

REQUEST FOR PROPOSALS
FOR
FURNISHING AND DELIVERY
OF
MARKETING CONSULTING SERVICES FOR ST. LOUIS PUBLIC RADIO:
BRAND POSITIONING AND CAPITAL CAMPAIGN
FOR
THE CURATORS OF THE UNIVERSITY OF MISSOURI
ON BEHALF OF
UNIVERSITY OF MISSOURI ST. LOUIS
RFP # 31067
DUE DATE: APRIL 23, 2018
TIME: 12:00 PM CDT

THE CURATORS OF THE UNIVERSITY OF MISSOURI

Prepared by:

Kyla Rogers

Sr. Business Services Consultant

University of Missouri System Supply Chain

2910 LeMone Industrial Blvd

Columbia, MO 65201

Dated: March 19, 2019

RFP # 31067

MARKETING CONSULTING SERVICES FOR ST. LOUIS PUBLIC RADIO:

BRAND POSITIONING AND CAPTIAL CAMPAIGN

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NOTICE TO RESPONDENTS

The University of Missouri requests proposals for the Furnishing and Delivery of **MARKETING CONSULTING SERVICES FOR ST. LOUIS PUBLIC RADIO: BRAND POSITIONING AND CAPITAL CAMPAIGN, RFP #31067** which will be received by the undersigned at UM Supply Chain, until **APRIL 23, 2019 at 12:00 PM CDT**. **The University assumes no responsibility for any vendor's on-time receipt at the designated location for proposal opening.**

Specifications and the conditions of Request for Proposal together with the printed form on which Request for Proposals must be made may be obtained by accessing the following website: <http://www.umsystem.edu/ums/fa/procurement> or from the Strategic Sourcing Specialist identified within this document.

In the event a Respondent chooses to use the Word version of the RFP to aid in preparation of its response, the Respondent should only complete the response information. Any modification by the Respondent of the specifications provided will be ignored, and the original wording of the RFP shall be the prevailing document.

If you have any questions regarding the RFP, please send them to:

Kyla Rogers
University of Missouri System Supply Chain
2910 LeMone Industrial Blvd
Columbia, Missouri 65201
573-882-8212
rogersk@umsystem.edu

All questions regarding the RFP must be received no later than APRIL 15, 2019 by 04:00 PM CDT.

The University reserves the right to waive any informality in Request for Proposals and to reject any or all Request for Proposals.

THE CURATORS OF THE UNIVERSITY OF MISSOURI

Prepared by:

Kyla Rogers

Sr. Business Services Consultant

University of Missouri System Supply Chain

2910 LeMone Industrial Blvd

Columbia, MO 65201

**UNIVERSITY OF MISSOURI
REQUEST FOR PROPOSAL (RFP)
GENERAL TERMS AND CONDITIONS
&
INSTRUCTIONS TO RESPONDENTS**

A. General Terms and Conditions

1. **Purpose:** The purpose of these specifications is to require the furnishing of the highest quality equipment, supplies, material and/or service in accordance with the specifications. These documents, and any subsequent addenda, constitute the complete set of specification requirements and proposal response forms.
2. **Governing Laws and Regulations:** Any contract issued as a result of this RFP shall be construed according to the laws of the State of Missouri. Additionally, the contractor shall comply with all local, state, and federal laws and regulations related to the performance of the contract to the extent that the same may be applicable.
3. **Taxes:** The contractor shall assume and pay all taxes and contributions including, but not limited to, State, Federal and Municipal which are payable by virtue of the furnishing and delivery of item(s) specified herein. Materials and services furnished the University are not subject to either Federal Excise Taxes or Missouri Sales Tax.
4. **Sovereign Immunity:** The Curators of the University of Missouri, due to its status as a state entity and its entitlement to sovereign immunity, is unable to accept contract provisions, which require The Curators to indemnify another party (537.600, RSMo). Any indemnity language in proposed terms and conditions will be modified to conform to language that The Curators are able to accept.
5. **Preference for Missouri Firms:** In accordance with University policy, preference shall be given to Missouri products, materials, services and firms when the goods or services to be provided are equally or better suited for the intended purpose. Firms are considered "Missouri firms" if they maintain a regular place of business in the State of Missouri.
6. **Equal Opportunity and Non-Discrimination:** In connection with the furnishing of equipment, supplies, and/or services under the contract, the contractor and all subcontractors shall agree not to discriminate against any recipients of services, or employees or applicants for employment on the basis of race, color, religion, national origin, sex, age, disability, or veteran status. The contractor shall comply with federal laws, rules and regulations applicable to subcontractors of government contracts including those relating to equal employment of minorities, women, persons with

disabilities, and certain veterans. Contract clauses required by the United States Government in such circumstances are incorporated herein by reference.

Supplier Diversity Participation: The University of Missouri System is committed to and supports supplier diversity because it is essential to the University's mission and core values. Diverse suppliers must be at least 51% owned and controlled by someone in one of the recognized groups (see below). These firms can be a sole proprietorship, partnership, joint venture or corporation. Diverse suppliers should be certified from a recognized certifying agency. A list of certifying agencies can be found at: <https://www.umsystem.edu/ums/fa/procurement/sdsbd/what-is-supplier-diversity>.

The definition of what counts as a diverse supplier for the University of Missouri System are:

- MBE (Minority Owned Business Enterprise)
 - African American
 - Asian American
 - Pacific Asian American
 - Subcontinent Asian American
 - Hispanic American
 - Native American
- WBE (Women Owned Business Enterprise)
- DVBE (Service Disabled Veteran Owned Business Enterprise)
- VBE (Veteran Owned Business Enterprise)
- LGBT (Lesbian, Gay, Bisexual, Transgender)
- DBE (Disadvantaged Business Enterprise)

Tier 2 Diverse Supplier Spending and Reporting: The University strongly encourages Supplier Diversity participation in all of its contracts for goods and services. Tier 2 spend is spend reported by primary suppliers of the University of Missouri who subcontract work to, or make purchases from a diverse supplier. Depending upon the contract, primary suppliers may be asked to submit Tier 2 information with Women and Diverse Owned companies. Suppliers have two options in reporting Tier 2 dollars depending on the terms of the contract: Direct and Indirect.

