

January 5, 2023

To:  **Prospective Bidder**

Subject:  **Request for Proposal**

Grand Valley State University is accepting proposal(s) for a **Perception Research Study.** Reference attached information, instructions, and specifications.

**If you wish to bid on these services, please submit your proposals** **for** **bid #223-15** **no later than 10:00 a.m. Thursday, January 26, 2023.**

Email your proposal to: [**RFP-Received@gvsu.edu**](mailto:RFP-Received@gvsu.edu)

Submit your proposal electronically to the above email address by the bid opening date and time. Grand Valley State University is not responsible for email bids affected by spam or not received by the bid opening date and time. No fax, verbal, or telephone proposals will be accepted.

Before submitting proposal, check to be sure that:

1. The Proposal/Certification/Contract form is signed and witnessed.
2. All addenda received are acknowledged

Note: Electronic submission becomes your authorized signature

Thank you for your participation,

Valerie Rhodes-Sorrelle, C.P.M.

Vendor Relations Manager

***Procurement Services 2033 Zumberge* *Hall, Allendale, MI 49401***

***Phone 616/331-2283 - Fax 616/331-3287***

**Request for Proposal**

## Information and Instructions to Bidders

1. Grand Valley State University’s Michigan State Sales & Use Tax Exempt number is 38-1684280 – Exemption certificate can be found at [www.gvsu.edu/purchasing](http://www.gvsu.edu/purchasing) under forms.
2. Any product deliveries to Grand Valley State University (GVSU) shall be FOB delivered. GVSU campus locations to include but limited to: Allendale, all Grand Rapids, MI locations, Muskegon, MI and Holland, MI
3. Grand Valley State University will require written confidentiality agreements with the agency selected.
4. Reference attached specifications
5. **Grand Valley State University is requesting that you limit the number of pages in the proposal to five. Provide online links for company/agency background information** **and work samples as needed**. **Please note:** Work samples can be included with your proposal if not available online. We understand that this may exceed the five-page limit.
6. Grand Valley State University prefers to keep travel expenses to a minimum. If your firm is not local, please disclose your estimate for travel costs. The team from the awarded company may be expected to have a few in-person meetings with our Institutional Marketing Department in Allendale, Michigan. Meetings may also be scheduled at our Grand Rapids, Michigan campus. Virtual meetings will be preferred for most meetings.
7. Should it become necessary to revise any part of the RFP, notice of the revision will be given in the form of an addendum to all prospective suppliers who were sent notice of the RFP. Notice also will be posted on the Bid Opportunities page of the GVSU Procurement Services website at <https://www.gvsu.edu/purchasing/bid-opportunities.htm>/. Each supplier should acknowledge receipt of addenda in their proposal, but the failure of a supplier to receive or acknowledge receipt of any addendum, shall not relieve the supplier of the responsibility for complying with the terms thereof.
8. The respondent assumes responsibility for any costs incurred in the development and submission of a response.
9. **Reference proposal and contract page to record itemized pricing and base proposal sum information.**
10. Any questions regarding this request for proposal must be submitted in writing by **Thursday, January 12, 2023, by 10:00 a.m. to: Jennifer Allard at allardje@gvsu.edu. We will respond back to you in writing Thursday, January 19, 2023,** by the close of business. GVSU’s responses to questions will be posted under bid opportunities Bid #223-15 by the close of business . Your acknowledgment should be noted on the contract and proposal page of this document under addendums. **Please include the following in your email subject line: Questions RFP 223-15.**
11. At Grand Valley State University, socially responsible procurement (defined as supporting diversity, socially responsible procurement, and sustainability) is highly valued. These ideals are fundamental to our academic, research, and athletic excellence.  Grand Valley promotes supplier inclusion that is reflective of the diverse business community, and is committed to purchasing environmentally friendly products, while remaining focused on socially responsible procurement methodologies
12. Grand Valley State University endeavors to buy products made in the United States of America whenever an American made\* product is available that meets or exceeds the specifications requested and the price is equal to or lower than a foreign made product. Vendors are requested to bid American-made products and/or services whenever available. Vendors may bid foreign made products or services when:
    * 1. They are specified
      2. They are identified as an alternate by the vendor as long as they are technically acceptable.
      3. \*More than 50% of the manufactured or assembled in the United States.
13. Grand Valley State University (GVSU) reserves the right to accept or reject any or all Proposals not withdrawn before the opening date and to waive any irregularity or informality in the Proposal process. GVSU reserves the right to cancel the solicitation and/or any planned award for any or no reason as it deems necessary in its own best interest. The University reserves the right to conduct discussions, request additional information and accept revisions of Proposals from any or all bidders. The University reserves the right to negotiate with the bidder whose proposal is deemed most favorable.
14. Grand Valley State University reserves the right to award bids / proposals in the manner that will best suit the University.
15. Acceptance of awarded proposal will be made by GVSU purchase order.
16. Contact Jennifer Allard at [allardje@gvsu.edu](mailto:allardje@gvsu.edu) with any questions concerning this request for proposal.

