

	<p align="center"><b>REQUEST FOR PROPOSAL</b></p> <p align="center"><b>AMENDMENT I</b></p>	Solicitation Number:	RFP0013-15
		Date Issued:	02/25/2015
		Procurement Officer:	Dyan Todd
		Phone:	843-349-5207
		E-Mail Address:	Dyan.todd@hgtc.edu

DESCRIPTION: **Video Production Services VENDOR Q & A**

USING GOVERNMENTAL UNIT: **Horry Georgetown Technical College, 3-Campus Locations**

*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 Offer" provision.*

SUBMIT YOUR SEALED OFFER TO EITHER OF THE FOLLOWING ADDRESSES:

<b>MAILING ADDRESS:</b> Procurement Office Horry Georgetown Technical College PO Box 261966 Conway, SC 29528-6066	<b>PHYSICAL ADDRESS:</b> Procurement Office Horry Georgetown Technical College 2050 Hwy 501 E Conway, SC 29526
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SUBMIT OFFER BY (Opening Date/Time): **03/05/2015 2:00 pm** (See "Deadline For Submission Of Offer" provision)

QUESTIONS MUST BE RECEIVED BY **02/25/2015 5:00 pm** (See "Questions From Offerors" provision)

NUMBER OF COPIES TO BE SUBMITTED: **1 original and 4 copies marked "copy"**

<b>CONFERENCE TYPE</b> Not Applicable <b>DATE &amp; TIME:</b> (As appropriate, see "Conferences - Pre-Bid/Proposal" & "Site Visit" provisions)	<b>LOCATION:</b>
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<b>AWARD &amp; AMENDMENTS</b>	The Intent to Award will be posted on the HGTC website by 5:00 pm, March 24, 2015. The Intent to Award and final award, this solicitation, any amendments, and any related notices will be posted at the following web address: <a href="http://www.hgtc.edu/purchasing">http://www.hgtc.edu/purchasing</a>
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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 sixty (60) calendar days after the Opening Date. (See "Signing Your Offer" and "Electronic Signature" provisions.)

<b>NAME OF OFFEROR</b> (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.
<b>AUTHORIZED SIGNATURE</b> (Person must be authorized to submit binding offer to contract on behalf of Offeror.)		<b>TAXPAYER IDENTIFICATION NO.</b> (See "Taxpayer Identification Number" provision)
<b>TITLE</b> (business title of person signing above)		<b>STATE VENDOR NO.</b> (Register to Obtain S.C. Vendor No. at <a href="http://www.procurement.sc.gov">www.procurement.sc.gov</a> )
<b>PRINTED NAME</b> (printed name of person signing above)	<b>DATE SIGNED</b>	<b>STATE OF INCORPORATION</b> (If you are a corporation, identify the state of incorporation.)

<b>OFFEROR'S TYPE OF ENTITY: (Check one)</b> (See "Signing Your Offer" provision.)		
<input type="checkbox"/> Sole Proprietorship	<input type="checkbox"/> Partnership	<input type="checkbox"/> Other _____
<input type="checkbox"/> Corporate entity (not tax-exempt)	<input type="checkbox"/> Corporation (tax-exempt)	<input type="checkbox"/> Government entity (federal, state, or local)

## **Vendor Q & A**

Is it necessary that the vendor be local to Horry and/or Georgetown Counties or within say a 100-mile radius on Conway?

***The vendor must have a SC office and provide services within 24-hour notice.***

Depending on the content, producing "up to 20 broadcast quality ads" can get expensive- do you have a maximum projected budget range for this project?

***We do not have a maximum projected budget***

"Broadcast quality ads" is open to interpretation; can you show examples of the type (and/or quality) of videos you're looking for?

***Standard and high definition productions are required for each ad***

Vendors need to provide a price for "Revision of existing Production/commercials"- can we see samples of these existing commercials?

***Yes, the best way to see what the college has done in the past is to view the ads we have posted to YouTube for Attorney Natasha Hanna and Paul Jacobs, a forestry student. Both are accessible from the Horry Georgetown Technical College YouTube channel and from the student success story page of our website***

If you hire an out of state vendor, is there budget for Travel to include Airfare, Hotel and Rental Car...particularly if there is project with a 24-hour turn-around?

***There is a limited budget for travel, not more than 5 percent of the budget***

Does providing a 24-hour turn around when necessary apply to both Filming/Shoot Production Days and Post-Production services?

***No, the rapid turnaround would apply to the shoot only, but we would want the post-production completed within a week.***

Will you consider any non-local vendors? ***Yes, we will consider non-local vendors when they agree to have a local presence and agree to being available with a 24-hour notice.***

Is there a minimum # of broadcast-quality spots you will require? ***There is no minimum number of broadcast spots required. All videos must have the capability of being broadcast quality.***

Will all videos for non-broadcast use be derived from the broadcast spots or may separate creative treatments be applied? Approximately, how many radio spots will you require?

***No determination has been made regarding radio spots. In most cases, audio from the TV spots will be used, but for some, additional audio will be required.***

Will audio from the TV broadcast spots be used or will additional audio be required?

Will HGTC provide the creative concepts for each spot, work with the vendor to develop the concepts, or require the vendor to develop the creative? ***HGTC will initiate creative concepts and provide rough scripts for messages to align with market research, but we will seek the vendor's ideas also.***

**ACKNOWLEDGEMENT OF THIS AMENDMENT BE NOTED WITH YOUR  
BID PROPOSAL**