- Direct dollars - those dollars directly spent with Women and Diverse Owned suppliers in the fulfillment of the contract.
- Indirect dollars - based on a percentage of revenue the University represents to the supplier. An example is as follows:
 - 1) Supplier's Total Revenues: \$10,000,000
 - 2) Revenues from University \$: \$ 4,000,000
 - 3) University % of Total Revenues: 40% (#2 divided by #1)
 - 4) Total MBE Dollars \$: \$ 150,000
 - 5) Total WBE Dollars \$: \$ 150,000
 - 6) Total University Attributable MBE \$: \$ 60,000 (#3 multiplied by #4)
 - 7) Total University Attributable WBE \$: \$ 60,000 (#3 multiplied by #5)
 - 8) Total University Attributable MWBE \$: \$ 120,000 (Sum of #6 and #7)

9) University % Attributable Revenue: 3% (#8 divided by #2)

Respondents must indicate their Supplier Diversity participation levels committed to this contract on the Supplier Diversity Participation Form included in this RFP (see Attachment A). The Respondent must describe what suppliers and/or how the Respondent will achieve the Supplier Diversity goals. Evaluation of proposals shall include the proposed level of Supplier Diversity participation. Proposals that do not meet the participation requirements for Supplier Diversity will not receive any of the points during proposal review.

Suppliers/contractors will be responsible for reporting Tier 2 diverse supplier participation on an agreed upon timing (e.g., quarterly, annually) when business is awarded.

The University will monitor the contractor/supplier's compliance in meeting the Supplier Diversity participation levels committed to in the awarded proposal. If the contractor/supplier's payments to participating diverse suppliers are less than the amount committed to in the contract, the University reserves the right to cancel the contract, suspend and/or debar the contractor/supplier from participating in future contracts.

7. **Applicable Laws and Regulations:** The University serves from time to time as a contractor for the United States government. Accordingly, the provider of goods and/or services shall comply with federal laws, rules and regulations applicable to subcontractors of government contracts including those relating to equal employment opportunity and affirmative action in the employment of minorities (Executive Order 11246), women (Executive Order 11375), persons with disabilities (29 USC 706 and Executive Order 11758), and certain veterans (38 USC 4212 formerly [2012]) contracting with business concerns with small disadvantaged business concerns (Publication L. 95-507). Contract clauses required by the Government in such circumstances are incorporated herein by reference.
8. **Appropriation:** The Curators of the University of Missouri is a public corporation and, as such, cannot create indebtedness in any one year (the fiscal year beginning July 1 to June 30) above what they can pay out of the annual income of said year as set forth in 172.250, RSMo. Therefore, if the University determines it has not received adequate appropriations, budget allocations or income to enable it to meet the terms of this contract, the University reserves the right to cancel this contract with 30 days' notice.

9. **Applicable Health Related Laws and Regulations:** If these specifications or any resulting contract involves health care services or products, the Contractor agrees to maintain, and will further assure such compliance by its employees or subcontractors, the confidential nature of all information which may come to Contractor with regard to patients of the University. All services provided pursuant to this contract shall be provided in accordance with all applicable federal and state laws including The Health Insurance Portability and Accountability Act of 1996, Public Law 104-191, sections 261-264 (the Administrative Simplification sections) and the regulations promulgated pursuant thereto and regulations of the Joint Commission on Accreditation of Healthcare Organization and The Centers for Medicare & Medicaid Services (CMS).

Respondents understand and agree that the Curators of the University of Missouri, in the operation of the University Hospitals and Clinics, is regulated under federal or state laws with regard to contracting with vendors. The Contractor represents that it is not currently excluded or threatened with exclusion from participating in any federal or state funded health care program, including Medicare and Medicaid. Contractor agrees to notify the University of any imposed exclusions or sanctions covered by this representation.

The University will regularly check the "List of Excluded Individuals/Entities" (LEIE), maintained by the Office of Inspector General, United States Department of Health and Human Services ("OIG") to determine if any Bidders/Respondents have been excluded from participation in federal health care programs, as that term is defined in 42 U.S.C. §1320a-7b(f). The University reserves the sole right to reject any respondents who are excluded by the OIG, who have been debarred by the federal government, or who have otherwise committed any act that could furnish a basis for such exclusion or debarment.

10. **Inventions, Patents, and Copyrights:** The Contractor shall pay for all royalties, license fees, patent or invention rights, or copyrights and defend all suits or claims for infringements of any patent or invention right or copyrights involved in the items furnished hereunder. The Contractor shall defend, protect, and hold harmless the University its officers, agents, servants and employees against all suits of law or in equity resulting from patent and or copyright infringement concerning the contractor's performance or products produced under the terms of the contract.

Copyrights for any item developed for the University shall be the property of the University and inure to its benefit and the Contractor shall execute such documents as the University may require for the perfection thereof.

11. **Insurance:** The Contractor shall purchase and maintain such insurance as will protect the Contractor and the University against any and all claims and demands arising from the execution of the contract. Further, when stated in the Detailed Specifications and Special Conditions, the Contractor shall be required to procure and maintain the types and limits of insurance as specified.

12. **Performance Bond/Irrevocable Letter of Credit:** If a performance bond or irrevocable letter of credit is required in the Detailed Specifications and Special Conditions, the Contractor shall furnish to the University, along with their signed contract, a performance bond or unconditional irrevocable letter of credit payable to the Curators of the University of Missouri in the face amount specified in the Detailed Specifications and Special Conditions as surety for faithful performance under the terms and conditions of the contract.
13. **Vendor Gifts:** The contractor shall refrain in offering any offers of gifts to the University, and all University of Missouri employee's, in accordance with University of Missouri Policy #26301, Suppliers.

B. Instructions to Respondents

1. **Request for Proposal (RFP) Document:** Respondents are expected to examine the complete RFP document and all attachments including drawings, specifications, and instructions. Failure to do so is at Request for Proposal's risk. It is the Respondents' responsibility to ask questions, request changes or clarifications, or otherwise advise the University if any language, specifications or requirements of the RFP appear to be ambiguous, contradictory, and/or arbitrary, or appear to inadvertently restrict or limit the requirements stated in the RFP to a single source.

Any and all communications from Respondents regarding specifications, requirements, competitive Request for Proposal process, etc., should be directed to the University buyer of record referenced in this RFP. It is the responsibility of the person or organization communicating the request to ensure that it is received.

