



Division of Finance and Business Operations

Procurement & Strategic Sourcing  
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January 25, 2025

**Addendum #1 To  
Request for Proposal  
RFP Levin Center PR Firm 2023 - Rebid  
dated January 18, 2024**

**Minutes of the Pre-Proposal Conference**

**This Addendum must be acknowledged on Schedule D.**

The pre-proposal conference for the **Levin Center PR Firm 2023 - Rebid** was held on **January 25, 2025, at 2:00 p. m. (local time)**. **Robert Kuhn, Sr. Buyer**, reviewed the administrative requirements of the pre-proposal package, especially concerning details such as bid due dates and who vendors may contact during the live bid process. **Margaux Laspeyres** of the **Law School – Levin Center for Oversight and Democracy**, discussed the expectations and scope of work.

The pre-proposal conference attendees sign in sheet and meeting minutes are available for downloading from the University Purchasing Web Site at <http://go.wayne.edu/bids>.

**Numerous simple questions and answers were addressed at the pre-proposal meeting. Some of the issues were as follows:**

4. This RFP included an **Optional pre-proposal meeting**.
2. The Deadline for project related questions is **January 31, 2024, 12:00 noon**.
3. **Bids are due by electronic submission on** no later than 2:00 p.m., **February 12, 2024**. The link for bid submission will be posted with the bid details at <http://go.wayne.edu/bids> beginning **January 18, 2024**.
4. **The contract(s) will be for a one-year period ending on March 14, 2025. Thereafter, the UNIVERSITY may, at its option, extend the contract for an additional six (6) month period, through August 30, 2025.**
5. The University is a member of the Michigan University Self Insurance Corporation (MUSIC). Insurance requirements for Wayne State work are based on the products or services provided. For this project, a Certificate of Liability Insurance is **Not Required**.
6. Any responses, materials, correspondence, or documents provided to the University are subject to the State of Michigan Freedom of Information Act and may be released to third parties in compliance with that Act, regardless of notations in the VENDOR's Proposal to the contrary.
7. Parking on WSU campus lots and structures are \$9.00/access. Vendor must build parking into their lump sum bid. There is no parking allowed on the malls.
8. The budget does allow for some paid advertising. The University is not sure what level this would be at.
9. This is a new service, we are at capacity and need to get some help over a short period of time.
10. The University has a small team to accomplish a lot of work over the United States.
11. The team does not have members of staff experienced in Public Relations.
12. The team does not have sufficient existing contacts at any of the right venues to make its work known.
13. The programs have different key individuals.
14. Messaging research has not been done, there has been no previous formal fundraising campaign. Any fundraising that has been done has been thru personal relationships with Carl Levin, board members, or other stakeholders of the Levin Center.
15. The 10-year anniversary will be combined with the fundraising campaign under the slogan "\$10 million by year 10" as the goal for the Center's endowment.
16. Smoke and Tobacco Free Policies: On August 19, 2015, Wayne State joined hundreds of colleges and universities across the country that have adopted smoke- and tobacco-free policies for indoor and outdoor spaces. Contractors are responsible to ensure that all employees and all subcontractors' employees are in compliance anytime they are on WSU's main, medical, or extension center campuses. The complete policy can be found at <http://wayne.edu/smoke-free/policy/>
17. **IMPORTANT - Minutes for the Pre-Proposal Meeting are distributed, and published on the website as an Addendum. Vendors are responsible for the information in this and all other Addenda, and must acknowledge each addendum in Schedule D.**

All questions concerning this project must be emailed to: **Robert Kuhn**, Procurement & Strategic Sourcing at **313-577-3712**  
Email: **Rfpteam3@wayne.edu** by 12:00 p.m., **January 31, 2024**.

**Do not contact the Law School – Levin Center for Oversight and Democracy, or other University Units, directly as this may result in disqualification of your proposal.**

Thank you.

Robert Kuhn,  
Sr. Buyer, Purchasing  
313-577-3712

CC: Jim Townsend, Margaux Laspeyres, Valerie Kreher, Attendees list.

*Attachments:*

