

PURCHASE ORDER

THE TEXAS A&M UNIVERSITY SYSTEM HEALTH SCIENCE CENTER

FILE

200 Technology Way, Suite 2079, College Station, Texas 77845-3424; Phone 979-436-9219, FAX 979-436-0074

Order Date

01/19/2017

Page 01

Include PO number on all
Correspondence and packages

P700046

VENDOR GUARANTEES
MERCHANDISE DELIVERED ON
THIS ORDER WILL MEET OR
EXCEED SPECIFICATIONS IN THE
BID INVITATION.

INVOICE (IN DUPLICATE) TO AGENCY BELOW

TEXAS A&M HEALTH SCIENCE CTR
GOVERNMENTAL & PUBLIC AFFAIRS
CLINICAL BUILDING 1
8441 STATE HIGHWAY 47 STE 3100
BRYAN TX 77807

VENDOR

*****6030
FRESHFORM INTERACTIVE INC
2150 W WASHINGTON ST STE 112
SAN DIEGO, CA 92110

ALL TERMS AND
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P700046

R700032

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HUB & PROCUREMENT SERVICES PRIOR TO SHIPPING.

PLEASE NOTE: IF YOUR INVOICE IS NOT ADDRESSED AS
INSTRUCTED PAYMENT WILL BE DELAYED.

Item	Description	Quantity	UOM	Unit Price	Ext Price
	<p>USER REF: 210180-TR</p> <p>PAYMENT TERMS: NET 30 THE TEXAS A&M HEALTH SCIENCE CENTER WILL INCUR NO LATE PAYMENT PENALTY IF PAYMENT IS MADE WITHIN THIRTY (30) DAYS FROM RECEIPT OF GOODS OR SERVICES AND AN UNCONTESTED INVOICE.</p> <p>BY ACCEPTANCE OF THIS PURCHASE ORDER, VENDOR AGREES TO ALL TEXAS A&M UNIVERSITY TERMS AND CONDITIONS LOCATED AT THE FOLLOWING URL: PURCHASING.TAMU.EDU/MEDIA/123743/BIDTAMU.PDF</p> <p>IN THE EVENT OF A CONFLICT BETWEEN THE PARTIES' TERMS AND CONDITIONS, VENDOR SPECIFICALLY AGREES TO BE BOUND BY THE LAWS OF THE STATE OF TEXAS.</p> <p>***** NOTICE TO PROCEED ***** THIS PURCHASE ORDER/NOTICE TO PROCEED, REQUEST FOR PROPOSAL RFP MAIN 16-0012, VENDOR'S RESPONSE, TEXAS A&M UNIVERSITY CONTRACT AM02-16-P017572, AND ESTIMATE DATED NOVEMBER 2, 2016 SHALL BE INSTRUMENTS OF CONTRACT BY AND BETWEEN TEXAS A&M UNIVERSITY HEALTH SCIENCE CENTER AND FRESHFORM INTERACTIVE, INC.</p>				
1	Provide services to support the concept development and creative production of the Texas A&M Health Science Center Brand Awareness Campaign, per estimate, dated November 2, 2016.	1	JOB	100,000.000	100,000.00
				TOTAL	100,000.00

RCB

FOB: DESTINATION FRT INCLUDED

The Texas A&M University System Health Science Center cannot accept collect freight shipments.

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IN ACCORDANCE WITH YOUR BID, SUPPLIES/EQUIPMENT MUST BE PLACED IN THE DEPARTMENT RECEIVING ROOM BY

The State of Texas is exempt from all Federal Excise Taxes

THIS ORDER IS NOT VALID UNLESS SIGNED BY THE PURCHASING AGENT.

STATE AND CITY SALES TAX EXEMPTIONS CERTIFICATE: The undersigned claims an exemption from taxes under Texas Tax Code, Section 151.309(4), for purchase of tangible personal property described in this numbered order, purchased from contractor and/or shipper listed above, as this property is being secured for the exclusive use of the State of Texas. The Terms and Conditions of the State of Texas shall prevail.

