



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

\* Renewal through 12/31/17

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](http://www.ohio.gov/procure)

\*Denotes contract renewal with amendment 2.

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 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 with amendment 1.

SUMMARY OF AMENDMENTS

Amendment Number	Effective Date	Description
2	1/1/17	Issued to notify of contract renewal effective 1/1/17-12/31/17
1	4/8/15	Issued to notify of the addition of OAKS item number for reimbursable cost: to notify of change in the remit to address for Marcus Thomas, LLC and to add the Summary of Amendments page.