



Request for Proposal
Amendment 1 –
Questions and
Answers

Solicitation: TCTC-21-Rebranding
Date Issued: 11/2/2021
Procurement Officer: Matt Whitten
Phone: 864-646-1633
E-Mail Address: mwhitten@tctc.edu
Mailing Address: Tri-County Technical College
Purchasing Office RH280
7900 Highway 76
Pendleton SC 29670-8876

DESCRIPTION: Tri-County Technical College is seeking a company to lead our College through a rebranding project.

USING GOVERNMENTAL UNIT: **Tri-County Technical College**

The Term "Offer" Means Your "Bid" or "Proposal". Your offer must be submitted in a sealed package. Solicitation Number & Opening Date must appear on package exterior. See "Submitting Your Paper Offer or Modification" provision.

SUBMIT YOUR SEALED OFFER TO EITHER OF THE FOLLOWING ADDRESSES:

MAILING ADDRESS:

TRI-COUNTY TECHNICAL COLLEGE
PURCHASING OFFICE
7900 Highway 76 (parcel post); PO Box 587 (USPS)
Pendleton SC 29670-8876

PHYSICAL ADDRESS:

TRI-COUNTY TECHNICAL COLLEGE
PURCHASING OFFICE – Ruby Hicks Suite 280
7900 Highway 76
Pendleton SC 29670-8876

SUBMIT OFFER BY (Opening Date/Time): **11/22/2021 2:00 PM** (See "Deadline For Submission Of Offer" provision)

QUESTIONS MUST BE RECEIVED BY: **11/10/2021 5:00 PM** (See "Questions From Offerors" provision)

NUMBER OF COPIES TO BE SUBMITTED: **ONE (1) Original Hardcopy Each Technical & Price Proposal** (marked "Original") and four **(4) Hardcopies of the Technical Proposal** (marked "Copy").

CONFERENCE TYPE: **Not Applicable**

DATE & TIME:

(As appropriate, see "Conferences - Pre-Bid/Proposal" & "Site Visit" provisions)

LOCATION: **Not Applicable**

AWARD &
AMENDMENTS

The award, this solicitation, any amendments, and any related notices will be posted at the following web address: www.tctc.edu/purchasing.

You must submit a signed copy of this form with Your Offer. By signing, 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.

(See "Signing Your Offer" provision.)

NAME OF OFFEROR

(full legal name of business submitting the offer)

Any award issued will be issued to, and the contract will be formed with, the entity identified as the Offeror. 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.

AUTHORIZED SIGNATURE

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

DATE SIGNED

TITLE

(business title of person signing above)

STATE VENDOR NO.

(Register to Obtain S.C. Vendor No. at www.procurement.sc.gov)

PRINTED NAME

(printed name of person signing above)

STATE OF INCORPORATION

(If you are a corporation, identify the state of incorporation.)

OFFEROR'S TYPE OF ENTITY: (Check one)

(See "Signing Your Offer" provision.)

Sole Proprietorship Partnership Other _____
 Corporate entity (not tax-exempt) Corporation (tax-exempt) Government entity (federal, state, or local)

PAGE TWO

(Return Page Two with Your Offer)

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

PAYMENT ADDRESS (Address to which payments will be sent.) (See "Payment" clause)

ORDER ADDRESS (Address to which purchase orders will be sent) (See "Purchase Orders and "Contract Documents" clauses)

<input type="checkbox"/> Payment Address same as Home Office Address <input type="checkbox"/> Payment Address same as Notice Address (check only one)	<input type="checkbox"/> Order Address same as Home Office Address <input type="checkbox"/> Order Address same as Notice Address (check only one)
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ACKNOWLEDGMENT OF AMENDMENTS

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

DISCOUNT FOR PROMPT PAYMENT (See "Discount for Prompt Payment" clause)	10 Calendar Days (%)	20 Calendar Days (%)	30 Calendar Days (%)	____ Calendar Days (%)

PREFERENCES - A NOTICE TO VENDORS: Please Note, preferences do not apply to this solicitation

PREFERENCES - ADDRESS AND PHONE OF IN-STATE OFFICE: Please Note, preferences do not apply to this solicitation

In-State Office Address same as Home Office Address In-State Office Address same as Notice Address **(check only one)**

Requests for Proposals: TCTC-21-Rebranding

Amendment 1 – Questions and Answers

Posted 11/15/2021

1. Does TCTC currently have an Agency of Record for marketing or advertising services? If so, do you mind sharing who that is?

A. We do not have an agency of record.

2. Did an agency design the current logo or was it created in-house by the graphics department we'll be working with?

A. One of our in-house design team members created the current logo.

3. In the Scope of Work/Specifications, it is noted that the new logo/brand identity will be incorporated into a revamped website. Does TCTC currently have a vendor they will be working with to provide said website? Will this be a separate bid, if not? Is revamping the website included in the \$50,000 budget allotted for the rebranding or will there be a separate budget for that?

A. The revamped website project is a separate bid and budget.

4. Is TCTC open to an agency relationship outside of the scope of work for the new logo/brand identity?

A. We handle the day-to-day marketing and advertisement needs for the College through the talents of our in-house team.

5. Does TCTC have initial thoughts on the color palette they'd like to use?

A. We have no pre-conceived notions, other than to no longer use the black and tan; we would like to reduce the number of colors in our secondary color palette (most clearly visible on our website). Considerations should be made for web colors vs print colors to ensure consistency in color presentation.

6. Do we need to include the Minority Participation Section? If so, where should it be included?

A. The Minority Participation Sheet can be included in the “Original Hardcopy” of the Technical Proposal.

7. On the cover page, instructions include one hardcopy of each technical and price proposal and four copies of the technical proposal. However, on page 11, offers are to be divided into technical and business proposals. Can you please clarify?

A. The Business Proposal and the Price Proposal are the same intended document.

8. What is the overall goal(s) of this rebrand initiative (business value)?
- A. Over the past decade, our vision has focused on transforming the lives of our students. With this new logo, we hope to take that to the next level, marking a new focus on building strong communities through those transformed lives. We want to be seen as an engine for economic mobility for our communities, residents of those communities and the businesses and industries within them.**
9. Will you please share your existing brand guidelines?
- A. Please see www.tctc.edu/brand.**
10. What are the key tenets and detailed expectations for new brand guidelines?
- A. Our expectation is that we will have a logo/visual identity that will build a renewed sense of pride for our students, employees, partners and other stakeholders. The guidelines would cover proper usage of the logo, including sizing, placement, clear space, horizontal/vertical and reverse options, as well as standards for properly utilizing the color palette and typography in print, digital, apparel, web, social, presentation materials, signage, stationery, marketing collateral, and promotional materials.**
11. Can you please provide a list of departments/divisions that will require personalized logos?
- A. This is still being determined, but the number will be limited, as the net effect of departments and organizations having their own look causes the brand to become weaker for the College as a whole. The hope is to have guidelines that will enable us to determine the necessity of personalized logos, and, if a logo request is approved, what these options should look like. All departmental logos would have one consistent look. Special College initiatives, such as those found at www.tctc.edu/brand (I-BEST, Manufacturing Works, etc.), need to be handled more consistently as well, but might be different from the departmental logos.**
12. What are the expectations of the 12 months Brand Consultation – hours per week/month or milestones?
- a. Who is the point of contact at TCTC for ongoing consultations?
- A. Gayle Arries, Director of Marketing**
13. Will women-owned/minority-owned/firms based in SC be given greater consideration in the selection process?
- A: While businesses registered and listed in the directory with SCSMBCC <http://osmba.sc.gov/index.html> are encouraged, it is not part of the ranking criteria.**