

## Notice to Proposers

**Brand Refresh RFP #CSUSTRFP18107**  
**California State University, Stanislaus**  
One University Circle  
Turlock, CA 95382

The Trustees of the California State University will receive electronic bid proposals, for Planning, Development of Brand Platform, and Implementaion of Stanislaus State Brand Refresh.

The Brand Refresh will be based on market research, an assessment of academic and co-curricular programs and attitudes of campus constituents and alumni, including the review of prior research data. Please note, the Brand Refresh does not include a refresh of the University's visual identity platform.

Proposals will be received at the CalUsource RFP website: <https://www.calusource.net/> until **2:00 P.M. on January 3, 2019**, in accordance with the RFP documents.

The RFP may be viewed after **November 13, 2018** at <https://www.calusource.net/>. To participate in this RFP you must register with CalUsource by clicking on the Supplier tab then completing and submitting the Registration Form (if you are not registered). For assistance using this public RFP site click on the Supplier Resources link to review the Supplier Guide and tutorials. For technical assistance or general information using CalUsource contact GEP Help Desk at support@gep.com.

A **mandatory Pre-Bid Conference Call** is scheduled for **December 4, 2018, at 1:00 PM (PST)**. Interested bidders can zoom into the Conference Call at <https://csustan.zoom.us/j/3217318279>.

Each Proposer offering a proposal must comply with Proposal Provisions and CSU General Provisions for Service Acquisitions as stated in the RFP.

The University provides a five percent (5%) preference to Proposers who qualify as a California Certified Small Business or non-small business that commits to 25% of the contract value to California Certified Small Businesses.

DVBE Incentive: In accordance with Government Code section 14838(f), and Military and Veterans Code sections 999.5(a) and 999.5(d), the Trustees shall grant a bid incentive for bid evaluation purposes only. The level of DVBE incentive will correlate to the level of participation.

It will be the responsibility of each proposer to obtain a bid proposal package in sufficient time to fulfill requirements therein. Allow sufficient time to upload all the bid documents to <https://www.calusource.net/>. The Proposer is responsible for submitting their Proposal on the referenced RFP website according to the deadline for submissions of proposal. Delays due to the instrumentalities used to transmit the Proposal will be the responsibility of the Proposer.