

NOTICE OF INTENDED AWARD TO See Attached List. FAILURE TO FILE A PROTEST IN ACCORDANCE WITH BOARD OF GOVERNORS (BOG) REGULATION 18.002 OR FAILURE TO POST THE BOND OR OTHER SECURITY AS REQUIRED IN THE BOG REGULATION 18.002 AND 18.003(3), SHALL CONSTITUTE A WAIVER OF PROTEST PROCEEDINGS. ALL BIDS/PROPOSALS ACCEPTED BY THE UNIVERSITY ARE SUBJECT TO THE UNIVERSITY'S TERMS AND CONDITIONS AND ANY AND ALL ADDITIONAL TERMS AND CONDITIONS SUBMITTED BY THE BIDDERS/PROPOSERS ARE REJECTED AND SHALL HAVE NO FORCE AND EFFECT. OFFERS FROM THE VENDORS LISTED HEREIN ARE THE ONLY OFFERS RECEIVED TIMELY AS OF THE OPENING DATE AND TIME LISTED IN THE REQUEST FOR PROPOSALS OR REQUEST FOR BIDS. ALL OTHER OFFERS SUBMITTED IN RESPONSE TO THIS SOLICITATION, IF ANY, ARE HEREBY REJECTED AS LATE. NOTICE OF BID/PROPOSALS PROTEST BONDING REQUIREMENT. ANY PERSON OR ENTITY WHO FILES AN ACTION PROTESTING A DECISION OR AN INTENDED DECISION PERTAINING TO A COMPETITIVE SOLICITATION SHALL AT THE TIME OF THE FILING THE FORMAL PROTEST, POST WITH THE UNIVERSITY A BOND PAYABLE TO THE UNIVERSITY IN AN AMOUNT EQUAL TO: 10% OF THE ESTIMATED VALUE OF THE PROTESTOR'S BID OR PROPOSAL; 10% OF THE ESTIMATED EXPENDITURE DURING THE CONTRACT TERM; \$10,000.00; OR WHICHEVER IS LESS. THE BOND SHALL BE CONDITIONED UPON THE PAYMENT OF ALL COSTS WHICH MAY BE ADJUDGED AGAINST THE PERSON OR ENTITY FILING THE PROTEST ACTION. IN LIEU OF A BOND, THE UNIVERSITY MAY ACCEPT A CASHIER'S CHECK, BANK OFFICIAL CHECK, OR MONEY ORDER IN THE AMOUNT OF THE BOND. FAILURE OF THE PROTESTING PERSON OR ENTITY TO FILE THE REQUIRED BOND, CASHIER'S CHECK, BANK OFFICIAL CHECK OR MONEY ORDER AT THE TIME OF THE FILING THE FORMAL PROTEST SHALL RESULT IN DENIAL OF THE PROTEST.

Signature N. J. Heredia

UNIVERSITY OF FLORIDA BID TABULATION

Bid No: ITN21NH-116 Req. No: — Bid Name: Branding, Advertising, Brand Launch and Media Placement Services

Opened: September 09, 2020 at 3:00 PM Date of Award: 11-3-2020 PO No: —

Vendor	BRD	Mand. Preproposal Attendance	Ack. Form	Attachment A	Attachment B	Addendum 1	Addendum 2
* Simpson Scarborough	10/7/2020 at 10:52 AM	X					
* Infinity Marketing	10/7/2020 at 10:52 AM	X					
Miles Partnership	10/7/2020 at 10:52 AM	X					
Trickey Jennus	10/7/2020 at 12:03 PM	X					
* BVK	10/7/2020 at 12:04 PM	X					
Wragg & Casas	10/7/2020 at 12:05 PM	X					
Evok Advertising	10/7/2020 at 12:07 PM	X					
* Sextant Marketing	10/7/2020 at 12:07 PM	X					
* Furman Roth	10/7/2020 at 12:07 PM	X					
* <u>Creative Arcade</u>	10/7/2020 at 12:07 PM	X					

BRD = Bid Received Date
9/8/08 gem

AA=Acknowledged Addenda

PRESENT AT OPENING: Jeff Hendel - UF Procurement

Nicolatteredia - UF Procurement

Zoom - Don Dixon - Jacobs Eye Marketing

Vendor	BRD	Mand. Preproposal Attendance	Ack. Form	Attachment A	Attachment B	Addendum 1	Addendum 2
UP + UP	10/7/2020 at 12:07 PM						
Fly Communications	10/7/2020 at 12:08 PM	X					
Stamats Communication	10/7/2020 at 12:09 PM	X					
360 Gateway Brands	10/8/2020 at 9:58 AM	X					
Starmark	10/8/2020 at 9:58 AM	X					
Fuse Ideas	10/8/2020 at 9:58 AM	X					
Nobox	10/8/2020 at 9:58 AM	X					
Circa Interactive	10/8/2020 at 10:29 AM	X					
Parisleaf	10/8/2020 at 11:31 AM	X					
Push Digital	10/8/2020 at 12:02 PM	X					

Vendor	BRD	Mand. Preproposal Attendance	Ack. Form	Attachment A	Attachment B	Addendum 1	Addendum 2
* Eddy Alexander	10/8/2020 at 12:03 PM	X					
* BarkleyREI	10/8/2020 at 12:03 PM	X					
Jacobs Eye Marketing	10/8/2020 at 12:03 PM	X					
Sun Sentinel Media	10/8/2020 at 12:03 PM	_____					
Frankel Media	10/8/2020 at 1:16 PM	X					

Barkley REI

BVK

Eddy Alexander

Furman Roth

FUSE Ideas

Infinity

Nobox

PUSH Digital

Sextant

Simpson Scarborough

Stamats

Starmark

Up & Up