Request for Proposal

and Specifications for

*College Licensing Services 2016*

Valerie Kreher
Senior Buyer
I. Wayne State University:

A. Was founded in 1868
B. Is committed to preparing its students to excel in a fast-paced and interconnected global society
C. Has 13 colleges and schools
D. Offers more than 380 academic programs including bachelor’s, master’s and doctoral degrees
E. Classified by the Carnegie Foundation for the Advancement of Teaching as a Research University, Very High research activity (RU/VH) (http://wayne.edu/about/facts/)
I. RFP Opportunity

A. The University is soliciting proposals for **College Licensing Services**

B. We are seeking superior quality & competitive pricing

C. Specifications are in the Scope of Work

D. Services may commence on or before **July 1, 2016**
I. Calendar of Events

A. Mandatory Pre-bid meeting - February 25, 2016
B. Questions due to Procurement & Strategic Sourcing - March 3, 2016 - 12 Noon
C. Delivery of Proposals - March 10, 2016 by 4:00 pm
D. Evaluation of Proposals - Week of March 20, 2016
E. Announcement of Selected VENDOR - Week of April 15, 2016
F. Readiness for Service/Contract Commencement – Approximately July 1, 2016
I. Submission of Proposals

A. Proposals are due March 10, 2016 at 4:00 pm
B. Delivered to Procurement & Strategic Sourcing, 5700 Cass Avenue, 4th Floor – Suite 4200, Detroit, MI 48202
C. We require an original plus one copy (2 total) of your proposal.
D. An electronic version is required, which should be submitted to rfp@wayne.edu
E. Proposals are limited to 50 pages total.
F. Prices and other requested data must be on the Schedules provided
G. Proposals must be responsive and satisfy all mandatory requirements
H. Any deviation from requirements must be noted in Exhibit 1 as Restricted Services
I. Schedules

A. Schedule A - Proposal Certification, Non Collusion Affidavit, Acknowledgements

B. Schedule B - Insurance Requirements

C. Schedule C - Cost Schedule, Summary of Quoted Rates

D. Schedule D - Summary Questionnaire
I. Exhibits

A. Exhibit 1 - Exceptions/Restrictions; if any (RFP Section II G)
B. Exhibit 2 - Profile / Experience / References (RFP Section II H)
C. Exhibit 3 - VENDOR Service Plan
I. Proposal Evaluation

A. Ability to offer the best value (quality, past performance and price)
B. Anticipated quality of service
C. Ability to meet all mandatory requirements and specifications of this RFP
D. Cost of Services; Compensation and Fees; (Schedule C)
E. Financial Strength of the VENDOR
F. Proposal Documentation / Presentation
G. VENDOR’S Experience (Vendor Exhibit 2)
H. VENDOR Profiles/References; (Vendor Exhibit 2)
I. VENDOR Service Plan; (Vendor Exhibit 3)
I. Vendor Presentations

A. Selected VENDORS may be invited to make a presentation at a set time and date

B. Presentations are to clarify information provided in the proposals

C. Will include a Question and Answer period at the end of the Presentation

D. Invitations are at the sole discretion of the University
I. Scope of Work

Qualifications of Bidders

1. The Agency should be well experienced in managing licensing programs, as well as the principals of the Agency shall be well experienced in collegiate licensing.

2. The Agency should possess experience, an established business network and visibility in the licensing industry.

3. Supplier warrants that it, as well as its employees, agents and subcontractors engaged to provide items or Services under this request has and will maintain all the skills, experience, and qualifications necessary to provide the Services contemplated by this request, including any required training, registration, certification or licensure. This shall include those assigned to work with the University on licensing strategy as well as those assigned to manage day-to-day operational matters and customer service.

4. The required qualifications, by way of example only and without limitation, shall expressly include all qualifications identified in this request for proposal.

5. The Agency will have the ability to record and disburse to Wayne State University all royalties on the sale of licensed materials, products, or properties with the Wayne State University Trademarks.
I. Scope of Work

Brand Protection

1. The Agency will have legal resources available to the University to swiftly and thoroughly address all licensee contract compliance matters, as well as trademark infringements, and will provide counsel when requested as questions arise.

2. The Agency’s mission, vision, and core values will align with that of the University as it relates to Client-Agency relations.

3. The Agency shall provide services to conduct market searches, enforcement and education to reduce unlicensed products in the market, including online brand protection for sites such as Etsy, Ebay, Alibaba, and others.

4. The Agency will provide services to help the university track licensee factories in the supply chain and provide reports to the University to improve supply chain compliance (e.g., FLA).

5. The Agency shall have a comprehensive auditing program.

6. The Agency will require all licensees to meet quality control standards.

7. The Agency will have record of providing assistance in the federal, state, and potentially international registration of University marks including registration of new marks and maintaining registrations for existing marks already registered.
I. Scope of Work

Brand Management

1. The Agency will possess the necessary technology infrastructure, licensing software, and have reporting capabilities to support the University’s business objectives.

