and services	Reputation of the Proposer and of the Proposer's goods and services	Quality of the Proposer's goods and services	Extent to which the goods and services meet the University's needs	Proposer's past relationship with the University	Total long-term cost to the University of acquiring the Proposer's goods or services	Any other relevant factors that a private business entity would consider in selecting a vendor	Proposer's exception to the terms and conditions set forth in Section 4	TOTAL	Ranking
Point (pts)	35	10	15	20	5	5	5	5	100	
BQR Advertising and PR	20.00	6.42	7.58	12.75	1.83	2.25	2.00	2.33	55.17	
Current Media Partners	17.00	8.00	11.33	16.50	3.83	3.42	2.17	3.50	65.75	6
GDC Marketing & Ideation	20.00	7.92	13.17	16.92	1.50	3.42	2.17	3.67	68.75	4
Graystone	13.33	7.25	9.15	13.75	1.50	2.92	1.83	2.50	52.23	
J. O.	19.67	8.25	13.25	17.67	1.50	3.25	1.83	2.50	67.92	5
Mighty Citizen	16.25	8.00	11.67	15.00	2.17	2.92	1.83	3.17	61.00	
Night Wolf	15.83	4.17	4.33	7.26	1.50	2.92	1.83	2.50	40.35	
Red Pixel	27.50	8.33	12.67	17.33	5.00	3.58	2.17	3.17	79.75	1
RNL	20.67	8.00	11.33	12.00	3.83	3.42	1.83	2.33	63.42	
Romph & Pou Agency	20.67	4.33	4.33	9.75	1.33	2.92	1.83	2.33	47.50	
Stamats	20.67	9.17	14.08	18.67	4.17	3.42	2.17	3.17	75.50	2
Strategus	14.17	4.33	8.08	10.58	0.67	2.25	1.83	2.50	44.42	
Vision Point Marketing	12.50	7.00	10.27	32.17	1.33	2.92	1.83	3.17	71.18	3
Wiley	16.80	6.25	10.50	13.00	1.25	2.25	1.00	1.25	52.30	