**Project Scope**

**BACKGROUND**

Grand Valley State University is one of the nation’s premiere Carnegie classification “Master’s Large” institutions of higher education grounded in the tradition of liberal education. Dedicated to teaching and learning excellence, Grand Valley is Michigan’s most intentionally and strategically, student focused public university. For more information and quick facts about Grand Valley visit gvsu.edu/about.

**OBJECTIVE**

This project will help Grand Valley assess the perception of the university and understand the differentiating characteristics of the institution, by surveying prospective traditional aged students, prospective adult students, adults in the general population, and business leaders. This research will help GVSU build marketing strategies and messaging to attract and retain such students to our undergraduate and graduate programs, as well as help to maintain our positive image across the state of Michigan.

This request for proposal is for a marketing research partner to conduct research and provide analytical assessment, recommendations, and a presentation of results.

Please provide evidence of your firm’s ability to do the following:

**METHODOLOGY AND SAMPLE**

**Study 1: Prospective Adult Students with some college (focus on those who are influencers and learners)**

Representative\* sample of Michigan adults (age 24 and older) with some college, living in select counties in these two market areas: Grand Rapids and Detroit.

**Study 2: Prospective Students**

Michigan college-bound high school sophomores and juniors living in select counties in these two market areas: Grand Rapids and Detroit.

**Study 3: Adult General Population**

Representative\* sample of Michigan adults (age 24 and older) that are parents, living in select counties in these two market areas: Grand Rapids and Detroit.

Study 4: Business Leaders

Representative sample of C-Suite business leaders including small, medium, and large-sized companies including minority and women-owned businesses that are based or have meaningful presence in Michigan, in select counties in these two market areas: Grand Rapids and Detroit.

Select counties for each of the above groups include:

West Michigan Counties

-Kent County

-Ottawa County

-Muskegon County

-Allegan County

Southeast Michigan Counties

-Oakland County

-Wayne County

-Macomb County

Complete all surveys in a way that ensures comparability between waves.

\*Sample should be representative in terms of percentage of population each county represents of each region (ex. County A has 38% of population of the four West Michigan counties so sample of 200 must include 76 people from County A). Sample for each county, however, must try to over represent adults and students of color slightly over census data by an agreed upon percentage.

**SURVEY PREPARATION AND ADMINISTRATION**

Draft surveys with GVSU representatives, program the surveys, and administer the surveys. Acquire access to the necessary lists to conduct this research. Costs related to incentives and list purchases must be built into proposal.

**SURVEY ANALYSIS**

After data are collected, clean and code open-ended responses and prepare data crosstabulations, breaking out audience segments.

**REPORT/PRESENTATION OF FINDINGS**

Prepare a comprehensive PowerPoint style report, which contains a high-level executive summary highlighting key findings and implications for marketing messaging. The report must also include an in-depth summary of all the findings from the research, including appendices containing the cross-tabulations. Present these findings to the GVSU project team and other stakeholders via an online meeting.

**COST BREAKDOWN**

Please include a breakdown of all costs involved with completing the project, per study.

**PROJECT SCHEDULE:**

* RFP posted: January 5, 2023
* Questions regarding the RFP are due in writing to Jennifer Allard allardje@gvsu.edu Thursday, January 12, 2023, by 10:00 a.m.
* GVSU’s response to questions provided as addendum/bid clarification: Thursday January 19, 2023, by the close of business
* RFP proposals due: Thursday, January 26, 2023, by 10:00 a.m.
* Selection of finalist: February 1, 2023
* Implementation: February 2, 2023, through Monday, May 1, 2023

**Specifications**

**RFP Proposal Requirements and Considerations**

1. Agency proposals must include evidence of the “Project Scope” items above and hourly cost estimates with as much itemization as possible.

2. Preference will be given for agencies with experience in higher education marketing research, especially targeting the adult market and communities of color.