The RFP document and any attachments constitute the complete set of specifications and Request for Proposal response forms. No verbal or written information that is obtained other than through this RFP or its addenda shall be binding on the University. No employee of the University is authorized to interpret any portion of this RFP or give information as to the requirements of the RFP in addition to that contained in or amended to this written RFP document. In case of any doubt or difference of opinion as to the true intent of the RFP, the decision of the University's Chief Procurement Officer shall be final and binding on all parties.

2. **Preparation of Request for Proposals:** All Request for Proposals must be submitted in the format and number of copies as specified in the detailed specifications and must be enclosed in a sealed envelope plainly marked: Request for Proposal #31067 for Marketing Consulting Needs for St. Louis Public Radio: Brand Positioning and Capital Campaign, mailed and/or delivered to UM System Supply Chain, 2910 LeMone Industrial Blvd, Columbia, MO 65201, ATTN: Kyla Rogers.

To receive consideration, Request for Proposals must be received, at the above address, prior to the Proposal due date and time stated in this RFP. It is the respondent's full responsibility for the actual delivery of Proposals during business hours at the specified address.

Unless otherwise specifically stated in the RFP, all specifications and requirements constitute minimum requirements. All Requests for Proposals must meet or exceed the stated specifications or requirements. All equipment and supplies offered must be new, of current production, and available for marketing by the manufacturer unless the RFP clearly specifies that used, reconditioned, or remanufactured equipment and supplies may be offered. Unless specifically stated and allowed in the Detailed Specifications and Special Conditions, all pricing submitted in response to this RFP is firm and fixed.

Whenever the name of a manufacturer, trade name, brand name, or model and catalog numbers followed by the words "or equal" or "approved equal" are used in the specifications it is for the purpose of item identification and to establish standards of quality, style, and features. Proposals on equivalent items of the same quality are invited. However, to receive consideration, such equivalent proposals must be accompanied by sufficient descriptive literature and/or specifications to clearly identify the item and provide for competitive evaluation. The University will be the sole judge of equality and suitability. Whenever the name of a manufacturer is mentioned in the specifications and the words "or equal" do not follow, it shall be deemed that the words "or equal" follow unless the context specifies "no substitution." Unless noted on the Request for Proposal form, it will be deemed that the article furnished is that designated by the specifications. The University reserves the right to return, at contractor's expense, all items that are furnished which are not acceptable as equals to items specified and contractor agrees to replace such items with satisfactory items at the original proposal price.

Time will be of the essence for any orders placed as a result of this RFP. The University reserves the right to cancel any orders, or part thereof, without obligation if delivery is not made in accordance with the schedule specified by the respondents Proposal and accepted by the University. Unless otherwise specified in the Detailed Specifications and Special Conditions, all proposals shall include all packing, handling, and shipping charges FOB destination, freight prepaid and allowed.

3. **Submission of Proposals:** Respondent shall furnish information required by the solicitation in the form requested. The University reserves the right to reject proposals with incomplete information or which are presented on a different form. All proposals shall be signed, in the appropriate location, by a duly authorized representative of the Respondent's organization. Signature on the proposal certifies that the Respondent has read and fully understands all RFP specifications, plans, and terms and conditions.

By submitting a proposal, the Respondent agrees to provide the specified equipment, supplies and/or services in the RFP, at the prices quoted, pursuant to all requirements and specifications contained therein. Furthermore, the Respondent certifies that: (1) the proposal is genuine and is not made in the interest of or on behalf of any undisclosed person, firm, or corporation, and is not submitted in conformity with any agreement or rules of any group, association, or corporation; (2) the Respondent has not directly or indirectly induced or solicited any other Respondent to submit a false or sham proposal; (3) the Respondent has not solicited or induced any person, firm, or corporation to refrain from responding; (4) the Respondent has not sought by collusion or otherwise to obtain any advantage over any other Respondent or over the University.

Modifications or erasures made before proposal submission must be initialed in ink by the person signing the proposal. Proposals, once submitted, may be modified in writing prior to the exact date and time set for the RFP closing. Any such modifications shall be prepared on company letterhead, signed by a duly authorized representative, and state the new document supersedes or modifies the prior proposal. The modification must be submitted in a sealed envelope marked "Proposal Modification" and clearly identifying the RFP title, RFP number and closing date and time. Proposals may not be modified after the RFP closing date and time. Telephone and facsimile modifications are not permitted.

Proposals may be withdrawn in writing, on company letterhead, signed by a duly authorized representative and received at the designated location prior to the date and time set for RFP closing. Proposals may be withdrawn in person before the RFP closing upon presentation of proper identification. Proposals may not be withdrawn for a period of sixty (60) days after the scheduled closing time for the receipt of proposals.

All proposals, information, and materials received by the University in connection with an RFP response shall be deemed open records pursuant to 610.021 RSMo. If a Respondent believes any of the information contained in the Respondent's response is exempt from 610.021 RSMo, the Respondent's response must specifically identify the material which is deemed to be exempt and cite the legal authority for the exemption; otherwise, the University will treat all materials received as open records. The University shall make the final determination as to what materials are or are not exempt

4. **Evaluation and Award:** Any clerical errors, apparent on its face, may be corrected by the Buyer before contract award. Upon discovering an apparent clerical error, the Buyer shall contact the Respondent and request clarification of the intended proposal. The correction shall be incorporated in the notice of award. The University reserves the right to request clarification of any portion of the Respondent's response in order to verify the intent. The Respondent is cautioned, however, that its response may be subject to acceptance or rejection without further clarification.

The University reserves the right to make an award to the responsive and responsible Respondent whose product or service meets the terms, conditions, and specifications of

the RFP and whose proposal is considered to best serve the University's interest. In determining responsiveness and the responsibility of the Respondent, the following shall be considered when applicable: the ability, capacity, and skill of the respondent to perform as required; whether the respondent can perform promptly, or within the time specified without delay or interference; the character, integrity, reputation, judgment, experience and efficiency of the respondent; the quality of past performance by the Respondent; the previous and existing compliance by the Respondent with related laws and regulations; the sufficiency of the Respondent's financial resources; the availability, quality and adaptability of the Respondents equipment, supplies and/or services to the required use; the ability of the respondent to provide future maintenance, service and parts.

The University has established formal protest procedures. For more information about these procedures, contact the Buyer of Record.

In case of any doubt or difference of opinion as to the items and/or services to be furnished hereunder, the decision of the Chief Procurement Officer-UM System Supply Chain shall be final and binding upon all parties.

