



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

MANDATORY USE CONTRACT FOR: BRAND ARCHITECTURE & POSITIONING, CREATIVE SERVICES AND MEDIA SERVICES

CONTRACT NUMBER: CSP906015

EFFECTIVE DATES: 03/18/15 TO 12/31/16

The Department of Administrative Services has accepted Proposals submitted in response to Request for Proposal (RFP) No. CSP906015 that opened on January 9, 2015. The evaluation of the Proposal responses has been completed. The Offeror listed herein has been determined to be the highest ranking Offeror and has been awarded a Contract for the services listed. The respective Proposal response including, Contract Terms & Conditions, any Proposal amendment, special Contract Terms & Conditions, specifications, pricing schedules and any attachments incorporated by reference and accepted by DAS become a part of this Services Contract.

This Requirements Contract is effective beginning and ending on the dates noted above unless, prior to the expiration date, the Contract is renewed, terminated, or cancelled in accordance with the Contract Terms and Conditions.

This Requirements Contract is available to the Ohio Development Services Agency, Office of TourismOhio as applicable.

The agency is eligible to make purchases of the contracted services in any amount and at any time as determined by the agency. The State makes no representation or guarantee that department will purchase the volume of services as advertised in the Request for Proposal.

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

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

This Requirements Contract and any Amendments thereto are available from the DAS Web site at the following address:

www.ohio.gov/procure

PRICE SCHEDULE

| Description | Cost |
|---|---------------------------|
| CONTRACTOR: Cult Marketing 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 |
| CONTRACTOR: Cult Marketing ITEM ID #27157 Creative Services (Professional Fee monthly rate) | \$52,500.00 /monthly rate |
| CONTRACTOR: Marcus Thomas LLC ITEM ID #27158 Media Services (Strategy, Planning and Buying) (Flat hourly fee per professional position) | \$100.00 /hr |

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

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
P.O. Box 76738
Cleveland, OH 44128

CONTRACTOR'S CONTACT: James Nash

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