PURCHASING AGENT FOR
THE TEXAS A&M UNIVERSITY SYSTEM HEALTH SCIENCE CENTER

PURCHASE ORDER**THE TEXAS A&M UNIVERSITY SYSTEM
HEALTH SCIENCE CENTER**

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Item	Description	Quantity	UOM	Unit Price	Ext Price
	VENDOR QUOTE: 11/2/2016 VENDOR REF: SCOTT ROBINSON Purchase made by an Institution of Higher Education, Section 51.9335 Education Code. CC FY ACCOUNT NO. DEPT. -- --- ----- 23 2017 210180-04000-5453 4710 20,000.00 23 2017 210180-01000-5453 1000 16,000.00 23 2017 210180-08000-5453 8010 16,000.00 23 2017 150013-02000-5453 2500 16,000.00 23 2017 150013-00300-5453 0544 16,000.00 23 2017 150013-03500-5453 3500 16,000.00 DOCUMENT DATE: 01/18/2017 DEPT.CONTACT: TAMMIE RAMIREZ PHONE NO.: 979-436-0615 PCC CD: 9 TYPE FUND: L TYPE ORDER: HIED				

RCB

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PURCHASING AGENT FOR
THE TEXAS A&M UNIVERSITY SYSTEM HEALTH SCIENCE CENTER

Bounds, Robby

From: Bounds, Robby
Sent: Thursday, January 19, 2017 10:31 AM
To: 'scott@freshform.com'
Cc: 'Ramirez, Tammie'
Subject: PURCHASE ORDER P700046: Texas A&M Health Science Center
Attachments: 201701191024.pdf

Scott,

Here is the purchase order/notice to proceed, per your estimate, dated 11/2/2016. Please feel free to contact me with any questions or concerns.

Best wishes,
Robby

Robby Bounds, C.P.M., CTPM | Purchasing Manager and HUB Coordinator
Procurement Services | Texas A&M University

1477 TAMU | 330 Agronomy Road, College Station TX 77843-1477
Ph: 979.845.4534 | Fax: 979.845.3800 | rbounds@tamu.edu

purchasing.tamu.edu | **FEARLESS ON EVERY FRONT**

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Kayla Milburn

PURCHASING AGENT FOR
THE TEXAS A&M UNIVERSITY SYSTEM HEALTH SCIENCE CENTER

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PURCHASING AGENT FOR
THE TEXAS A&M UNIVERSITY SYSTEM HEALTH SCIENCE CENTER

BAM Contract #
AM02-16-P017572



MASTER ORDER FOR WEB DEVELOPMENT SERVICES
TEXAS A&M UNIVERSITY, COLLEGE STATION, TEXAS

Vendor:

FreshForm Interactive, Inc.
Address: 2150 W. Washington St., Ste. #112
San Diego, CA 92110
Phone: 619-260-1616
Fax: 858-259-1800
Contact: Scott Robinson
Contact E-mail: scott@freshform.com

Billing Address:

Texas A&M University
Financial Management Operations
Attn: Accounts Payable
6000 TAMU
College Station, TX 77843-6000
United States

This Master Order shall be effective as of April 7, 2016 through August 31, 2017 and pertains to all goods and/or services covered by Texas A&M University BAM Contract # AM02-16-P017572.


This document is **NOT** considered as an order to ship from. Individual orders and/or requests for services as a result of this Master Order shall be requested on an as needed basis.

1. Vendor shall provide goods and/or services as designated on Attachment A, specifications, terms and conditions as stated in RFP # RFP MAIN 16-0012 and any addenda thereto, are all made a part hereof and collectively evidence and constitute Texas A&M University BAM Contract #AM02-16-P017572.
2. Delivery Information:

Texas A&M University
Attn: Eric Beck
Marketing & Communications
Jack K. Williams Bldg. 9
1372 TAMU
College Station, TX 77843-1372
Email: e-beck@tamu.edu

3. Payment shall be made within thirty (30) days after acceptance of goods and/or services and receipt of invoice, whichever is later. Vendor shall submit one copy of an itemized invoice referencing the BAM Contract number and any departmental issued purchase order number. Owner will incur no penalty for late payment if payment is made in 30 or fewer days from receipt of goods or services and an uncontested invoice.
4. Term: The term of this Master Order shall be from Date of Award through August 31, 2017. There are an additional three (3) more renewals on this project.
5. Freight Terms: FOB Destination, Freight Prepaid and Allowed
6. Insurance: Vendor shall provide the Texas A&M Purchasing Agent listed below certificates of insurance as required in the specifications prior to performing work on campus.
7. Changes: Any changes to the Master Order must be made in writing by the Texas A&M Purchasing Agent as listed below.
8. Tax Exemption: The State of Texas is exempt from all Federal Excise Taxes. Texas A&M University is exempt from state and municipal sales taxes under Texas Tax Code, Chapters 151 and 321, *et. seq.*, for all purchases made for the exclusive use of Texas A&M.
9. The laws of the State of Texas shall govern this Master Order.

