

ARKANSAS

ATHLETICS

From: Elvis Moya, Committee Chair
To: Whitney Smith
Date: 6/19/2017
RE: Junior Razorbacks RFP #641073

Whitney,

The RFP evaluation committee has completed the review and evaluation of proposals for the Junior Razorback Promotional Items under *RFP 641073*. Proposals were received from the following vendors:

1. 4 Imprint
2. New Lion Media Group

The RFP's were evaluated and scored by the committee based upon whether or not the criteria was included within each. The committee recommends the award of the Junior Razorbacks Promotional Items to New Lion Media Group. This company received the highest scores from each committee members in regards to the scoring criteria and thus received the majority vote. The decision was based on the following reasons:

Overall presentation

Pricing information was complete in regards to bid items requested

Other vendor provided incomplete information

Evaluation forms and supporting documentation has been forward to your office.

Thank you for your assistance with this RFP Process.

Elvis Moya

Associate Athletics Director of Marketing and Fan Development
University of Arkansas



UNIVERSITY OF ARKANSAS DEPARTMENT OF INTERCOLLEGIATE ATHLETICS

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Individual Evaluation Process Scoring Summary

4 Imprint	Criteria A	Criteria B	Criteria C	Overall
Elvis Moya	20	25	0	45
Mike Harris	30	20	0	50
Chris Freet	30	28	0	58
Joy Akema-Agbaw	25	20	0	45
Andrew Roberts	10	30	0	40
TOTAL POINTS	115	123	0	238

NEW LION MEDIA	Criteria A	Criteria B	Criteria C	Overall
Elvis Moya	40	30	30	100
Mike Harris	40	30	30	100
Chris Freet	40	30	30	100
Joy Akema-Agbaw	40	25	25	90
Andrew Roberts	40	28	30	98
TOTAL POINTS	200	143	145	488

**Recommendation: NEW
LION MEDIA GROUP**