The University reserves the right to accept or reject any or all proposals and to waive any technicality or informality.

5. **Contract Award and Assignment:** The successful Respondent(s) shall, within ten (10) days after the receipt of formal notice of award of the contract, enter into a contract prepared by the University. The Contract Documents shall include the Advertisement for Request for Proposals, Specifications and Addenda, Exhibits, Request for Proposal Form, Form of Contract, Statement of Work, Letter of Award, University Purchase Order, and Form of Performance Bond, if required.

The contract to be awarded and any amount to be paid thereunder shall not be transferred, sublet, or assigned without the prior approval of the University.

6. **Contract Termination for Cause:** In the event the Contractor violates any provisions of the contract, the University may serve written notice upon Contractor and Surety setting forth the violations and demanding compliance with the contract. Unless within ten (10) days after serving such notice, such violations shall cease and satisfactory arrangements for correction be made, the University may terminate the contract by serving written notice upon the Contractor; but the liability of Contractor and Surety for such violation; and for any and all damages resulting there from, as well as from such termination, shall not be affected by any such termination.
7. **Contract Termination for Convenience:** The University reserves the right, in its best interest as determined by the University, to cancel the contract by given written notice to the Contractor thirty (30) days prior to the effective date of such cancellation.

8. **Warranty and Acceptance:** The Contractor expressly warrants that all equipment, supplies, and/or services provided shall: (1) conform to each and every specification, drawing, sample or other description which was furnished or adopted by the University, (2) be fit and sufficient for the purpose expressed in the RFP, (3) be merchantable, (4) be of good materials and workmanship, (5) be free from defect. Such warranty shall survive delivery and shall not be deemed waived either by reason of the University's acceptance of or payment for such equipment, supplies, and/or services.

No equipment, supplies, and/or services received by the University pursuant to a contract shall be deemed accepted until the University has had a reasonable opportunity to inspect said equipment, supplies and/or services. All equipment, supplies, and/or services which do not comply with specifications and/or requirements or which are otherwise unacceptable or defective may be rejected. In addition, all equipment, supplies, and/or services which are discovered to be defective or which do not conform to any warranty of the Contractor upon inspection (or at any later time if the defects contained were not reasonably ascertainable upon the initial inspection) may be rejected.

9.

Payment: Preferred settlement method is through the use of Electronic Accounts Payable solutions. The University encourages suppliers to opt into its Single-Use Account (SUA) credit card program for payment of invoices. The SUA is an electronic, credit card-based payment solution that acts like a check. It provides a single 16-digit virtual account number for each payment. Similar to a check, the credit limit on each SUA is set to the specific payment amount. Payment terms for Suppliers who participate in the SUA program are Net 0 as opposed to the standard Net 30 terms. An alternative electronic solution is payment through Automated Clearing House (ACH). Payment terms associated with settlement via ACH or check will be considered to be Net 30 days. Earlier settlement will be considered if cash discounts for prompt payment are offered. Cash discounts for prompt payment will not be considered in determination of award unless specifically stated in the Detailed Specifications and Special Conditions.

The University may withhold payment or make such deductions as may be necessary to protect the University from loss or damage on account of defective work, claims, damages, or to pay for repair or correction of equipment or supplies furnished hereunder. Payment may not be made until satisfactory delivery and acceptance by the University and receipt of correct invoice have occurred.

10. **Accounting Practices:** The Contractor shall maintain, during the term of the contract, all books of account, reports, and records in accordance with generally accepted accounting practices and standard for records directly related to this contract. The Contractor agrees to make available to the University, during normal business hours, all book of account, reports and records relating to this contract for the duration of the contract and retain them for a minimum period of one (1) year beyond the last day of the contract term.
11. **Debarment and Suspension Certification:** The contractor certifies to the best of its knowledge and belief that it and its principals are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency in accordance with Executive Order 12549 (2/18/86).
12. **Cooperative Purchasing:** The intended coverage of this RFP, and any Agreement resulting from this solicitation, shall be for the use by all faculty, staff, students, departments and affiliates of the University of Missouri, including University of Missouri Health Care.

The University of Missouri System seeks to make the terms and prices of this contract available to other higher education institutions and public entities in the State of Missouri. Extension of the terms and prices to any or all other Missouri higher education institutions and public entities is at the discretion of respondents and shall not be considered in the award of this contract. The contractor shall further understand and agree that participation by other higher education institutions and public entities is discretionary on the part of these institutions, and the University of Missouri System bears no financial responsibility for any payments due the contractor by such entities, nor will the University be responsible for contract administration for other institutions.

UNIVERSITY OF MISSOURI
DETAILED SPECIFICATIONS AND SPECIAL CONDITIONS

1. OBJECTIVE

The Curators of the University of Missouri, a public organization, propose to contract on behalf of the University of Missouri St. Louis (hereinafter referred to as "University") with an organization (hereinafter referred to as "Consultant"), to provide **Marketing Consulting Needs for St. Louis Public Radio: Brand Positioning and Capital Campaign** as described herein.

2. SCOPE

University of Missouri System is seeking proposals from experienced professional firms interested in providing the following: St. Louis Public Radio is laying the groundwork for our next capital campaign. We are now evaluating partners to research and refine our overall brand positioning: crafting a more distinct identity including brand hierarchy, tagline and primary messaging, and visual and audio brand identifiers. This consulting work will lead into the capital campaign launch and will include the creation of case messaging and support materials in line with the updated overall brand identity.

Phase 1: Research Review

The first phases of this RFP are to create a research-informed, updated brand messaging and brand identity for the organization.

The agency should thoroughly review St. Louis Public Radio-provided research including, but not limited to:

- Previous focus group studies;
- Documented member comments;
- Capital campaign feasibility study;
- NPR research.

Based on this research, the agency should use their preferred methods of analysis to recommend updating the station's components of brand communication.

Phase 2: Updated brand platform

BRAND PLATFORM AND MESSAGES:

The agency should propose methodology to develop compelling messages which differentiate the station from our enumerated competitors. The existing tagline “Your Community, Your World” should be evaluated for replacement, and an option provided for a new tagline.

BRAND ARCHITECTURE AND IDENTIFIERS:

Agency should propose methodology for developing brand architecture for the station and its sub-brands. A new station logo may be developed. A brand signature style to be used across media will be developed, integrating printed materials, email communications, website and social media presence, and building signage. Agencies are encouraged to investigate aural (sound) branding, brand audio expression, and animated logo elements for video and some digital applications. Deliverables should include a comprehensive toolkit for the station to deploy and use, as well as a brand standards manual outlining proper use of graphic materials.

