

**UNIVERSITY OF LOUISVILLE
PROCUREMENT SERVICES
BELKNAP CAMPUS
LOUISVILLE, KY 40292**

**PERSONAL SERVICE CONTRACT
REQUEST FOR PROPOSAL
COVER/SIGNATURE PAGE**

REQUEST DATE: 1. 4/6/2023	2. NAME OF DEPARTMENT: Athletics CONTACT PERSON: Olivia Cloutier	
3. Service: On behalf of the University of Louisville Athletic Association (ULAA), the Department of Procurement Services requests written proposals from the following qualified companies: creative content creation in areas of graphic design, video, photography. The selected vendor(s) shall become a prime partner with the ULAA to supply creative services and content execution on an ongoing and at times a critical basis. The selected vendor(s) shall be responsive to the specific needs of Football, specifically, on an ongoing basis for both in-season and out-of-season services.		
4. Due Date: 4/24/2023	5. Time Due: 2:00pm EST	6. Email: olivia.cloutier@louisville.edu

Proposals should be sent to the department by the following method:

7. EMAIL PROPOSALS TO: Olivia Cloutier

Contract Administration
University of Louisville
olivia.cloutier@louisville.edu

THE BOTTOM PORTION OF THIS FORM IS TO BE COMPLETED BY THE VENDOR AND SUBMITTED WITH PROPOSAL

Equal Employment Opportunity – All parties must be in compliance with executive order 11246 of September 24, 1965 as amended by executive order 11375 of October 13, 1967.

STATEMENT OF NON-COLLUSION AND NON-CONFLICT OF INTEREST

I hereby swear (or affirm) under penalty for false swearing as provided by KRS 523.040:

1. That attached Request For Proposal has been submitted without collusion with , and without any agreement, understanding or planned common course of action with, any other vendor of materials, supplies, equipment or services described in the Request For Quotation designed to limit independent competition.
2. That the proposer is legally entitled to enter into the contract with the University of Louisville, an agency of the Commonwealth of Kentucky, and is not in violation of any prohibited conflict of interest, including those prohibited by the provisions of KRS 45A.325, to 45A.340, 45A.990 and 164.990 and 164.821 (7).
3. That I have fully informed myself regarding the accuracy of the statements made above.

SIGNED BY: _____ TELEPHONE: _____
PRINTED NAME: _____ EMAIL: _____
FIRM NAME: _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP CODE: _____

REQUEST FOR PROPOSAL COMPONENTS

1) Scope of Services:

The University of Louisville Athletic Association (ULAA) is requesting proposals from qualified vendors to provide creative content production for Louisville Football. The successful bidder(s) will receive rights to create:

- Concepting, creating, and selling athlete focused branded content for use in-venue, social media and digital marketing included but not limited to the following mediums:
 - i. Video
 - ii. Graphic
 - iii. Animated motion graphic
- Documentary-style long-format video
 - i. In-Game content/Game action-shooting
 - ii. Behind the scenes
- Consulting Services
 - i. The University is looking for a cohesive creative partnership where the responding firms have the demonstrated ability to consult on long-term brand-building for the program and individual athletes

Experience:

Firm must be able to demonstrate experience in the following:

- Experience producing content and managing brand campaigns for Power-5 Athletic departments and athletes
- Experience selling episodic and live content to streaming services and social platforms.
- Knowledge of the Power 5 college football recruiting landscape and best practices and National Collegiate Athletic Association (NCAA) rules and regulations within the space
- Demonstrated ability to stay on-trend and relevant with regard to cultural trends within sports, social media, and music and incorporate trends and best practices into work ahead of competitors
- Managing social accounts for power five college football program and demonstrated ability to produce content specifically for each major social platform
- After-hours availability including nights, weekends, and holidays to accommodate gamedays and nature of recruiting content production

2) Informational Background:

ULAA has a growing need for added creative content, specifically focused on promotion and recruiting for Louisville Football. The awarded company will work in conjunction with ULAA staff in producing brand consistent creative content to supplement marketing and recruiting efforts.

3) Required Proposal Submittals:

- Overview of the company including experience with content creation to include experience in college athletics, especially football
- Company financial statements for previous 2 years
- Sample or historical work
- List of professional references
- Firm's marketing strategy and plan to increase brand awareness for Louisville Football
- Clear description of financial rates

4) Method of Award:

- | | |
|-------------------------------|------|
| • Financial Proposal | 50 % |
| • Company History/Success | 20 % |
| • Strategic Capabilities/Data | 20 % |
| • E-Commerce Experience | 10 % |

5) RFP Schedule:

- **RFP Posted – 4/6/2023**
- **Questions Due – 4/13/2023 by 2PM, EST**
- **Proposals Due – 4/24/2023 by 2PM, EST**
- **Letter of Intent – Week of 5/8/2023**

6) Contract Period :

Desired contract duration is one (1) year with three optional one (1) year renewal periods.

No services are to be provided prior to the start date indicated on the fully executed Personal Services Contract (sample provided).

7) Questions:

The University of Louisville will accept questions regarding this RFP only if they are submitted by email no later than **April 13, 2023** at 2:00PM Eastern Standard Time and are to be emailed to Olivia Cloutier at olivia.cloutier@louisville.edu. Answers to the submitted questions will be issued as an addendum and posted to the website location of the RFP by **April 17, 2023**.