MICHIGAN STATE UNIVERSITY

REQUEST FOR PROPOSAL
RFP#960604

SOCIAL MEDIA AGENCY

RFP Timeline	
RFP Issue Date:	October 30th, 2026
Deadline for Respondent Questions to MSU:	November 5th, 2026
Deadline for MSU Response:	November 9th, 2026
RFP Response Due Date:	November 13th, 2026**, 1:00 pm Eastern**
Virtual Presentations	November 18th to 20th, 2026
Estimated Contract Award	December 2026

RFP Contact	
Name:	Anya Saarela
Unit:	MSU Procurement
Email:	saarelaa@msu.edu

DESCRIPTION: Michigan State University (the "**University**" or "**MSU**") is soliciting proposals through this Request for Proposal ("**RFP**") for the purpose of partnering with a social media agency to increase visibility and enrollment for the Apple Manufacturing Academy (AMA). The requested services are more thoroughly described under the Scope of Work Section of this RFP. Firms intending to respond to this RFP are referred to herein as a "**Respondent**" or "**Supplier**" or "**Agency**".

MICHIGAN STATE UNIVERSITY

PROPOSAL INSTRUCTIONS

1. **PROPOSAL PREPARATION.** The University recommends reading all RFP materials prior to preparing a proposal, particularly these Proposal Instructions. Respondents must follow these Proposal Instructions and provide a complete response to the items indicated in the table below. References and links to websites or external sources may not be used in lieu of providing the information requested in the RFP within the proposal. Include the Respondent's company name in the header of all documents submitted with your proposal.

Document	Description	Response Instructions
Cover Page	Provides RFP title and number, important dates, and contact information for MSU	Informational
Proposal Instructions	Provides RFP instructions to Respondents	Informational
Respondent Information Sheet	Company and Contact Information, and Experience	Respondent must complete and submit by proposal deadline
Scope of Work	Describes the intended scope of work for the RFP	Respondent must complete and submit by proposal deadline
Pricing	Pricing for goods and services sought by the University through this RFP	Respondent must complete and submit by proposal deadline
Master Service Agreement	Provides legal terms for a contract awarded through this RFP	Deemed accepted by Respondent unless information required in **Section 9, Master Service Agreement** is submitted by proposal deadline

2. **EXPECTED RFP TIMELINE**.

RFP Timeline	
RFP Issue Date:	October 30th, 2026
Deadline for Respondent Questions to MSU:	November 5th, 2026
Deadline for MSU Response:	November 9th, 2026
RFP Response Due Date:	November 13th, 2026**, 1:00 pm Eastern**
Virtual Presentations	November 18th to 20th, 2026
Estimated Contract Award	December 2026

3. **CONTACT INFORMATION FOR THE UNIVERSITY.** The sole point of contact for the University concerning this RFP is listed on the Cover Page. Contacting any other University personnel, agent, consultant, or representative about this RFP may result in Respondent disqualification.

4. **QUESTIONS.** Respondent questions about this RFP must be submitted electronically by email to the contact listed on the cover page of this RFP. In the interest of transparency, only written questions are accepted. Answers to all questions will be sent to Respondents via email. Submit questions by referencing the following: (i) Question Number, (ii) Document Name, (iii) Page Number, and (iv) Respondent Question. Please refer to **Section 2** above for the deadline to submit questions.

5. **MODIFICATIONS.** The University may modify this RFP at any time. Modifications will be sent via email. This is the only method by which the RFP may be modified.

6. **DELIVERY OF PROPOSAL.** The Respondent must submit its proposal, all attachments, and any modifications or withdrawals electronically via email to the contact listed on the cover page of this RFP. **The price proposal should be saved separately from all other proposal documents and should be sent as a separate attachment from the other proposal documents.** The Respondent should submit all documents in a modifiable (native) format (examples include but are not limited to: Microsoft Word or Excel and Google Docs or Sheets). In addition to submitting documents in a modifiable format, the Respondent may also submit copies of documents in PDF. Respondent's failure to submit a proposal as required may result in disqualification. The proposal and attachments must be fully uploaded and submitted prior to the proposal deadline. **Do not wait until the last minute to submit a proposal**. The University **may not** allow a proposal to be submitted after the proposal deadline identified in the Cover Page, even if a portion of the proposal was already submitted.