INTERNAL AND EXTERNAL ROLLOUT:

Please provide your agency’s approach to rolling out brands to internal teams, and a recommended approach for rolling out the new brand materials to the greater external market. A general overview of your process will suffice at this time, knowing that this will be modified as the phases above are completed.

Phase 3: Creation of Capital Campaign Marketing Materials

Finally, we wish to leverage the new brand identity and messaging to support a capital campaign, focused on building endowment, capital needs and capacity building to take on other projects. This campaign is currently tracked to raise \$15 million by the 50th anniversary of St. Louis Public Radio in 2022. Dan Reynolds of Holmes, Radford & Reynolds is currently consulting with the STLPR team, working on the quiet phase of the campaign. The Standing Partnership has also been retained to provide public relations and messaging for corporate prospects.

STLPR wishes to partner with a firm to help craft the case for the campaign, and the branded communications materials to help make the campaign successful. Specifically, and for the purpose of this RFP, we are asking submitting agencies to produce the following scope of campaign collateral materials.

- Written campaign case statement

- Main campaign case brochure, for Major Gift Donor prospects
- Campaign logo treatment and related graphic elements; STLPR will apply these elements in-house to create related campaign materials such as folders, letterhead, envelopes etc.)
- Small brochure e.g. 8 ½ by 11” bi-fold
- 3 min. video regarding the campaign theme
- Website landing page for campaign donations (wireframe and copy)

The hope is that the messaging developed in the first phase will be used in the campaign materials to create a strong forward thrust for campaign support. We wish to have printed materials available by the fourth quarter of 2019.

3. BACKGROUND UNIVERSITY INFORMATION

St. Louis Public Radio is an award-winning news organization and NPR-member station, providing in-depth news, insightful discussion and entertaining programs to half-a-million people per month on air and online. With a large, St. Louis-based newsroom and reporters stationed in Jefferson City and Rolla, Missouri, and (soon) in Belleville, Illinois, our journalists find and tell important stories about communities across the region and help people to become deeply informed about the issues that affect their lives. We broadcast on 90.7 KWMU FM in St. Louis, 90.3 WQUB in Quincy, Illinois, 88.5 KMST in Rolla and 96.3 K242AN in Lebanon, Missouri, and share news and music online at stlpublicradio.org. We are a member-supported service of the University of Missouri - St. Louis.

The station has a renewed Mission, Vision, and Core Values and has a robust, research-informed content strategy and social strategy. An overview of station content and programming channels and our mission is available on our [“about us” page](#).

Since [merging with the online news publication The St. Louis Beacon](#) five years ago, St. Louis Public Radio has made a significant investment in its local news coverage: The merger included the addition of 15 staff, mostly in news; recent hires include an investigative reporter and a reporter stationed in Rolla; and we will soon hire a reporter to cover the Metro East.

Given the diminished profile and lower levels of trust among readers of the *St. Louis Post-Dispatch*, local TV news, and other local news reporting media, there is belief among St. Louis Public Radio staff that our station has the potential to own a unique market position around the concept of “Trusted News.” We wish to know how this market position would change or reinforce perceptions of St. Louis Public Radio and how to reflect our investment in news through our brand identity.

A well-known national radio consultant has proposed going back to the KWMU call letters as the primary identifier for on-air branding. The staff also feels that the “St. Louis Public Radio” name is too long to work well in digital media, and the wordy logo does not work well in the small identifying icons. To get around the long name, we sometimes refer to our organization with the call letters “KWMU,” in other situations we use “STLPR.” While we are not considering entirely changing our name, we would like guidance on how to make our branding more cohesive and our name and logo more versatile.

Our last major capital campaign, concluded in 2012, raised \$7 million in funds for the UMSL at Grand Center headquarters. A 2013 campaign to fold in the St. Louis Beacon raised an additional \$3 million. We have completed a thorough feasibility study for the upcoming campaign to inform the creation of case messaging and support materials.

4. CONTRACT PERIOD

The contract period shall be from the date of award with specific consultant to begin work as agreed upon. The contract period for this RFP shall be for a period of one (1) year, with the option by the University to renew for four (4) additional one (1) year terms.

5. INSTRUCTIONS FOR PROPOSAL RESPONSE

Respondents are required to fully respond with compliance statements to each of the mandatory specifications. Respondents are required to fully respond with description of ability to meet (and how) the evaluation questions.

Respondents must be clear and concise in responses in order to be fully credited in the evaluation. Attach and reference any relevant documentation that would ensure the evaluating committee that specifications are met. If “no response” or insufficient response to substantiate compliance is provided, the University reserves the sole right to reject vendor’s proposal from further consideration. Do not include responses that are superfluous or irrelevant to the specific question asked. These are not valuable in the volume of information the various evaluating teams must review.

Proposals must be submitted in the number and manner as specified below:

Volume I – Functional Section is to be submitted with three (3) total copies, one (1) original paper, one (1) paper copies, and one (1) electronic copy via flash drive (not password protected) in PDF format and must contain:

*Response to Information for Respondents and General Conditions, Mandatory Specifications and vendor responses, and Desirable Specifications and vendor responses. If there is any vendor related contract that must be signed as part of doing business, it should also be included in this section. **This section includes all response information, except pricing information and Supplier Diversity Participation Form.**

Volume II – Financial Section must be submitted in a separately sealed envelope in triplicate (one original, one copy and one electronic copy via flash drive not password protected) and contain:

*Proposal Form with any supplemental pricing schedules, if applicable, and Financial Summary including additional costs, if any, for Desirable Specification Compliance, functional or technical. This section should also include the Supplier Diversity Participation Form. Financial statements that may be required are also to be included in this section.

Respondent must complete and return the University Proposal Form with proposal response. Vendor quote sheets are not acceptable forms of bidding and could cause rejection of response.

Responses to this document must address issues in the order provided.

Note: Any Respondent's Request for Proposal that makes material modifications to the University's Terms and Conditions may be found non-responsive, as solely determined by the University.