3. State the specific team members that will be committed to this project with the specific role and level of involvement for each. Include links to resumes or equivalent description of experience.

4. The specific team members must be available to work on this project as described for the full time period of the project schedule Reference page five (5) of this document.

5. Provide three client references (names, contact information) for projects comparable to GVSU’s. Briefly describe the scope of the project.

6. GVSU is seeking agencies without a current conflict of interest with any other Michigan public university, or West Michigan based private college or university. This means work currently being done in research, marketing, communications, public relations, fundraising, or recruitment capacity.

7. GVSU will require a written confidentiality agreement with selected agency.

**Proposal Evaluation Criteria**

* Assessment of ability to perform the scope of work and provide useful insights
* Assessment of staff team expertise assigned to project
* References
* Cost

**GENERAL TERMS & CONDITIONS** (REV. 4.19.19)

1.0 The Supplier shall comply with the University’s policy and procedures (http://www.gvsu.edu/purchasing) and any additional instructions issued from time to time by the University.

1.1.1 During the period of contract, no change is permitted to any of its conditions and specifications unless the Supplier receives prior written approval from the University.

1.1.2 Should the Firm find at any time that existing conditions make modification in contract requirements necessary, it shall promptly report such matter to the University for its consideration and decision.

1.1.3 The Firm shall comply with any and all federal, state, or local laws, now in effect or hereafter promulgated which apply to the operation herein specified.

1.1.4 The Firm’s performance may be evaluated by a designee or an Advisory Committee of the University meeting from time-to-time during the period of contract. It will be the responsibility of the Firm to respond, in writing if so requested, to inquiries, requests for change, and recommendations.

1.1.5 The Firm shall provide the University, with telephone numbers and addresses of management personnel and shall arrange for at least one such person to be available during the University’s normal working hours by telephone. The Firm shall also provide sufficient backup in times of staff shortages due to vacations, illnesses, and inclement weather.

1.1.6 The Firm shall maintain applicable insurance coverage with appropriate coverage limits. The Firm shall provide the name of the primary insurance carrier and their trade rating which may apply to the operation herein specified.

2.0 Termination

The University may terminate this agreement for any reason, including but not limited to, changes in the market price of the products and non-appropriation of federal or state funding to University, by delivering not less than thirty days prior written notice to Supplier.

If termination is due to default by Supplier, Supplier shall have ten days from receipt of notice to cure the default. If Supplier fails to cure within the ten-day period, university may terminate this agreement immediately.

The failure of university to exercise its rights of termination for default due to Supplier’s failure to perform as required in any one instance shall not constitute a waiver of termination rights in any other instance.

3.0 General Terms and Conditions

The terms and conditions shall govern any agreement issued as a result of this solicitation.

Additional or attached terms and conditions which are determined to be unacceptable to the University may result in the disqualification of proposals. Examples include but are not limited to: liability for payment of taxes, subjugation to the laws of another state, and limitations on remedies.

3.1.1 Interpretation, Enforcement and Forum of Laws

For disputes between University and Supplier, this agreement shall be governed by, construed, interpreted, and enforced solely in accordance with the laws of the State of Michigan and the venue shall lie in Kent County.

3.1.2 Compliance with Law

Supplier warrants and certifies that in the performance of this agreement, it has complied with or will comply with all applicable statutes, rules, regulations, and orders of the United States, and any state or political subdivision thereof, including but not limited to, laws and regulations pertaining to labor, wages, hours, and other conditions of employment.

3.1.4 Insolvency

In the event of any proceedings in bankruptcy or insolvency by or against Supplier, or in the event of the appointment (with or without its consent) of an assignee for the benefit of creditors, or a receiver, University may cancel this agreement without prior notice and without incurring any liability whatsoever to Supplier.

3.1.5 Assignments

Supplier shall not assign this agreement or any of Supplier’s rights or obligations hereunder, without University’s prior written consent. Any purported assignment made without prior written consent shall be void and of no effect.

3.1.6 Patent Trademark and Copyright Infringement

The Supplier warrants that the products/services hereby sold, either alone or in combination with other materials, do not infringe upon or violate any patent, copyright, trademark, trade secret, application, or any other proprietary right of any third party existing under laws of the United States or any foreign country. The Supplier agrees, at its own expense, to defend any and all actions or suits alleging such infringements and will hold University, its officers, agents, servants, and employees harmless from any and all losses, expenses, claims, (including reasonable attorney’s fees), or judgments arising out of cases of such infringement.