7. **MANDATORY MINIMUM REQUIREMENTS.** The RFP may contain minimum qualifications, which will be identified as "**Mandatory Minimum Requirements**" in the Scope of Work Section of this RFP. If the RFP does contain mandatory minimum requirements, any proposal not meeting these minimum requirements **will be deemed non-qualified and will not be considered**. All proposals meeting these mandatory minimum requirements will proceed for review and evaluation consistent with **Section 8**, **Evaluation Process**.

8. **EVALUATION PROCESS.** The University will convene a team of individuals from various Departments within MSU to evaluate each proposal based on each Respondent's ability to provide the required services, taking into consideration the overall cost to the University. The University may require an oral presentation of the Respondent's proposal; conduct interviews, research, reference checks, and background checks; and request additional price concessions at any point during the evaluation process. The following criteria will be used to evaluate each proposal:

Criteria	Weight
Implementation of Strategy, approach and timelines	40%
• Strategic depth — Quality of social strategy, content pillars, and platform approach	
• Creative vision — Strength of visual identity concepts and template direction	
• Mission alignment — Understanding of AMA's unique position at the intersection of Apple, MSU, and American manufacturing	
Qualification & Experience (including reference verification)	30%
Pricing	20%
Supplier Risk and Compliance (Adherence to legal terms, etc.)	10%
	100%

9. **MASTER SERVICE AGREEMENT**. The University strongly encourages strict adherence to the terms and conditions set forth in the Master Service Agreement. The University reserves the right to deem a proposal non-responsive for failure to accept the Master Service Agreement. Nevertheless, the Respondent may submit proposed changes to the Master Service Agreement in track changes (i.e., visible edits) with an explanation of the Respondent's need for each proposed change. Failure to include track changes with an explanation of the Respondent's need for the proposed change constitutes the Respondent's acceptance of the Master Service Agreement. General statements, such as "the Respondent reserves the right to negotiate the terms and conditions," may be considered non-responsive.

10. **CLARIFICATION REQUEST.** The University reserves the right to issue a Clarification Request to a Respondent to clarify its proposal if the University determines the proposal is not clear. Failure to respond to a Clarification Request timely may be cause for disqualification.

11. **RESERVATIONS.** The University reserves the right to:
    a. Disqualify a Respondent for failure to follow these instructions.
    b. Discontinue the RFP process at any time for any or no reason. The issuance of an RFP, your preparation and submission of a proposal, and the University's subsequent receipt and evaluation of your proposal does not commit the University to award a contract to you or anyone, even if all the requirements in the RFP are met.
    c. Consider late proposals if: (i) no other proposals are received; (ii) no complete proposals are received; (iii) the University received complete proposals, but the proposals did not meet mandatory minimum requirements or technical criteria; or (iv) the award process fails to result in an award.
    d. Consider an otherwise disqualified proposal, if no other proposals are received.
    e. Disqualify a proposal based on: (i) information provided by the Respondent in response to this RFP; or (ii) if it is determined that a Respondent purposely or willfully submitted false or misleading information in response to the RFP.
    f. Consider prior performance with the University in making its award decision.
    g. Consider total-cost-of-ownership factors (e.g., transition and training costs) when evaluating proposal pricing and in the final award.
    h. Refuse to award a contract to any Respondent that has outstanding debt with the University or has a legal dispute with the University.
    i. Require all Respondents to participate in a Best and Final Offer round of the RFP.
    j. Enter into negotiations with one or more Respondents on price, terms, technical requirements, or other deliverables.
    k. Award multiple, optional-use contracts, or award by type of service or good.
    l. Evaluate the proposal outside the scope identified in **Section 8, Evaluation Process**, if the University receives only one proposal.
    m. Obtain and consider information from other sources concerning a Respondent, such as the Respondent's capability and performance under other contracts, the qualifications of any subcontractor identified in the Proposal, the Respondent's financial stability, past or pending litigation, and other publicly available information.
    n. Utilize third parties to assist in the evaluation process, provided such parties are subject to confidentiality requirements.

12. **AWARD RECOMMENDATION.** The contract will be awarded to the responsive and responsible Respondent who offers the best value to the University, as determined by the University. Best value will be determined by the Respondent meeting any mandatory minimum requirements and offering the best combination of the factors in **Section 8**, **Evaluation Process**, and price, as demonstrated by the proposal. The University will email a **Notice of Award** to all Respondents. A Notice of Award does not constitute a contract, as the parties must reach final agreement on a signed contract before any services can be provided. The awarded Respondent is prohibited from partnering with losing bidders unless the RFP specifically allows for such arrangement, and any violation of this prohibition may result in disqualification of the awarded Respondent.

