

MONTCLAIR STATE UNIVERSITY NOTICE TO BIDDERS

RFP # 1573 – Montclair Unbound Marketing

The Director of Procurement Services at Montclair State University will receive bids for Request for Proposal # 1573 – Montclair Unbound Marketing, until October 9, 2023 at 10:00 AM when they will be publicly opened on the Third Floor Lobby of the Overlook Corporate Center, 150 Clove Road, Little Falls, NJ 07424.

Scope of Work: The intent of this project is to work with a higher education focused marketing company to provide expertise in market research and marketing support on both paid and organic marketing efforts. This project will initially entail working with Montclair's portfolio of existing master and certificate (both online and on-campus) programs and existing online undergraduate programs but will expand to include new programs as the University determines.

Copies of the Request for Proposal, including any related other documents may be downloaded on or about September 12, 2023 at <https://www.montclair.edu/procurement/bidding-opportunities/>

Bidders are required to comply with the requirements of N.J.S.A. 10:5-31 et seq. and N.J.A.C. 17:27 et seq. regarding Affirmative Action; State of New Jersey Prevailing Wage Rate Act, N.J.S.A. 34:11-56.26 et seq.; and N.J.S.A. 52:25-24.2 regarding Ownership Disclosure. Montclair State University is an Equal Opportunity Purchaser.

All required bid documents for this notice, both statutory and as required by Montclair State University Policy and Procedures, are listed on the Procurement Services website: <https://www.montclair.edu/procurement/>

Details regarding the requirements for vendors bidding this work are contained in this request for proposal. Questions shall be in writing and are to be directed to Liz Blades, copying Joe Alim via e-mail to bladesc@montclair.edu and alimj@montclair.edu respectively. No oral questions or answers shall be authorized or relied upon by bidders.

By: Shawn Laidlaw, Director of Procurement Services, Montclair State University.