



**RICHLAND COUNTY SCHOOL DISTRICT ONE  
PROCUREMENT SERVICES  
201 PARK STREET  
COLUMBIA SC 29201**

**INTENT TO AWARD**

**Posting Date: January 27, 2021**

**Solicitation No:** RFQ 2021-007  
**Description:** Provide Marketing and Advertising Services  
**Issue Date:** November 11, 2020  
**Opening Date:** December 11, 2020

In accordance with the Richland County School District One Procurement Code, the District intends to award a contract as noted below. Unless otherwise suspended or canceled, this document becomes the final Statement of Award effective **5:00 PM (EST), February 12, 2021**. Unless otherwise provided in the solicitation, the final Statement of Award serves as acceptance of your offer.

Contractor should not perform work on or incur any costs associated with the contract prior to the effective date of the contract. Contractor should not perform any work prior to the receipt of a valid purchase order from the District. The District assumes no liability for any expenses incurred prior to the effective date of the contract and issuance of a purchase order.

Any actual bidder, offeror, contractor, or subcontractor who is aggrieved in connection with the intended award or award of a contract shall protest within fifteen (15) days of the date notification of award is posted in accordance with this code. A protest shall be in writing, shall set forth the grounds of the protest and the relief requested with enough particularity to give notice of the issues to be decided, and must be received by the Chief Procurement Officer within the time provided. [Procurement Code, Section IX, Legal and Contractual Remedies]

**PROTEST (CPO ADDRESS):** Any protest must be addressed to the Chief Procurement Officer, Procurement Services Office, and submitted in writing to the address above.

**Contract**

**Number:** 2021-007

- Awarded To:**
- 6AM City, LLC., Columbia SC
  - Alpha Media, LLC., Decatur TX
  - Carolina Panorama Newspaper, Columbia SC
  - Emily Revolutionary Marketing Group, Newberry SC
  - Evening Post Industries d/b/a Free Times, Columbia SC
  - Glory Communications Inc., Columbia SC
  - Grace Outdoor Advertising, LLC., Columbia SC
  - Lamar Advertising of Columbia, Columbia SC
  - Midlands Media Group, Columbia SC
  - National CineMedia, LLC., Columbia SC
  - South Carolina Educational Television Commission (SC ETV), Columbia SC
  - Sinclair Television Group, Inc. d/b/a WACH FOX & Compulse Integrated Marketing, Columbia SC
  - Gray Media Group, Inc. d/b/a WIS, Columbia SC
  - WLTX, Columbia SC

**Total Potential Contract Value**                      **Estimated to Exceed \$50,000.00 Annually**

**(3 years):**

**Initial Contract Period**                      February 12, 2021 through February 11, 2022

**Maximum Contract Period:**                      February 12, 2022 through February 11, 2024

Procurement Officer: Travis Braddy  
Procurement Manager