13. **GENERAL CONDITIONS.** The University will not be liable for any costs, expenses, or damages incurred by a Respondent participating in this solicitation. The Respondent agrees that its proposal will be considered an offer to do business with the University in accordance with its proposal, including the Master Service Agreement, and that its proposal will be irrevocable and binding for a period of 180 calendar days from date of submission. If a contract is awarded to the Respondent, the University may, at its option, incorporate any part of the Respondent's proposal into the contract. This RFP is not an offer to enter into a contract. This RFP may not provide a complete statement of the University's needs, or contain all matters upon which agreement must be reached. Proposals submitted via email are the University's property.

14. **FREEDOM OF INFORMATION ACT.** Respondent acknowledges that any responses, materials, correspondence or documents provided to the University may be subject to the State of Michigan Freedom of Information Act ("FOIA"), Michigan Compiled Law 15.231 *et seq*., and may be released to third parties in compliance with FOIA or any other law. Questions about the Respondent's own performance can be directed to the RFP Contact indicated on page 1 of this document. Questions about the overall evaluation and any other post-award inquiries must be submitted via a formal FOIA request to the Michigan State University FOIA office.

MICHIGAN STATE UNIVERSITY

RESPONDENT INFORMATION SHEET

Please complete the following Information Sheet in the space provided:

Information Sought	Response
Contact Information	
Respondent's sole contact person during the RFP process. Include name, title, address, email, and phone number.	
Person authorized to receive and sign a resulting contract. Include name, title, address, email, and phone number.	
Respondent Background Information	
Legal business name and address. Include business entity designation, e.g., sole proprietor, Inc., LLC, or LLP.	
What state was the company formed in?	
Main phone number	
Website address	
DUNS# AND/OR CCR# (if applicable):	
Number of years in business and number of employees	
Would this represent a material portion of your organization's annual revenue?	
Legal business name and address of parent company, if any	
Has your company (or any affiliates) been a party to litigation against Michigan State University? If the answer is yes, then state the date of initial filing, case name and court number, and jurisdiction.	
Experience	
Describe relevant experiences from the last 5 years supporting your ability to successfully manage a contract of similar size and scope for the services described in this RFP.	
Experience 1	
Company name Contact name Contact role at time of project Contact phone Contact email	
1. Project name and description of the scope of the project 2. What role did your company play? 3. How is this project experience relevant to the subject of this RFP?	
Start and end date (mm/yy – mm/yy)	
Status (completed, live, other – specify phase)	
Experience 2	
Company name Contact name	

Contact role at time of project Contact phone Contact email	
1. Project name and description of the scope of the project 2. What role did your company play? 3. How is this project experience relevant to the subject of this RFP?	
Start and end date (mm/yy – mm/yy)	
Status (completed, live, other – specify phase)	
Experience 3	
Company name Contact name Contact role at time of project Contact phone Contact email	
1. Project name and description of the scope of the project 2. What role did your company play? 3. How is this project experience relevant to the subject of this RFP?	
Start and end date (mm/yy – mm/yy)	
Status (completed, live, other – specify phase)	

MICHIGAN STATE UNIVERSITY

SCOPE OF WORK

1. Background

In August 2025, the Apple Manufacturing Academy (AMA) launched with Michigan State University the first program of its kind in the United States - a free national resource designed to help small and medium-sized American businesses adopt advanced manufacturing techniques. Accepted participants gain access to:

- In-person training in Detroit
- Virtual courses and
- One-on-one consultations tailored to their unique challenges

The Apple Manufacturing Academy (AMA) completed its inaugural social media vendor engagement in early 2026, which focused on foundational execution. AMA is now seeking an agency partner for a 12-month elevated engagement to expand digital presence, drive broader visibility for the Academy, and increase enrollment across both online and in-person programming. Through sustained growth in follower counts, impressions, and engagement across social channels, this partnership will bring those strategies and creative toolkit to life and positions AMA for long-term national reach.

2. Objective

To partner with a best-in-class social media agency that advances AMA's brand presence, drives measurable audience growth, and communicates AMA's value to small- and medium-sized manufacturers nationwide. The selected agency will own strategy, creative identity, content production, community management, and reporting, operating as a true extension of the AMA team.