3.1.7 Use of Name, Logos, etc. in Advertising

Supplier agrees not to make reference to this agreement or use University logo or trademarks in any advertising material of any kind without expressed written permission. University agrees not to make reference to this agreement or use the logo of Supplier in any advertising and marketing materials of any kind without the expressed written permission of the Supplier.

3.1.8 Indemnification

Supplier agrees to indemnify and hold University harmless from and against all liability, losses, damages, claims, liens, and expenses (including reasonable legal fees) arising out of or connected with the products purchased, work or services performed, or resulting from damages or injuries incurred by or to University by reason of any defect in manufacture, construction, inspection, delivery, material, workmanship, and/or design of any goods and services furnished hereunder, excepting only such liability as may result solely from the acts of negligence of University or its employees. Supplier, at the request of University, shall undertake to defend any and all suits and to investigate and defend any and all claims whether justified or not, if such claim or suit is commenced against University or its respective officers, agents, servants, and employees.

3.2.1 Licenses/Permits/Taxes and Tax-Exempt Status

Supplier shall be responsible for obtaining all permits, licenses, and bonding, to comply with the rules and regulations of any state, federal, municipal, or county laws or any city government, bureau, or department applicable and assume all liability for all applicable taxes.

University is a 501(c) (3) not-for-profit corporation and is exempt from state sales and use taxes imposed for services rendered and products, equipment or parts supplied.

All prices listed and discounts offered are exclusive of sales and use taxes. Supplier has the duty to collect all taxes in connection with the sale, delivery or use of any items, products or services included herein from University (if for the purpose of resale), at the taxable rate in effect at the time of invoicing. Supplier shall comply with the tax requirements of the State of Michigan. University shall furnish to Supplier a certificate of exemption in form and timeliness acceptable to the applicable taxing authority.

3.2.2 Americans with Disabilities Act

Supplier shall comply with all applicable provisions of the Americans with Disabilities Act and applicable federal regulations under the Act.

3.2.4 Equal Opportunity

The provisions of Section 202 of Executive Order 11246.41 C.F.R. Sec. 60-1.1 C.F.R. Sec. 60-250.4 and 41 C.F.R. Sec. 60-741.4 are incorporated herein by reference and shall be applicable to this agreement unless this agreement is exempted under the rules, regulations, or orders of the U.S. Secretary of Labor.

3.2.5 Non-Discrimination

In the provision of goods and/or services to Grand Valley State University, the parties agree to comply with applicable state and federal rules governing Equal Employment Opportunity and Non-Discrimination and Grand Valley State University’s Commitment to Inclusion and Equity and Equal Opportunity/affirmation Action Policy. In the performance of a contract to provide goods or services to Grand Valley State University, the vendor agrees to not discriminate on the basis of age, color, disability, familial status, height, marital status, national origin, political affiliation, race, religion, sex/gender (including gender identity and expression), sexual orientation, veteran or active-duty status or weight.

3.2.6 Sexual Harassment and Bias Incidents

Federal law and the policies of the University prohibit sexual harassment. Supplier is required to exercise control over its employees so as to prohibit acts of sexual harassment. If University in its reasonable judgment determines that any employee of Supplier has committed an act of sexual harassment, Supplier agrees as a term and condition of this agreement to cause such person to be removed from University’s facility and to take such other action as may be reasonably necessary to cause the sexual harassment to cease.

3.2.7 Compliance with Specifications

The Supplier warrants that all goods, services, or work supplied under this agreement shall conform to specifications, drawings, samples, or other descriptions contained or referenced herein and shall be merchantable, of good qualitys and workmanship and free from defect.

3.2.8 Gratuities

University may, by written notice to Supplier, cancel the agreement if it discovers that gratuities, in the form of entertainment, gifts or the like, were offered or given by Supplier to any officer or employee of University with a view toward securing an agreement or securing favorable treatment with respect to the awarding of this agreement.

3.2.9 Covenant Against Contingency Fees

Supplier certifies that it has neither offered nor paid a contingency fee to any individual, agent, or employee of University to secure or influence the decision to award this agreement to Supplier.

3.3.1 Suspension or Debarment

University may, by written notice to the Supplier, immediately terminate the agreement if it is determined that the Supplier has been debarred, suspended, or otherwise lawfully prohibited from participating in any public procurement activity, including but not limited to, being disapproved as a subcontractor by any public procurement unit or other governmental body.

3.3.2 Conflict of Interest

In order to avoid even the appearance of any conflict of interest, neither University nor Supplier shall employ any officer or employee of the other party for a period of one year from the date hereof.

