

**REQUEST FOR PROPOSAL  
CREATIVE-2013**

<b>EVALUATION CRITERIA: RESPONDENT NAME:</b>	<i>Technical Ability and General Capabilities by Description of Proposed Process as requested in Section 2.2 Questions to Respondent</i>	<i>Exhibit C, Financial Proposal</i>	<i>Quality of Examples of similar projects completed as requested in Section 2.2 Questions to Respondent</i>	<i>University design experience as requested in Section 2.2 Questions to Respondent</i>	<b>Weighted Total</b>
<b>WEIGHT</b>	<b>50%</b>	<b>15%</b>	<b>20%</b>	<b>15%</b>	<b>100%</b>
Ologie	9.20	7.20	8.20	9.10	<b>8.69</b>
Richards/Carlberg	9.00	7.20	8.90	8.60	<b>8.65</b>
Thinkhaus Creative Inc	7.40	7.00	6.80	7.60	<b>7.25</b>
STAMATS	5.80	6.00	6.60	5.80	<b>5.99</b>
M Group	5.90	6.40	4.80	4.60	<b>5.56</b>
TWG Solutions	5.60	3.40	3.80	5.00	<b>4.82</b>
Point A Media	4.30	2.20	4.60	3.40	<b>3.91</b>
MSGPR Ltd Co	3.20	5.90	2.40	1.00	<b>3.12</b>

AWARDED VENDOR

These are the preliminary scores calculated as of 06/21/13. The scores reflect the ranking of firms based solely on the proposals submitted in response to the RFP and will be used to determine which companies were selected to make presentation to the SFA Board of Regents. For those firms selected, these scores are provided to the SFA Board of Regents for their consideration. The scores do not reflect additional information obtained through oral presentations to the SFA Board of Regents, or the final award decision.