3. Scope of Work

The selected Supplier will provide services in two phases to support AMA’s social media channels, as outlined below:

3.1. Phase 1 - Onboarding and Foundation (Month 1): This phase establishes the strategic and creative infrastructure for the full year and comprises of the following key activities:

3.1.1. Strategic Roadmap & Social Playbook: The agency will develop a comprehensive social media strategy document including**:**

- Brand Ambition — Positioning AMA as the go-to free national resource for small- and medium- size manufacturers looking to modernize their operations
- Role of Social — Defining what social channels uniquely deliver for AMA versus other channels (website, press, email)
- Content Pillars — Framework anchored to proposed strategic pillars
- Platform Strategy — Differentiated approaches for Instagram (Content Hub: awareness + clicks) and LinkedIn (Education Hub: professional credibility + sign-ups)
- Social Best Practices — Finalized with Apple PR approval
- 3-Month Rolling Calendar Template — Built around cultural moments, program priorities, and recruitment windows

3.1.2. Visual Identity & Creative Toolkit: Building on existing AMA, MSU and Apple brand guidelines, the agency will develop:

- Social Visual Identity — A distinct but brand-compliant visual language for AMA's social presence across Instagram and LinkedIn
- Branded Template Suite (editable via Adobe Creative Suite) covering:
    - Announcements
    - Participant and Instructor highlights & testimonials

  - Event recaps
  - Instructional/educational content
  - Sneak peek / course preview formats
  - Reels
- Content Calendar Template — Standardized editorial planning tool for use by AMA, MSU, and agency teams
- Usage & Version Control Guide — Governance documentation for all template assets

3.1.3. Onboarding Operations/Logistics

- Account immersion briefings with AMA and MSU teams
- Platform bio and profile optimization (Instagram and LinkedIn) including keyword strategy for discovery
- Secure transfer of account credentials and asset libraries
- Setup of content management and publishing tools
- Review and maintain existing response matrix for community management incorporating feedback from Apple| MSU teams
- Roles & Governance Alignment — Joint session with Apple | MSU × Agency teams to establish cross-functional roles, approval SLAs, review gates, and communication protocols

3.2. Phase 2: Ongoing Annual Engagement (Months 2-12)

3.2.1. Account Management & Integrated Production

- Dedicated account stewardship across all workstreams
- Weekly or bi-weekly status syncs with AMA and MSU team
- Monthly programming calendar development aligned to program milestones, enrollment cycles, and cultural moments
- Maintenance of hot sheets and social publishing trackers
- Coordination across Apple PR, AMA, MSU, and any future partner agencies for timely, high-quality execution
- Brief development for campaign moments and special initiatives as needed

3.2.2. Creative Content Series & Copywriting

- Agency will develop 8–10 social moments per month, organized across proposed content pillars
- All copy developed in alignment with Apple voice, AMA program tone, and MSU standards
- Platform-optimized formatting for both Instagram and LinkedIn
- Pinning strategy — ensure top-performing or priority content is featured prominently
- Any use of AI tools in copywriting or content creation must be disclosed to the AMA team and flagged prior to review — all AI-assisted content requires human editing and final approval before submission

3.2.3. Strategic Collaboration Post (Instagram/LinkedIn)

Agency will identify and coordinate 1–2 collaboration posts per month with relevant accounts including AMA alumni, participating business owners, and institutional partners such as @michiganstateu. All collaboration post partners must receive advance written approval from Apple PR prior to outreach or posting. Collaboration posts are subject to the same creative review and approval process as all other content.

3.2.4. Community Management

- Daily platform monitoring Monday–Friday via agency tool
- Light DM support — routing inquiries to AMA team
- Community engagement — responses to comments using approved response matrix
- Ongoing monitoring for insights, trends, and escalation flags

3.2.5. Content Publishing

- Publish approved content on Instagram and LinkedIn between 8:00am–11:00pm EST
- Occasional off-hours, weekend, and holiday publishing included with 24-hour notice
- Pre- and post-publishing QC following a jointly developed checklist
- Centralized Editorial workflow and version control via mutually agreed upon platform that supports seamless review and sign-off
- All posts adhere to Apple and MSU brand standards, approved imagery, and approved copy

4. Virtual Presentation

a) As part of the University's evaluation process, MSU will require shortlisted Suppliers to participate in a virtual presentation. The purpose of the presentation is to clarify proposal submissions, facilitate an exchange of information, and ensure a mutual understanding of the University's requirements and the Supplier's proposed approach.

b) MSU will shortlist Suppliers that meet the Minimum Mandatory Requirements (MMR) and invite them to present their proposals to the Selection Committee. Each presentation will be allocated 45 minutes, consisting of a 30-minute presentation followed by a 15-minute question-and-answer session.

c) Virtual presentations are tentatively scheduled for November 19–20, 2026. Shortlisted Suppliers will receive the presentation agenda, meeting invite and instructions on November 18, 2026, to assist with their preparation.