Clyde Oberg
Phone: 979-845-1042
E-mail: co@tamu.edu

By: 
Assistant Director of Procurement Services for
Texas A&M University



FreshForm.

Estimate

Client: Texas A&M University: Health Science Center
Project: Brand Awareness Campaign
Presented to: Health Science Center // Sloane N. Williams (sloane.williams@tamhsc.edu)
Presented by: FreshForm (www.freshform.com) // Scott Robinson (scott@freshform.com)
Date: November 2, 2016

Overview

The Health Science Center is looking for a creative and strategic partner to support the concept development and creative production for the **Brand Awareness Campaign**, which includes not only the institution, but the College of Dentistry, College of Medicine, College of Nursing, College of Pharmacy and School of Public Health. Building on, and aligning with, the university's new national campaign, the intention is to share the unique stories from the institution and the associated colleges and school to major markets in Texas and select locations across the country.

Campaign Goal:

- Broaden awareness and name recognition for the Texas A&M Health Science Center and the associated colleges and schools

Success Metrics (Tentative):

- Volume of traffic driven to campaign landing page
**Additional metrics TBD*

Timeline:

- Preliminary creative development = ~8 weeks // Photo/video asset production = ~2-4 weeks
- Initial Campaign Rollout = February 2017 (Rolling asset release) // Time in Market = TBD

Initial requirements and recommendations for the campaign include:

- Leverage the framework of the new Texas A&M national campaign / and run parallel to it
- Take an umbrella approach to the creative
 - Tell the unique story of each college and school, but use the same language, look and feel
 - Use a brand journalism approach
- Creative assets will include, but not limited to:
 - Landing Page
 - Digital Assets (paid social)
 - Print
 - OOH
 - Video
- Media placement (50-60% digital)
 - 70% in main markets in Texas / 30% national



FreshForm.

Estimate

#1. Accelerated Creative Exploration Workshop

\$15,000.

Estimate: 80 hours*

- Preparation for workshop
 - Develop detailed workshop agenda
 - Prepare materials for workshop
 - 1-Hour pre-workshop call with Health Science Center team
- Research, Preparation & Ideation Workshop (2 FreshForm Team Members)
 - 2-Days (16 Hours) Workshop (Health Science Center & FreshForm) - Tentative Topics include:
 - Review & discuss all current marketing initiatives and materials
 - Facilitate ideation session (Review creative brief and discuss segmentation, messaging, imagery, landing pages, social, print, etc)
 - Host a collaborative session with media buying partner (eg. Next Media) in order to review media buying strategy and timeline
 - Create a visual hierarchy & organizing structure between campaigns (university vs HSC).
 - Rapid creative exploration and prototyping exercises
 - (5) Interviews: one for each of the colleges and schools
 - Storyline ideation
 - Location scouting
 - Capture sample images of locations and talent
- Timeline: Approximately 1 Week preparation + 2 days on location
**Includes all travel and expenses (2 FreshForm team members, 2 nights in Bryan/College Station, TX)*

#2. Campaign Strategy & Creative Direction

\$18,000.

Rate: Blended rate: \$150/hr

Estimate: 120 hours

- Conduct an in-depth follow-up ideation session to explore additional concepts (internal meeting)
- Open collaboration with Health Science Center team and FreshForm
- Provide (2) Concept Directions (Building on the *national* concept)
 - Concepts delivered as: (1) landing page, (1) print ad and (1) video script
 - After one direction is selected, up to (2) rounds of revision are included
- Develop a style guide with key art and creative examples and usage (final examples TBD)
 - Imagery (Photography moodboard)
 - Typography (based on national campaign)
 - Messaging Strategy
 - (6) Story Platforms (1) for the institution + (1) each for the colleges/school
 - Copywriting
 - Creative Examples:
 - (1) Landing Page Mockup
 - (1) Digital Assets (paid social) Example



FreshForm.

Estimate

- (1) Print: Full Page Advertisement Example
- (1) OOH: Billboard Example
- (1) Video: Storyboard Example
- Timeline: Approximately 5-6 Weeks

#3. Photo/Video Art Direction (3-Days On Location)

\$17,500.