Confidentiality of Information:

All records received from a Contractor will be deemed public records and presumed to be open. If the contractor submits with the Request for Proposal any information claimed to be exempt under the Revised Statutes of Missouri, Chapter 610, this information must be placed in a separate envelope and marked with:

"This data shall not be disclosed outside the University or be duplicated, used, or disclosed in whole or in part for any purpose other than to evaluate the Request for Proposal; however, if a contract is awarded to this Contractor as a result of or in connection with the submission of such information, the University shall have the right to duplicate, use, or disclose this information to the extent provided in the contract. This restriction does not limit the University's right to use information contained herein if it is obtained from another source."

6. EVALUATION AND CRITERIA FOR AWARD OF PROPOSAL

Respondents must meet the mandatory/limiting criteria to be "qualified" for scoring. If requirements are not met, the respondents are disqualified from further

evaluation/award. Qualified remaining respondents will be scored on their ability to meet scored desirable criteria, which includes qualitatively, how specifications are met. A team of University individuals will evaluate and assign points to vendors' responses to the evaluation questions. At the sole option of the University, the functional/technical review team may decide to go on a site visit, at their expense, or request vendors to perform a presentation/demonstration to confirm specifications are met as provided in responses. The University could elect to not award to a potential respondent if site visits revealed compliance inconsistency.

The University may request vendors selected as finalists to come onsite to the University, at the vendor's expense, for presentations as part of the RFP selection.

Proposals will be awarded based upon the functional and financial evaluation.

7. CONSULTANT'S LIABILITY AND INSURANCE REQUIREMENTS –

Liability:

The Consultant agrees to define, indemnify, and hold harmless the University, its officers, agents and employees from and against all losses and expenses (including costs and attorney's fees) resulting from any injury (including death) to any person, or damages to property of others arising out of the acts or omissions of the Consultant, its employees, or agents in performance of the work under this Agreement.

Insurance:

The Consultant shall provide and maintain, during the life of the Agreement, insurance acceptable to the University which will afford protection and coverage in accordance with the requirements set forth below:

Commercial General Liability Coverage comparable to Comprehensive General Liability coverage to protect the Consultant and any Sub-consultant performing work covered by this Agreement from claims for damages for personal injury, bodily injury (including wrongful death), and from claims for property damage which may arise from the operation under the Agreement. The coverage will provide protection for all operations by the Consultant or any Sub-consultant or by anyone directly or indirectly employed by either of them. In addition, the coverage is to include "The Curators of the University of Missouri" as "Additional Insured." The amount of the insurance shall not be less than a minimum of \$1,000,000 combined single limit, per occurrence and aggregate, for both bodily injury and property damage combined.

In lieu of the "Additional Insured" endorsement, an Owners-Contractors-Protective policy may be provided evidencing "The Curators of the University of Missouri" as the Named Insured.

Professional Liability Insurance will be provided by the Consultant to cover any claims, including but not limited to errors and omissions, which may arise from the work

performed by the Consultant, Sub-consultant, or anyone directly or indirectly employed by them. The coverage provided will not be less than \$1,000,000 per occurrence and aggregate.

All insurance shall be procured through agencies and be written by insurance companies which are acceptable to and approved by the University, e.g., all coverage should be placed with Insurance Carriers that are licensed to do business in the State of Missouri as an admitted Carrier and all coverage placed are subject to the University's approval as to form and content, as well as Carrier. All required coverage shall be obtained and paid for by the Consultant.

The Consultant shall furnish the University with certificates, policies or binders which indicate the Consultant and/or the University and other Consultants (where required) are covered by the required insurance showing type, amount, class of operations covered, effective dates and dates of expiration of policies prior to the University issuing a Notice to Proceed.

8. PAYMENT TERMS AND CONDITIONS

Payment in full will be made within thirty (30) days after receiving invoices for good/services rendered as meeting all performance specifications. The University reserves the right to withhold a portion of the payment until the services have been completed. Any different payment terms desired by the respondent must be clearly stated and may or may not be accepted by the University.

Preferred settlement method is through the use of Electronic Accounts Payable solutions. The University encourages suppliers to opt into its Single-Use Account (SUA) credit card program for payment of invoices. The SUA is an electronic, credit card-based payment solution that acts like a check. It provides a single 16-digit virtual account number for each payment. Similar to a check, the credit limit on each SUA is set to the specific payment amount. Payment terms for Suppliers who participate in the SUA program are Net 0 as opposed to the standard Net 30 terms. An alternative electronic solution is payment through Automated Clearing House (ACH). Payment terms associated with settlement via ACH or check will be considered to be Net 30 days. Earlier settlement will be considered if cash discounts for prompt payment are offered. Cash discounts for prompt payment will not be considered in determination of award unless specifically stated in the Detailed Specifications and Special Conditions.

The University may withhold payment or make such deductions as may be necessary to

protect the University from loss or damage on account of defective work, claims, damages, or to pay for repair or correction of equipment or supplies furnished hereunder. Payment may not be made until satisfactory delivery and acceptance by the University and receipt of correct invoice have occurred.

9. MANDATORY CRITERIA

Respondents must meet all mandatory requirements in this section in order to continue with a response to this RFP. Any Respondent that does not meet all of the following requirements will be removed from further consideration. Respondents must provide a written, affirmative response to each of the criteria stated below and provide substantiating information to support your answer.

- A. It is mandatory that the respondent adhere to all accessibility and information security requirements. **CONFIRM Y _____ or N _____ Provide information to support your answer.**
- B. It is mandatory that the University of Missouri retain rights to all creative work produced by an agency or subcontracted agency. **CONFIRM Y _____ or N _____ Provide information to support your answer.**
- C. It is mandatory that the agency will execute deliverables as listed in the scope of work above, unless an edited list of deliverables is mutually agreed upon. **CONFIRM Y _____ or N _____ Provide information to support your answer.**
- D. It is mandatory that the vendor have the ability to conduct qualitative and/or quantitative research involving a variety of internal and external constituencies regarding current brand architecture, including brand hierarchy, logo usage, naming conventions and use of taglines, and provide a report detailing brand perception internally and externally. **CONFIRM Y _____ or N _____ Provide information to support your answer.**
- E. It is mandatory that the vendor have the ability to incorporate existing consumer perception research into analysis and report. **CONFIRM Y _____ or N _____ Provide information to support your answer.**
- F. It is mandatory that the respondent have in-house capability or access to vendors to develop brand strategy and positioning and creative concept generation. If the agency intends to contract any portion of the work, provide the names of those vendors and the scope of contracted work. **CONFIRM Y _____ or N _____ Provide information to support your answer.**

- G. It is mandatory that the vendor have the ability to recommend best practices to apply identity guidelines to multiple formats/mediums, including digital, print, and audio. **CONFIRM Y _____ or N _____ Provide information to support your answer.**
- H. It is mandatory that the vendor provide recommendations on co-branding guidelines with affiliated entities. **CONFIRM Y _____ or N _____ Provide information to support your answer.**
- I. It is mandatory that the vendor provide recommendations on how to communicate to internal and external audiences. **CONFIRM Y _____ or N _____ Provide information to support your answer.**
- J. It is mandatory that the vendor provide a final report that includes overview of process, summary of findings and final recommendations. **CONFIRM Y _____ or N _____ Provide information to support your answer.**

10. DESIRABLE CRITERIA

It is the Respondent's responsibility to supply sufficient and complete information for a full evaluation of all items in this section, including detailed explanations.

