March 21, 2018
(emplaced to proposers on this date)

Addendum No. 1
RFP 191801
Photographic Services for Commencement Ceremonies

PLEASE NOTE:

The Time and Date Set for Closing has been extended to:

3:00 P.M., MST, March 28, 2018

Inquiries received prior to the deadline date:

1. Page 4, 2. The successful photographer will take individual photos of students at designated photo areas in Wells Fargo Arena or Sun Devil Stadium, depending on the event. Additional photos may include Public Relations photos of the graduation events, VIP photos and general crowd or group photos.

1) Q. What are examples of graduation events?
   A. University Commencement and college convocation events take place in Sun Devil Stadium and Wells Fargo Arena.

2) Q. Are these events that would not take place in Wells Fargo arena or Sun Devil Stadium?
   A. There are other convocation events that take place at various venues in the Phoenix Area, Tucson as well as the ASU Lake Havasu campus.

3) Q. There are other locations listed on the ASU web page about commencements. Are these other location included in this agreement or is this RFP only limited to Wells Fargo Arena and Sun Devil Stadium? https://graduation.asu.edu/ceremonies/latest
   A. The RFP is specific to University Commencement activities. College convocation and special interest convocation ceremony coordinators may utilize the contract but have not been obligated to do so previously, particularly if the college or special interest ceremony has another photographer with whom they have worked with in the past. As of now, to our knowledge, all ceremonies are currently taking advantage of the contract with the current photography company.

2. Page 4, 2. This New American University is a single, unified institution comprising four differentiated campuses positively impacting the economic, social, cultural and environmental health of the communities it serves.
1) Q. Are all four campuses covered in this agreement?  
   A. Yes

2) Q. Can you list all of the venues and approximate number of participant graduates at each venue by ceremony?  
   https://graduation.asu.edu/ceremonies/latest
   A. Number of participants varies by semester.

3) Q. Are all graduate participants recognized and cross the stage at each individual ceremony?  
   A. Students are not individually recognized at University Undergraduate Commencement, with the exception of a small number of outstanding graduates who are called and cross the stage. All other ceremonies celebrate students individually.

4) Q. Will all graduate participants be individually recognized at the Wells Fargo and Sun Devil venues?  
   A. Not for University Undergraduate Commencement. For all other events, yes.

5) Q. Will each be individually presented with a diploma, scroll, tube or cover at the Wells Fargo and Sun Devil venues?  
   A. Not for University Undergraduate Commencement. For college events graduates receive a diploma case. For special interest events, each ceremony is different.

6) Q. Are all graduates at every ceremony required to wear cap and gown?  
   A. Not for Veterans Honor Stole Ceremony. Not for the International Students stole ceremony.

7) Q. Are there objections to adding a third or additional photo locations during the presentation if it doesn't interfere?  
   A. This can be done at the discretion of the ceremony coordinator.

8) Q. When is graduate contact information available to the vendor?  
   A. After ceremonies conclude – collection of reader cards. No advance contact information is provided.

9) Q. In what format does ASU provide graduate contact information to the vendor? Excel or CSV?  
   A. Reader cards are provided after grads cross the stage.

10) Q. Does this information include graduate name, permanent address and email address?  
    A. Yes – email address. Not the permanent address on file.

3. Page 13, d. In addition to photographing the students, the proposer will photograph a variety of people and/or places as requested by the University Commencement Office; approximately forty (40) photos, so as to give a representative record of the particular commencement ceremony. Digital identification of individual students should be made available when possible. This requirement will be provided at no cost to the University.
1) Q. Please define clearly what is meant or intended by "Digital identification of individual students should be made available when possible."
   A. Processing files and providing digital identification is requested – Programs for facial recognition are preferred. Students must be able to access files digitally as well.

4. Page 14, f. The successful proposer shall provide photo plaques of honored guests or honorary degree recipients provided at no charge to the University

   1) Q. Approximately how photo plaques does this imply? How many in 2017 and 2016?
      A. Varies from year to year – sometimes as few as one a year. In some years as many as 12 were requested. In 2016 & 2017 – none were requested.

5. Page 14, k. The proposer may be called upon to provide a single free 5x7 photo to graduates of specific colleges as a means to promote membership in the ASU Alumni Association. This service will be provided at no charge to the University or individual colleges.

   1) Q. Is the ASU Alumni Association a legal entity of the originator of this RFP?
      A. No

   2) Q. Is the Alumni a non-for profit?
      A. Yes

   3) Q. Approximately how many graduates would this include? How many in 2017 and 2016?
      A. May include up to 10,000 undergraduate students. Colleges are requested to create letters and make specific requests for this service. Not all colleges take advantage of this opportunity.

   4) Q. Would this be drop ship in bulk to the alumni office or individual fulfillment to each graduate?
      A. Individual fulfillment

6. Page 14, m. Proposer must provide multiple photo backdrops with the ASU Sunburst logo at no cost to the University.

   1) Q. What is the purpose of this backdrop?
      A. To have branded photos made available.

   2) Q. What are the dimensions of this backdrop?
      A. Unknown

   3) Q. What type of material is this backdrop to be constructed of?
      A. To be determined

   4) Q. How many is multiple?
      A. As many as 10

   5) Q. What will this backdrop be attached to?
      A. Stand alone backdrops
6) Q. Would background replacement technology (chroma key or green screen) be an option instead of the pre-printed backgrounds?
   A. Yes

7) Q. What is the effective start date of this agreement?
   A. The effective start date will be noted in the Notice of Award to the successful proposer. The exact date is to be determined.

8) Q. Are all individual recognition ceremonies a "single line"? Is there only one line of participants to the stage?
   A. No. For those ceremonies that are single line – there is only one line of participants to the stage.

9) Q. Please identify any ceremonies that are not single line events?
   A. Too many to identify. Single line ceremonies – Special interest events are single line ceremonies.

10) Q. Does this RFP cover Special Interest Convocations?
    A. Yes – at the discretion of the coordinator to use the contracted provider.

11) Q. Does the awarded vendor also receive preferential consideration for Grad Fairs, Special Interest Convocations, Ring Ceremonies and all other award ceremony events at ASU?
    A. The awarded vendor may be requested to provide services per the event coordinator. Preferential consideration for events not coordinated by the Office of University Ceremonies is not implied.

12) Q. Will these written responses be posted for all? And will others’ questions and responses be posted to a common site?
    A. Yes

For additional information regarding University Commencement, please visit: https://graduation.asu.edu/

If you have any questions regarding this addendum, please contact me at karen.ashe@asu.edu.

Thank you,

Karen S. Ashe

Karen S. Ashe
Sr. Buyer
Procurement

c: President’s Office
   University Ceremonies

file: RFP191801