2. The Agency will utilize royalty reporting processes to provide fiduciary controls of the University’s royalties.

3. The Agency will provide financial performance reports from consumer products licensing and program performance quarterly or on a timely basis as agreed to by both parties.

4. The Agency will utilize digital asset management capabilities to properly distribute digital logos to the University’s licensees.

5. The Agency will be well versed in communications with licensees including during the transition of the University’s licensing model.

6. The Agency will monitor and oversee the licensing program with all licensees to insure that the licensee’s royalties, minimums, and sales reports are promptly submitted.
I. Scope of Work

Brand Development

1. The Agency will utilize brand development strategies and philosophies, including primary areas in which the Agency can significantly impact the University’s brand.

2. The Agency will formulate and execute a plan for increasing revenue for the University from trademarks licensing that also enhances exposure and creates positive public relations, among other things.

3. The Agency actively and aggressively pursues and participates in marketing and retail sales support opportunities. Such initiatives include apparel and non-apparel and include an overall philosophy of how such opportunities are managed.

4. The Agency employs resources for informing and educating the University about licensing industry updates, trends, and future opportunities.

5. The Agency will support the University in seeking and executing licensee partnership programs that will position the University for continued growth; including different types of partners, and be proficient in fostering and managing such partnerships.

6. The Agency has experience working with major collegiate apparel/team uniform suppliers in crafting unique licensing partnership benefiting both the partners and the University.

7. The Agency promotes and exhibits innovative thinking that can benefit the University’s licensing program both near-term and in the future.
I. Scope of Work

Relationship Management

1. The Agency will have a philosophy aligned with procedures and an organizational model for working with the university designated personnel as determined.

2. The Agency shall assign one qualified representative to serve as the lead contact for the University. The Agency’s representative shall be familiar with the University's market. The Agency’s representative shall be responsible for all follow through and for assuring responses to University concerns. The Agency’s representative may be asked to assist the University in setting a strategic direction for the program.
I. Scope of Work

Required Responses

1. Provide a list of the firm's top ten clients comparable to the University indicating the length of service of each account. The University may contact and/or visit any of these accounts.

2. Provide information on the Agency’s approach to increase the University’s visibility and access to merchandise, specifically increasing the availability and variety of WSU licensed merchandise in the marketplace.

3. Provide information on how the agency can assist in promoting sales at the retail level, both in bricks-and-mortar locations and online.

4. Describe any presence the Agency has at the major conferences and trade shows concerning collegiate licensing.
I. Scope of Work

Required Responses

1. Describe how the firm plans to provide trademark licensing services.

2. Describe the firm’s customer service operation to include frequency and modes of customer contact.

3. Provide bios for individual professional employees proposed to service the account.

4. Explain how the Agency would collect, analyze and report on WSU royalty data and provide ongoing recommendations for enhancement. What philosophies would be employed to best manage WSU’s program to ensure that maximum coverage is reached across all product categories and retail distribution channels.

5. Discuss the availability of qualified licensing and intellectual property counsel on-staff. Indicate whether these attorneys are available for use by the WSU at no charge or if separate compensation is required to access their services. Specifically list whether “cease and desist” letters and legal actions are included or are available for additional charge, and provide any sample letters or notices, as applicable.
I. Scope of Work

Financial Information

1. Describe the fees the University will be paid.

2. Describe how the University will be paid. Include a discussion of the firm’s proposed timing for payments and associated payment documentation.

3. Describe how the University will benefit from cost savings and enhanced revenue generation by accepting the firm's proposal.
I. Proposals Must Include

A. Organizational data that demonstrates the size, scope and capability of the Company

B. A complete description of the products and services offered

C. Vendor’s qualifications to meet the RFP specifications
I. Information Submitted on Request

A. Publicly distributed annual reports and/or independently audited financial statements

B. A minimum of three (3) qualified references

C. Lost Accounts with annual billings of $50,000 per year
I. Contracting Process

A. Any contract will be made using the University’s Standard Service Provider Agreement

B. Agreement will incorporate this RFP and its terms and conditions by reference

C. Any Vendor terms to incorporate into the Agreement must be included in Exhibit 1

D. Final contract will require approval by the University’s General Counsel
I. Other Information

A. All Proposals are subject to the State of Michigan Freedom of Information Act

B. If awarded a contract, VENDOR must provide a Certificate of Insurance as outlined in Schedule B

C. Vendors should include any Supplier Diversity information (self or sub-contractors)

D. Wayne State has a smoke- and tobacco-free policy for indoor and outdoor spaces
I. Reminders

A. The UNIVERSITY reserves the right to accept, reject, modify, and/or negotiate any and all proposals.

B. All information related to this RFP will be posted to the Project site at http://www.forms.procurement.wayne.edu/Adv_bid/Adv_bid.html.

C. All questions concerning this Request for Proposal are to be directed to Valerie Kreher, Senior Buyer, Email; rfpteam2@wayne.edu.

D. A copy should be submitted to Ken Doherty, Assistant Vice President, Email; ac0578@wayne.edu.

E. Do not contact the Marketing and Communications, or other University Units, directly as this may result in disqualification of your proposal.
Questions
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