- A. It is desirable that the respondent have experience in brand building for a public radio station or content provider. Provide a detail explanation of your organizations experience in brand building for a public radio station or content provider.
- B. It is desirable that the agency have experience in capital campaign marketing. Describe your organizations experience in capital campaign marketing.
- C. It is desirable to partner with a company with a proven track record in the expertise of branding and identity standards. Please provide three (3) references that may be contacted where you have performed equal or similar services in the past five (5) years.
- D. It is desirable that the agency have expertise in developing a brand strategy to increase awareness. Provide examples of their demonstrated ability in evaluating brand architecture, including brand hierarchy, logo usage, and use of taglines.
- E. Supply a portfolio of at least three examples (one of which should include a radio station) that outlines the following:
- a. Data that informed the brand strategy;
 - b. Timeline, strategy and position based on research findings;

- c. Creative developed to address the strategy;
- d. Results from the initiative.

Onsite Presentations

The UNIVERSITY may request respondents(s) to give onsite presentations. The onsite presentations will be scheduled for the week of May 13-16, 2019 pending calendar coordination. After the opening of RFP and scoring of vendor responses, we will contact the selected vendors to assign date and time.

REQUEST FOR PROPOSAL FORM

REQUEST FOR PROPOSALS
FOR
FURNISHING AND DELIVERY
OF
MARKETING CONSULTING SERVICES FOR ST. LOUIS PUBLIC RADIO:

BRAND POSITIONING AND CAPITAL CAMPAIGN

FOR
THE CURATORS OF THE UNIVERSITY OF MISSOURI
ON BEHALF OF
UNIVERSITY OF MISSOURI ST. LOUIS
RFP # 31067
DUE DATE: APRIL 23, 2019
TIME: 12:00 PM CDT

The undersigned proposes to furnish the following items and/or services in accordance with all requirements and specifications contained within this Request for Proposal issued by the University of Missouri.

Provide a total budgetary estimate/quote as it relates to the goals of the project as specified in this document. \$ _____

Breakdown by Phase: Phase 1: \$ _____

Phase 2: \$ _____

Phase 3: \$ _____

Scope of Project

Phase 1: Research Review

The first phases of this RFP are to create a research-informed, updated brand messaging and brand identity for the organization.

The agency should thoroughly review St. Louis Public Radio-provided research including, but not limited to:

- Previous focus group studies;
- Documented member comments;
- Capital campaign feasibility study;
- NPR research.

Based on this research, the agency should use their preferred methods of analysis to recommend updating the station's components of brand communication.

Phase 2: Updated brand platform

BRAND PLATFORM AND MESSAGES:

The agency should propose methodology to develop compelling messages which differentiate the station from our enumerated competitors. The existing tagline “Your Community, Your World” should be evaluated for replacement, and an option provided for a new tagline.

BRAND ARCHITECTURE AND IDENTIFIERS:

Agency should propose methodology for developing brand architecture for the station and its sub-brands. A new station logo may be developed. A brand signature style to be used across media will be developed, integrating printed materials, email communications, website and social media presence, and building signage. Agencies are encouraged to investigate aural (sound) branding, brand audio expression, and animated logo elements for video and some digital applications. Deliverables should include a comprehensive toolkit for the station to deploy and use, as well as a brand standards manual outlining proper use of graphic materials.

INTERNAL AND EXTERNAL ROLLOUT:

Please provide your agency’s approach to rolling out brands to internal teams, and a recommended approach for rolling out the new brand materials to the greater external market. A general overview of your process will suffice at this time, knowing that this will be modified as the phases above are completed.

Phase 3: Creation of Capital Campaign Marketing Materials

Finally, we wish to leverage the new brand identity and messaging to support a capital campaign, focused on building endowment, capital needs and capacity building to take on other projects. This campaign is currently tracked to raise \$15 million by the 50th anniversary of St. Louis Public Radio in 2022. Dan Reynolds of Holmes, Radford & Reynolds is currently consulting with the STLPR team, working on the quiet phase of the campaign. The Standing Partnership has also been retained to provide public relations and messaging for corporate prospects.

STLPR wishes to partner with a firm to help craft the case for the campaign, and the branded communications materials to help make the campaign successful. Specifically, and for the purpose of this RFP, we are asking submitting agencies to produce the following scope of campaign collateral materials.

- Written campaign case statement

- Main campaign case brochure, for Major Gift Donor prospects
- Campaign logo treatment and related graphic elements; STLPR will apply these elements in-house to create related campaign materials such as folders, letterhead, envelopes etc.)
- Small brochure e.g. 8 ½ by 11” bi-fold
- 3 min. video regarding the campaign theme
- Website landing page for campaign donations (wireframe and copy)

The hope is that the messaging developed in the first phase will be used in the campaign materials to create a strong forward thrust for campaign support. We wish to have printed materials available by the fourth quarter of 2019.

AUTHORIZED RESPONDENT REPRESENTATION

Authorized Signature		Date	
Printed Name		Title	
Company Name			
Mailing Address			
City, State, Zip			
Phone No.		Federal Employer ID No.	
Fax No.		E-Mail Address	
Number of calendar days delivery after receipt of order: _____		Payment Terms: _____ Note: Net 30 is default. Early pay discounts encouraged.	
Select Payment Method: SUA ACH Check			
Circle one: Individual Partnership Corporation			
If a corporation, incorporated under the laws of the State of _____			
Licensed to do business in the State of Missouri? ____yes ____no			
Maintain a regular place of business in the State of Missouri? ____yes ____no			

This signature sheet must be returned with your proposal.

