

STATE OF OHIO  
DEPARTMENT OF ADMINISTRATIVE SERVICES  
GENERAL SERVICES DIVISION  
OFFICE OF PROCUREMENT SERVICES  
4200 SURFACE ROAD, COLUMBUS, OH 43228-1395

AMENDMENT FOR CHANGE  
AMENDMENT NO. 1

TO: LIMITED DISTRIBUTION – OHIO DEVELOPMENT SERVICES AGENCY, OFFICE OF TOURISMOHIO  
FROM: ROBERT BLAIR, DIRECTOR, DEPARTMENT OF ADMINISTRATIVE SERVICES  
SUBJECT: CONTRACT FOR BRAND ARCHITECTURE & POSITIONING, CREATIVE SERVICES AND MEDIA SERVICES

Attached are pages 2-4 to this contract. Remove these pages from the existing contract and replace with the attached pages on the effective and/or revision date.

This amendment is issued to notify of the addition of OAKS item numbers for reimbursable cost; to notify of change in the remit to address for Marcus Thomas, LLC and, to add the Summary of Amendments page.

All other prices, terms and conditions remain unchanged.

Questions regarding this Amendment and/or the Requirements Contract may be directed to:

Jennifer Dammeyer, CPPB  
Jennifer.Dammeyer@das.ohio.gov

This Amendment, the main Requirements Contract and any additional amendments thereto are available from the DAS Web site at the following address:

<http://www.ohio.gov/procure>

Affected Contractor(s):

226268  
Cult Marketing, LLC  
375 N Front St, STE 222  
Columbus, OH 43215  
doug@cultmarketing.com

67488  
Marcus Thomas LLC  
4781 Richmond Road  
Cleveland, OH 44128  
jnash@marcusthomasllc.com

PRICE SCHEDULE

Description	Cost
<b>CONTRACTOR: Cult Marketing</b> ITEM ID #27156  Branding Architecture and Positioning (Flat Fee for initial term of the contract). Notes: Includes Brand Awareness Study (500 completes) at no additional cost to the State	\$283,620.00
<b>CONTRACTOR: Cult Marketing</b> ITEM ID #27157  Creative Services (Professional Fee monthly rate)	\$52,500.00 /monthly rate
<b>*CONTRACTOR: Cult Marketing</b> ITEM ID #27229  Reimbursable costs for research and production	ACTUAL COST
<b>CONTRACTOR: Marcus Thomas LLC</b> ITEM ID #27158  Media Services (Strategy, Planning and Buying) (Flat hourly fee per professional position)	\$100.00 /hr
<b>*CONTRACTOR: Marcus Thomas LLC</b> ITEM ID #27230  Reimbursable cost for media placements	ACTUAL COST

\*Denotes addition of new item number for reimbursable cost, effective with amendment 1.

CONTRACTOR INDEX

CONTRACTOR:

226268  
Cult Marketing, LLC  
375 N Front St, STE 222  
Columbus, OH 43215

CONTRACT NO.: CSP906015-1

TERMS: Net 30 Days

CONTRACTOR'S CONTACT: Doug McIntyre

Telephone: (614) 885-2858  
Fax: (614) 321-3988  
[doug@cultmarketing.com](mailto:doug@cultmarketing.com)

CONTRACTOR:

67488  
Marcus Thomas LLC  
4781 Richmond Road  
Cleveland, OH 44128

CONTRACT NO.: CSP906015-2

TERMS: Net 30 Days

\*Remit To Address  
Marcus Thomas LLC  
DEPT 781763  
P.O. Box 78000  
Detroit, MI 48278-1763

CONTRACTOR'S CONTACT: James Nash

Telephone: (216) 292-4700  
Fax: (216) 682-0128  
[jnash@marcusthomasllc.com](mailto:jnash@marcusthomasllc.com)

\*Denotes change to remit to address for Marcus Thomas, effective with amendment 1.

SUMMARY OF AMENDMENTS

Amendment Number	Effective Date	Description
1	4/8/15	Issued to notify of the addition of OAKS item numbers for reimbursable cost; to notify of change in the remit to address for Marcus Thomas, LLC and, to add the Summary of Amendments page.