3.3.3 Strikes or Lockouts

In the event Supplier should become involved in a labor dispute, strike or lockout, Supplier will be required to make whatever arrangements that may be necessary to ensure that the conditions of this agreement are met in their entirety. Should the Supplier be unable to fulfill its obligations under this agreement, University shall have the right to make alternative arrangements to insure the satisfactory performance of the agreement during the time Supplier is unable to perform the required duties. Any costs incurred by University, as a result of such job action, shall be reimbursed by the Supplier.

3.3.4 Force Majeure

Neither party shall be held responsible for any losses resulting if the fulfillment of any terms or provisions of this agreement are delayed or prevented by any cause not within the control of the party whose performance is interfered with, and which by the exercise of reasonable diligence, said party is unable to prevent.

3.3.5 Modification of Terms

No waiver or modification of any of the provisions hereof shall be binding unless mutually agreed upon by University and the Supplier, in writing, with signatures of authorized representatives of all parties authorizing said modification.

3.3.6 Continuation of Performance through Termination

Supplier shall continue to perform, in accordance with the requirements of this agreement, up to the date of termination, as directed in the termination notice.

3.3.7 Proprietary/Confidential Information

University considers all information, documentation and other materials requested to be submitted in response to this solicitation to be of a non-confidential and/or non-proprietary nature and therefore shall be subject to public disclosure. Supplier is hereby notified that University adheres to all statutes, court decisions and the opinions of the State of Michigan regarding the disclosure of proposal information.

All information, documentation, and other materials submitted by Respondent in response to this solicitation or under any resulting contract may be subject to public disclosure under the Freedom of Information Act.

3.3.8 Strict Compliance

The parties may at any time insist upon strict compliance with these terms and conditions, notwithstanding any previous custom, practice, or course of dealing to the contrary.

3.3.9 Entire Agreement

This agreement together with the Exhibits annexed hereto constitutes the entire agreement between the parties and supersedes all prior agreements whether written or oral between the parties. Documents subject to Freedom of Information Act will only be released after award.

3.4.1 Addendums

If any vendor addendum(s) and/or exhibit(s) conflict with GVSU’s specifications, terms, and conditions, GVSU’s terms and conditions will prevail.

# CERTIFICATION/PROPOSAL/CONTRACT

#### Perception Research Study • RFP #223-15

1. The undersigned certifies that to the best of his/her knowledge:

There is no officer or employee of Grand Valley State University who has, or whose relative has a substantial interest in any contract award subsequent to this proposal.

The names of any and all public officers or employees of Grand Valley State University who have, or whose relative has, a substantial interest in any contract award subsequent to this proposal are identified by name as part of this submittal.

Name(s) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. The undersigned further certifies that their company \_\_\_\_ IS or \_\_\_\_IS NOT currently debarred, suspended, or proposed for debarment by any federal entity. The undersigned agrees to notify the University of any change in this status, should one occur, until such time as an award has been made under this procurement action.
2. Bidder declares the following legal status in submitting this proposal:

A partnership

A corporation organized and existing under the laws of the State of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

An individual doing business as (DBA) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Bidder declares that company is at least 51% owned, controlled, and actively managed by

(check all that apply):

African American Native American Woman/Women

Asian American Multi-Racial ADA Disabled Person(s)

Hispanic American Veteran

1. Bidder acknowledges receipt of the following addenda:

Addendum No. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Dated \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Addendum No. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Dated \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Addendum No. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Dated \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. The undersigned proposes to furnish all items in accordance with the bid document(s) listed herein, including all addenda issued pertaining to same, for the sum or sums as stated, and agrees that these document(s) will constitute the contract if accepted by Grand Valley State University via submission of a purchase.
2. Please provide your firm’s total cost for the Project Scope. If you are proposing a reshaping of the scope to meet our budget of $20,000, please provide that as an addendum to this document.

Proposal Sum: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_dollars

Total annual cost for services

($\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

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Company Name

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Address City/State/Zip Code

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Office Phone No. Cellular Phone No. Fax No.

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Authorized Agent Signature Name & Title

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Witness Signature Name

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Tax Identification No. Date

VIII. **ACCEPTANCE:** This bid is accepted by Grand Valley State University

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Authorized Agent Signature Name & Title

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Office Phone No. Cellular Phone No. Fax No.

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GVSU Tax Identification No. Date

***Bid Opening Thursday, January 26, 2023, by 10:00 AM***