ATTACHMENT A
SUPPLIER DIVERSITY PARTICIPATION FORM

The University of Missouri System is committed to and supports supplier diversity because it is essential to the University's mission and core values. The University's Supplier Diversity efforts reflect this mission.

Tier 2 Supplier Diversity Information - The University strongly encourages Supplier Diversity participation in all of its contracts for goods and services. Tier 2 Spend is spend reported by primary suppliers of the University of Missouri who subcontract work to, or make purchases from a diverse supplier. Depending upon the contract, primary suppliers will be asked to submit Tier 2 information with Women and Diverse Owned companies. Suppliers have two options in reporting Tier 2 dollars depending on the terms of the contract: Direct and Indirect. Awarded suppliers may be asked to utilize CVM Solutions for reporting Tier 2 spend.

- Direct dollars - those dollars directly spent with Women and Diverse Owned suppliers in the fulfillment of the contract.
- Indirect dollars - based on a percentage of revenue the University represents to the supplier. An example is as follows:
 - Supplier's Total Revenues: \$10,000,000
 - Revenues from University \$: \$ 4,000,000
 - University % of Total Revenues: 40% (#2 divided by #1)
 - Total MBE Dollars \$: \$ 150,000
 - Total WBE Dollars \$: \$ 150,000
 - Total University Attributable MBE \$: \$ 60,000 (#3 multiplied by #4)
 - Total University Attributable WBE \$: \$ 60,000 (#3 multiplied by #5)
 - Total University Attributable MWBE \$: \$ 120,000 (Sum of #6 and #7)
 - University % Attributable Revenue: 3% (#8 divided by #2)

1. Does your company have a Supplier Diversity Program? If so, describe efforts your company has made to increase business with Women and Diverse Owned businesses (i.e. does your company have a policy statement, participate in outreach activities, promote diverse firm subcontracting, publicize contract opportunities, provide certification assistance, etc.?) Please provide examples (use additional pages if needed): _____

2. What percentage of your company's total contracting and procurement spend for the prior year was with Women and Diverse Owned businesses? Are you able to provide this information specific to University of Missouri business? _____

3. Complete the following table indicating the percentage your company will subcontract with certified Women and Diverse Owned businesses should your company be the successful bidder. Note: If your company does not plan to use Women and Diverse Owned businesses to fulfill your contract obligations, please explain why not.

Supplier Name	% of Contract	Specify Direct or Indirect

If there are questions regarding supplier diversity at the University, contact Teresa Vest, vestt@umsystem.edu.

-----THIS FORM MUST BE SUBMITTED WITH THE RESPONSE-----

ATTACHMENT B
SUPPLIER REGISTRATION INFORMATION

Completion of this section is strongly encouraged. Please review and check ALL applicable boxes.

SMALL BUSINESS CONCERN: ☐ Yes ☐ No

The term "small business concern" shall mean a business as defined pursuant to Section 3 of the Small Business Act and relevant regulations issued pursuant thereto. Generally, this means a small business concern organized for profit, which is independently owned and operated, is not dominant in the field of operations in which it is bidding. We would consider any firm with 500 employees or less a "small business concern".

WOMAN OWNED BUSINESS (WBE): ☐ Yes ☐ No

A woman owned business is defined as an organization that is 51% owned, controlled and/or managed, by a woman. The determination of WBE status depends solely on ownership and operation and is not related to employment. The firm should be certified by a recognized agency (e.g., state, local, federal, etc.). Please see Public Law 106-554 for more detail.

MINORITY BUSINESS ENTERPRISE (MBE): ☐ Yes ☐ No

A minority business is defined as an organization that is 51% owned, controlled and/or managed by minority group members. The determination of minority status depends solely on ownership and operation and is not related to employment. The firm should be certified by a recognized agency (e.g., state, local, federal, etc.). Please see Public Law 95-507 for more detail. Place an X by the appropriate space below.

1. Asian-Indian - A U.S. citizen whose origins are from India, Pakistan and Bangladesh ☐ (A)
2. Asian-Pacific - A U.S. citizen whose origins are from Japan, China, Indonesia, Malaysia, Taiwan, Korea, Vietnam, Laos, Cambodia, the Philippines, Thailand, Samoa, Guam, the U.S. Trust Territories of the Pacific or the Northern Marianas. ☐ (P)
3. Black - A U.S. citizen having origins in any of the Black racial groups of Africa. ☐ (B)
4. Hispanic - A U.S. citizen of true-born Hispanic heritage, from any of the Spanish-speaking areas Mexico, Central America, South America and the Caribbean Basin only. ☐ (H)
5. Native American - A person who is an American Indian, Eskimo, Aleut or Native Hawaiian, and regarded as such by the community of which the person claims to be a part. ☐ (N)

A Veteran or Service Disabled Veteran business is defined as an organization that is 51% owned, controlled and/or managed by Veterans. The firm should be certified by a recognized agency (e.g., state, local, federal, etc.). Please see Public Law 109-461 for more detail.

VETERAN BUSINESS ENTERPRISE ☐ Yes ☐ No

SERVICE DISABLED VETERAN BUSINESS ENTERPRISE ☐ Yes ☐ No

MISSOURI FIRM: ☐ Yes ☐ No

A Missouri Firm is defined as an organization which has and maintains within the State of Missouri a regular place of business for the transaction of their business.

BUSINESS TYPE:

Manufacturer	<input type="checkbox"/> (M)
Distributor/Wholesaler	<input type="checkbox"/> (D)
Manufacturer's Representative	<input type="checkbox"/> (F)
Service	<input type="checkbox"/> (S)
Retail	<input type="checkbox"/> (R)
Contractor	<input type="checkbox"/> (C)
Other	<input type="checkbox"/> (O)

SOLE PROPRIETORSHIP: ☐ Yes ☐ No

SUPPLIER'S CERTIFICATION:

The undersigned hereby certifies that the foregoing information is a true and correct statement of the facts and agrees to abide by the laws of the State of Missouri and the rules and regulations of the University of Missouri System now in effect including any subsequent revisions thereof. Supplier acknowledges that it is his/her responsibility to keep the information current by notifying the University of Missouri of any changes.

Signature of Person Authorized to Sign this Supplier Registration Information Form

Title: _____ Date: _____