

From: Michael Harris
Sent: Wednesday, December 16, 2015 9:02 AM
To: Whitney Elizabeth Smith <wesmith@uark.edu>
Subject: Summary - RFP 1152015 - ArkansasRazorbacks.com Website & Marketing

Whitney: the evaluation committee has completed the review and evaluation of proposals for the ArkansasRazorbacks.com Website & Marketing - RFP 1152015.

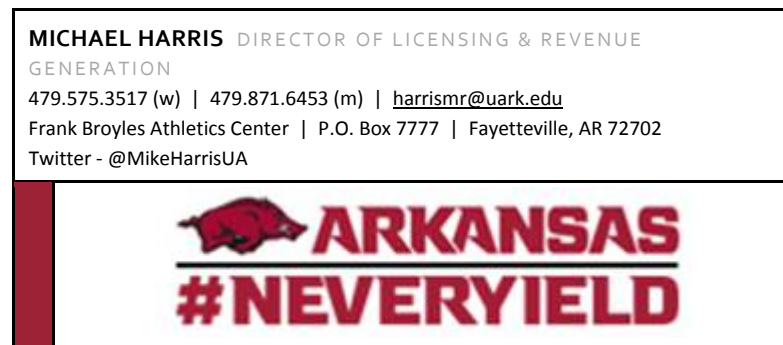
Proposals were received from the following vendors:

1. WebME
2. KWALL
3. RealPolitech
4. ACA Digital
5. Oracle

The evaluation committee initially met on Monday, Nov. 23 to go through the procedures and make sure all documents were returned to procurement. The group was given the proposals on Wednesday, Nov. 25 for review. We met on Thursday, Dec. 3 to discuss the proposals and it was noted that there was a lack of pricing information. After receiving a clarifications and responses from Whitney Smith, we continued our group discussion on Thursday, Dec. 10. It was decided by the group that we did not need campus presentations. Proposals were then scored by the individuals and attached is a summary of the evaluations.

The committee recommends the award of ArkansasRazorbacks.com Website & Marketing - RFP 1152015 to WebME. Evaluation forms and supporting documentation have been forwarded to your office.

Thank you for your assistance with this process.



Website: www.ArkansasRazorbacks.com
Social Media: [@ArkRazorbacks.com](https://twitter.com/ArkRazorbacks) | [Facebook.com/ArkansasRazorbacks](https://facebook.com/ArkansasRazorbacks)
Official App: [Google Play](#) | [iPhone](#) **Gameday App:** - [Google Play](#) | [iPhone](#)
Store: Shop.ArkansasRazorbacks.com **Tickets:** [Season/Single Game](#)

Whitney Smith 12/16/15

ArkansasRazorbacks.com Website & Marketing - RFP 1152015

ACA Digital	Agency	Methodology	Cost	Total
Chris Freet	25	30	0	55
Clayton Hamilton	30	20	0	50
Elvis Moya	20	45	0	65
Taylor McGillis	20	30	0	50
Mike Harris	30	35	0	65
				285

KWALL	Agency	Methodology	Cost	Total
Chris Freet	30	28	0	58
Clayton Hamilton	30	40	0	70
Elvis Moya	25	40	0	65
Taylor McGillis	25	40	0	65
Mike Harris	30	40	0	70
				328

Oracle	Agency	Methodology	Cost	Total
Chris Freet	15	19	0	34
Clayton Hamilton	35	40	0	75
Elvis Moya	15	30	0	45
Taylor McGillis	15	20	0	35
Mike Harris	10	30	0	40
				229

RealPolitech	Agency	Methodology	Cost	Total
Chris Freet	25	25	7.3	57.3
Clayton Hamilton	25	40	7.3	72.3
Elvis Moya	15	35	7.3	57.3
Taylor McGillis	25	30	7.3	62.3
Mike Harris	25	40	7.3	72.3
				321.5

WebME	Agency	Methodology	Cost	Total
Chris Freet	35	55	10	100
Clayton Hamilton	30	55	10	95
Elvis Moya	35	55	10	100
Taylor McGillis	35	55	10	100
Mike Harris	35	55	10	100
				495

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