



REQUEST FOR PROPOSAL (“RFP”) #5056ME

ADMIT KIT

ADDENDUM #1, Questions and Answers

Due Date /Time: 11/3/2025 by 2:00pm EDT via email with the RFP #5056ME in the subject line

Issued Date: 10/16/2025

Questions due by: 10/22/2025 by 2:00pm EDT via email with the RFP #5056ME in the subject line

Contact:

Michael Eames

Purchasing Manager

bids@csuohio.edu

Proposals must be received by the due date/time specified above. Proposals received after the due date/time will be returned unopened to the supplier

Please refer to the attached sheets for Instructions & Information. Proposals must be submitted on the form(s) provided and signed by an authorized representative in ink in the proper spaces. Vendors are cautioned to read this entire document carefully and to prepare and submit their Proposal providing all requested information in accordance with the terms and conditions set forth herein.

RFP #5056ME, Admit Kit

ADDENDUM #1, Questions and Answers

1. Is there an additional Vendor certification process to go through for Cleveland State University for new vendors? What about out-of-state vendors?

There is a vendor registration process for the selected vendor if they have not done business with the university in the past.

2. Does CSU expect to have 5000 total kits produced and ready to send that are made up of (3) items (~1666 pieces per item)? Does the 5000 total include the 100 samples that are to be shipped to the university prior to production?

We would expect the total postcards to be sent in an initial mailing and then students would select (1) item from a storefront that they access through a QR code. The item would then be shipped separately. The total is separate from the samples requested. There will be 5,000 initial mailers and approximately 4,000 total claimed items from the storefront as we do not anticipate every student will claim their items.

3. Does CSU expect to have 5000 total postcards sent to students before items are claimed?

Yes. We would expect the total postcards to be sent in an initial mailing and then students would select (1) item per student from a storefront that they access through a QR code. The item would then be shipped separately. The total is separate from the samples requested.

4. Cost and quality of items varies significantly. Can you shed light on the type of items CSU is interested in sending out? Or would you like the proposal to include many different items and their prices to choose from?

Ideally, we would like to see many different items and prices to choose from – bestsellers for our audience of prospective first year students would be a great starting point.

5. There are going to be 5,000 total initial admit mailers - how many of each redeemable item are you wanting to use for the campaign?

Approximately 4,000 of the redeemable items for students to claim, planning for some of the students to not redeem their free item.

6. How often are the redeemed items on the store front going to be mailed out? Once a month, biweekly, weekly?

Weekly would be our preference for the mailing of the storefront items.

7. Is there a budget for the campaign/per piece we should aim to stay under for recommending promo pieces and mailers? Both with and without postage costs.

There is not set budget for this project as we are looking to have quality, affordable items and a vibrant storefront selection process- but ideally without postage, the budget would be under \$100,000.

8. Will all kits be distributed by end of July? How long after that will we need to hold the mailer inventory?

After July if there is any remaining inventory, it can be shipped directly to the undergraduate admissions office for storage/distribution.

9. When will you be awarding a bid?

As soon as possible – mid-November ideally

10. How long do you want the redemptions website open for?

As long as possible into July to allow for students to redeem prior to the final shipment