Rate: Blended rate: \$150/hr

Estimate: 100 hours* (does not include the photographer and video production)

- FreshForm will collaborate with HSC to produce high quality imagery and video
 - 3 days of shooting in Bryan/College Station area
- FreshForm will identify and collaborate with local photographer and video production company
 - Create shot lists, mood boards and storyboards
 - (2) Planning meetings prior to shoot
- FreshForm will provide on-location art direction for (3) days in the College Station region
 - Includes an art direction and a production assistant
- FreshForm will work closely with photographer / videographer to identify, select and edit footage into final versions
**Includes all travel and expenses (2 FreshForm team members, 4 nights in Bryan/College Station, TX)*

Assumptions & Expectations

- The estimate includes preparation and all mood boards, storyboards and shot lists
- This estimate is based on heavy collaboration with the HSC team for planning and coordinating the photo and video shoot(s), which including scheduling talent and locations and coordinating logistics.

#4. Campaign Landing Page

\$22,500.

Rate: Production: \$150/hr

Estimate: 150 hours

- FreshForm will create (1) landing page for the campaign
 - Planning and collaboration with IT (identify the domain, hosting, etc)
 - Design production for landing page assets
 - Copywriting
 - Coding
 - Quality Assurance
 - Content Population
- Timeline: Approximately 3-4 Weeks

Assumptions & Expectations

- This is a ballpark estimate. If the design is not complex, the cost may be much lower. If additional pages are required, then the cost may increase.

#5. Campaign Asset Production

\$10,000.

Rate: Production: \$100/hr

Estimate: 100 hours (~4-5 Weeks of a production)



FreshForm.

Estimate

- Initial production of all campaign assets (OOH, print or digital) will be developed over a 3-4 week period. Production will include:
 - Resizing and reformatting ads
 - Revising existing ad copy
- **NOTE: 90% of asset production will be delivered at production rate. Creative direction will be limited, but required to ensure continuity and overall quality control.*
- Timeline: Approximately 3-4 Weeks

Assumptions & Expectations

- This is a ballpark estimate. A refined estimate and timeline will be provided once the final media plan is delivered.

3rd-Party Services

Production: Custom Photo/Video Shoot (3-Days On Location)

~\$35,000.*

Budget: Photographer + Video Production Co.

- FreshForm will collaborate with HSC to produce high quality imagery and video
- FreshForm will identify and collaborate with local photographer and video production company
 - Budgets for each are estimated and included in this fee
- FreshForm will require the following images and videos:
 - At least (12) high quality photos / (2) hero photos x (6) segments
 - At least (6) high definition videos, approx :30-:60 seconds each / (1) video x (6) segments

**Additional travel expenses may be incurred by the photographer/videography based on location.*

***Segments are defined as HSC + the 5 colleges/school*

Assumptions & Expectations

- The cost of the photographer is estimated at \$1,500/day (budget = \$4,500 + expenses)
- The cost of the video production company is estimated at \$4,000/day (budget = \$12,000 + expenses)
- An additional \$15,000 in post-production (photo retouching / video editing) is estimated
- A contingency budget of \$3,500 is included.



FreshForm.

Estimate

FreshForm Services

#1. Accelerated Creative Exploration Workshop (College Station, TX)	\$15,000.
#2. Campaign Strategy & Creative Direction	\$18,000.
#3. Photo/Video Art Direction (3-Days On Location in Bryan/College Station, TX)	\$17,500.
#4. Campaign Landing Page	\$22,500.
#5. Campaign Asset Production	\$10,000.
—	
TOTAL ESTIMATE	\$83,000.

+

3rd-Party Services

Custom Photo/Video Shoot (3-Days On Location)	~\$35,000.
Media Spend	\$TBD.

Approved by:

Authorized Signature (Client)

Print Name & Title (Client)

SLOANE WILLIAMS, MARKETING DIRECTOR

Not-to-exceed Amount

\$ 100,000

Date

12/1/14

Marketing & Communications

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DESIGNER VENDOR POOL

Alphabetical by company name

160over90

215.732.3200 x119 (Philadelphia, PA)

Samantha Friedman**Belmont Icehouse**

972.755.3204 (Dallas, TX)

Tim Hudson**Bill Carson Design**

512.921.1150 (Austin, TX)

Bill Carson**Brand Extract, LLC**

713.942.7959 (Houston, TX)

Bo Bothe**Fresh Form Interactive**

619.260.1616 x102 (San Diego, CA) ✓

Scott Robinson**Keystone Resources**

713.874.0162 (Houston, TX)

Karen Lovelady**Pennebaker**

713.963.8607 (Houston, TX)

Jeffrey McKay**Clever Bee Creative**

979.229.3148 (Bryan, TX)

Liz Ylitalo**Texas Creative**

210.828.8003 x 206 (San Antonio, TX)

Ashley Landers

DEBARRED VENDOR LIST

The following vendors shown below are debarred from doing business with the State of Texas, effective from the date of debarment for the length of time indicated. Whether they are listed below or not, the debarred vendors include the vendors' successors in interest as defined in Rule §20.102(b)(4).