5. Reports and Deliverables

5.1. Monthly Performance Reports:

Monthly performance reports will prioritize high-impact engagements over vanity metrics. Agencies are encouraged to leverage AI-powered social listening and analytics tools (e.g., Sprinklr AI, Brandwatch) to surface deeper insights. All findings reviewed and contextualized by a human strategist before delivery to the AMA team. Each monthly report will include:

- Performance recap vs. prior month and established benchmarks
- Top-performing content breakdown with qualitative insights
- Audience growth tracking (followers, reach expansion)
- Enrollment/click-through signal data where trackable
- Recommendations and optimizations for the following month

5.2. Quarterly Business Reviews (QBRs)

Quarterly business reviews (QBRs) will include deeper-dive analysis and strategic recalibration as needed.

6. AI & Technology Standards

- Disclosure Requirements: Agencies are required to flag all AI tools upfront and throughout the Engagement. Ensure all AI-assisted content is clearly marked before presenting to AMA for review.
- Permitted Use: AI analytics tools encouraged, and AI-assisted drafting allowed with mandatory human review.
- RFP Submission Requirement: Agencies must address AI in their Keynote pitch and should include but not limited to the tools used, review process as well as a data privacy compliance confirmation
- Restricted Use:
    - Agencies shall not upload, input, disclose, or otherwise share any Apple, AMA, or MSU data with publicly available artificial intelligence (AI) models or platforms during either the proposal submission process or contract implementation.
    - The Supplier shall not publish any fully AI-generated content without prior written approval from MSU and Apple.

Note: this restriction will be included in the contract with the winning Agency.

7. Exclusions

The following are not included in the base agency retainer fee and will be handled as separate budget line items within program budget:

- Talent and creator fees
- Shoot production (scoped ad hoc; any production must receive advance written approval from Apple and MSU)
- Additional platforms beyond Instagram and LinkedIn (unless mutually agreed upon in writing)
- Additional asset costs (non-Apple fonts, music, stock imagery, usage rights) to be invoiced as pass-through with prior written approval
- Excess content volume exceeding agreed monthly output. Paid media, digital advertising, boosted posts, and event campaign support (including Spring Forum and participant recruitment campaigns) are included within the integrated scope and overall budget. The agency is responsible for managing paid social strategy and execution across Instagram, LinkedIn, and Facebook as directed by the AMA team. Media buying and placements are subject to separate written approval per campaign.

8. Qualifications and Experience

8.1. Staffing Requirements

Agencies must propose a qualified team with designated accountability for account/project management, digital creative production, and copywriting/editorial development. Proposals should identify assigned team members, relevant qualifications, responsibilities, and demonstrated experience. Additional capabilities, including social strategy, community management, paid media, and performance reporting, must be represented within the proposed staffing model. Key staff required are:

- **Senior-level team member:** Must have at least five years of relevant experience in social media strategy, creative direction, or account management.
- **Account / Project Manager:** With at least 3 years of experience in Account management, project coordination, timelines, deliverables, and stakeholder communication
- **Digital Creative Lead:** With at least 3 years of experience in Digital content creation, graphic design, and motion graphics/animation.
- **Copywriter / Editorial Lead:** With at least 3 years of experience Content development, copyediting, and brand voice consistency.

8.2. Agency Requirement/qualification

- Minimum three years of agency experience delivering social media and/or marketing services, including supporting both (1) an academic institution or educational initiative and (2) a major technology company or comparable Fortune 100 company.
- Demonstrated experience collaborating across corporate and academic stakeholders, including adherence to established brand editorial guidelines, governance standards, and multi-level content review and approval processes.
- Agencies must disclose any actual or potential conflicts of interest involving Apple or Michigan State University as part of their proposal.

