

**From:** [Michael Harris](#)  
**To:** [Whitney Elizabeth Smith](#)  
**Cc:** [Chris Freet](#); [Byron Hatch](#); [Elvis John Moya](#); [Taylor Ryan McGillis](#)  
**Subject:** Media Buying & Planning RFP  
**Date:** Thursday, July 09, 2015 6:38:44 PM  
**Attachments:** [Summary - Athletics Media Buying & Planning RFP 6112015.docx](#)

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Whitney: the evaluation committee has completed the review and evaluation of proposals for the Athletics Media Buying & Planning Agency of Record - RFP 6122015.

Proposals were received from the following vendors:

1. Leffler Agency
2. Stone Ward

The evaluation committee was given the proposals on July 1 for review. We met on Wednesday, July 8 to discuss the proposals. After discussions, it was decided by the group that we did not need campus presentations. Proposals were scored by the individuals and attached is a summary of the evaluations.

The committee recommends the award of the Athletics Media Buying & Planning Agency of Record - RFP 6122015 to Stone Ward. Evaluation forms and supporting documentation are being forwarded to your office.

Thank you for your assistance with this process.

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*Whitney Smith 7/10/15*

## Athletics Media Buying & Planning Agency of Record - RFP 6122015

<b>Stone Ward</b>	<b>Proposal</b>	<b>History/Performance</b>	<b>Financial</b>	<b>Total</b>
Taylor McGillis	50	20	30	100
Byron Hatch	50	20	30	100
Elvis Moya	50	17	25	92
Chris Freet	50	10	30	90
Mike Harris	50	19	30	99
Total				481

<b>Leffler Agency</b>	<b>Proposal</b>	<b>History/Performance</b>	<b>Financial</b>	<b>Total</b>
Taylor McGillis	40	15	20	75
Byron Hatch	40	15	15	70
Elvis Moya	45	10	20	75
Chris Freet	35	20	18	73
Mike Harris	40	20	20	80
Total				373

*Whitney Smith*      7/10/15