Last updated: 10/27/16

Vendor ID Number	Vendor Name/Address	Date of Debarment	Length of Debarment
1562456928900	Smith Housewares and Restaurant Supplies 500 Erie Blvd. Syracuse, NY 13202	November 12, 2014	5 Years
1743261315000	Walker's Electric Company 1520 Park St Beaumont TX 77701 Also: Walkers Electric Company Calvin G. Walker Stacy Walker	August 28, 2012	5 Years
1272447273800	Walker Electric Company, LLC 1520 Park St. Beaumont TX 77701-5527 Also: Walkers Electric Company Calvin G. Walker Stacy Walker	August 28, 2012	5 Years
1760677671800	Texas Code Blue 5550 Eastex Fwy, Suite # L Beaumont, TX 77708-5300	October 24, 2016	5 Years

VISUAL COMPLIANCE RESTRICTED PARTY SCREENING

Search criteria: **freshform** (Exact match)
[Export, Sanctions, GSA, Police, PEP and International data groups]

Date of search: **Wednesday, January 18, 2017**

Time of search: **05:55 PM EDT**

Report created by: **ROBBY BOUNDS, TEXAS A&M - HEALTH SCIENCE CENTER**

NO MATCHING RECORDS FOUND

AUTHORITIES:

- Department of Commerce Denied Persons [BIS]
- Department of Commerce Entity List [BIS]
- Department of Commerce "Unverified" List [BIS]
- Department of State Arms Export Control Act Debarred Parties [DDTC]
- Department of State Munitions Export Control Orders [DDTC]
- Department of State Nonproliferation Orders
- Department of State Iran Sanctions (ISA and TRA)
- WMD Trade Control Designations [OFAC]
- Department of State Designated Terrorist Organizations
- Department of State Terrorist Exclusion List
- Palestinian Legislative Council List [OFAC]
- Federal Register General Orders
- Specially Designated Nationals and Blocked Persons [OFAC]
- Foreign Sanctions Evaders List (FSE-IR) [OFAC]
- Sectoral Sanctions Identifications List (UKRAINE-EO13662) [OFAC]
- Persons Identified as Blocked Solely Pursuant to Executive Order 13599 [OFAC]
- United Nations Consolidated List
- GSA Parties Excluded from Federal Procurement Programs [SAM/EPLS]
- GSA Parties Excluded from Federal Nonprocurement Programs [SAM/EPLS]
- GSA Parties Excluded from Federal Reciprocal Programs [SAM/EPLS]
- Air Force Special Investigations - Top Ten Fugitives
- Alcohol, Tobacco, Firearms and Explosives Most Wanted
- FBI Ten Most Wanted Fugitives
- FBI Most Wanted Terrorists
- FBI Kidnappings and Missing Persons
- FBI Seeking Information
- FBI Wanted Fugitives
- Food and Drug Administration - Clinical Investigators
- Food and Drug Administration - Debarment List
- Food and Drug Administration - Disqualified and Restricted
- Homeland Security Investigations Most Wanted
- Naval Criminal Investigative Service - Wanted Fugitives
- U.S. Immigration and Customs Enforcement Most Wanted
- U.S. Drug Enforcement - Major International Fugitives
- U.S. Marshals Service - Major Fugitive Cases
- U.S. Marshals Service - Top 15 Most Wanted
- Office of Research Integrity PHS Administrative Actions
- U.S. Postal Inspection Service - Most Wanted
- U.S. Secret Service Most Wanted
- OIG Entities Excluded from Federal Health and Medicare Programs
- CIA Chiefs of State and Cabinet Members of Foreign Governments [Politically Exposed Persons]
- Japan Foreign End-Users of Concern
- Kingdom of Saudi Arabia Wanted Militants
- CPSEP Listed Entities
- Australia Foreign Affairs Consolidated List
- European Union Consolidated List
- Interpol Recently Wanted
- HM Treasury Consolidated List [England]
- Canadian Economic Sanctions
- Canadian Border Services Agency Wanted List
- RCMP Wanted Fugitives
- FinCEN (USA PATRIOT Act) Section 311 - Special Measures
- World Bank Listing of Ineligible Firms
- OSFI Consolidated List - Entities
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- OSFI Warning List

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