9. Minimum Mandatory Requirement

To be considered for further evaluation as stated in Section 7 of the RFP Instructions, a Supplier must:

a) Minimum three years of agency experience delivering social media and/or marketing services, including supporting both (1) an academic institution or educational initiative and (2) a major technology company or comparable Fortune 100 company.

b) Agencies must designate at least one senior-level team member with a minimum of five years of relevant experience in social media strategy, creative direction, or account management.

10. Assignment Duration

a) The assignment is anticipated to commence in December 2026. The contract with the selected Supplier will be for an initial term of two (2) years, with options for renewal subject to mutual agreement between the parties.

b) MSU will conduct formal performance evaluations at the following milestones:
- 90 days following commencement of services.
- One (1) year following commencement of services.

These evaluations will assess the Supplier's performance, service quality, and compliance with contractual requirements to determine whether services are being delivered satisfactorily and whether continued contract implementation is appropriate.

MSU reserves the right to take appropriate action, including contract termination, in accordance with the terms and conditions of the agreement, should the Supplier's performance be deemed unsatisfactory.

11. Implementation Strategy and Project Plan

Suppliers are required to propose the best implementation strategy that will accomplish and address the scope of this assignment. A preliminary project plan and schedule should be in sufficient detail to clearly outline tasks, timelines for implementation of the strategies, and propose team roles/responsibilities.

12. Pricing

Suppliers must provide pricing in accordance with the template outlined in the pricing schedule section of the RFP.

13. Required Documents for RFP Submission

a) Completed Respondent Information Sheet with the 3 required experiences that outline company profile and capabilities.
b) Written response to Scope of Work that covers:
   i. Strategic and creative proposal, including proposed content pillars, platform roles, and brand ambition
   ii. Social identity and visual recommendations, mood boards, template concepts, or comparable references
   iii. Sample editorial calendar one full month mapped across all proposed content pillars
   iv. Measurement & reporting framework — with defined KPIs and success benchmarks
   v. AI & Technology disclosure — tools used, agency AI policy, human review process, and data privacy compliance confirmation
c) Implementation Strategy and Project Plan
d) Signed Pricing Proposal valid for 180days, confirming acceptance of payment terms and presented in the template provided in "Pricing Schedule".
e) Master Service Agreement (if requesting redlines)
f) Optional: Tiered Investment Scenarios

MICHIGAN STATE UNIVERSITY

PRICING

Please include a Pricing proposal as identified below on a separate sheet.

Phase 1 Onboarding & Foundation (one time cost)

Main Steps/activities	Proposed cost
strategic roadmap, social playbook, visual identity development, creative toolkit, template suite, onboarding operations, and platform optimization.	
One Time Cost Sub-total:	

Please provide an hourly rate for any additional work that may be required during this phase.

Phase 2 Monthly Retainer

Item	Proposed Cost
Ongoing engagement covering account management, content creation (8–10 moments/month), community management, publishing, and monthly reporting.	
Year 1	
Monthly retainer for Month 2	
Monthly retainer for Month 3	
Monthly retainer for Month 4	
Monthly retainer for Month 5	
Monthly retainer for Month 6	
Monthly retainer for Month 7	
Monthly retainer for Month 8	
Monthly retainer for Month 9	
Monthly retainer for Month 10	
Monthly retainer for Month 11	
Monthly retainer for Month 12	
Year 2	
Monthly retainer for Month 1 of 2nd year	
Monthly retainer for Month 2 of 2nd year	
Monthly retainer for Month 3 of 2nd year	
Monthly retainer for Month 4 of 2nd year	
Monthly retainer for Month 5 of 2nd year	
Monthly retainer for Month 6 of 2nd year	
Monthly retainer for Month 7 of 2nd year	
Monthly retainer for Month 8 of 2nd year	
Monthly retainer for Month 9 of 2nd year	
Monthly retainer for Month 10 of 2nd year	
Monthly retainer for Month 11 of 2nd year	
Monthly retainer for Month 12 of 2nd year	

MICHIGAN STATE UNIVERSITY

The signature below confirms that this proposal is valid for 180 days after the due date.

Supplier

Signature:

Name:

Title:

Date:

Note: Agencies may propose tiered scenarios (e.g., a standard scope and an elevated scope) to allow AMA flexibility in final selection.

MICHIGAN STATE UNIVERSITY

MASTER SERVICE AGREEMENT

(attached)

Please refer to Section 9 of the RFP Instructions when reviewing the Master Services Agreement terms and conditions.