

**University of North Florida for:
RFP 23-05
Promotional Products**

November 1, 2022

**Prepared by Consolidus, LLC
Akron, Ohio**



Todd Fitzwater, Corporate Sales Manager
Phone: (330) 510-4384
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Eric Dickey and Procurement Services, University of North Florida
4892 First Coast Technology Pkwy
Hicks Hall BLDG 53 Suite 2950
Jacksonville, FL 32224

Dear University of North Florida,

Enclosed is our proposal, in response to your RFP23-05 Promotional Products. It is our desire to be awarded the contract to become the promotional products and custom branded apparel provider to the University of North Florida. This proposal will provide an explanation of our systems and services as it relates to the specifications described within the Request for Proposal, as well as, to describe additional features and services that we feel make our technology, products, and services the best choice for the University of North Florida which will be referred to as "UNF" in this proposal.

Consolidus is a branded merchandise management best practice company that utilizes technology, advanced management systems, and a high caliber team of professionals to assist and allow organizations to better manage the purchasing of custom promotional and branded products. Over 16 years ago, recognizing the growing role of the internet and the possibilities of technology, Consolidus began investing into and developing an internet-based solution that would allow organizations to consolidate (thus Consolidus) their promotional products spend while simultaneously offering a better customer experience and improved brand management. This includes the development of a full catalog punch-out in 3rd party procurement management systems.

As a contract vendor to the Inter-University Council of Ohio Purchasing Group (IUC-PG), for 8 years, the contract provider of promotional products to many of America's finest higher education institutions, and a business partner to the National Association of Education Procurement (NAEP), Consolidus has become a leader in the higher education market. In the past 16 years, we have designed and delivered over 30,000,000 custom imprinted branded products with a 99%+ customer satisfaction rating while working with 186 Higher Education Institutions throughout the United States.

A unique value we offer is our robust process management systems. Consolidus has invested in a suite of proprietary systems that provide world-class, innovative technology to our partners: SmartSites, SmartArt, OrderManage and RapidBuild. These systems are proven to manage high volumes of orders with greater efficiency and service. Our technology has been developed in-house (proprietary), allowing us to build custom solutions, features, and benefits specific to our customers' needs and requests.

If you have any questions regarding the interpretation of this proposal, please feel free to contact me at the email address or phone numbers listed above. Thank you for the opportunity to present our company to you and your review team. We hope and look forward to working with your excellent institution and being a part of the exciting transformation that is taking place within your organization.

Sincerely,

Todd Fitzwater, Corporate Sales Manager

Tab 1

Consolidus LLC is a custom promotional products and branded apparel services and software company that was formed on September 25, 2006, with the sole focus of creating the promotional products industry's leading process management system. The Consolidus model lives at the intersection of technology and high-quality professional service to deliver to our customers the highest quality of service and value in the promotional products industry. As a result, Consolidus has experienced consistent growth every year since its inception. We grew 47% in 2020 during a year when the rest of the industry dropped 35%. Our revenue in 2021 revenue was \$9.8 million. The revenue projection for 2022 is \$14.5 million.

All our success has been made possible by a highly capable staff of 32 dedicated professionals (detailed within) who collectively possess over 150 years of promotional merchandise experience. Due to our rapid growth, Consolidus is now averaging one new hire per month. Consolidus employs 26 college graduates, which is 80% of our total staff.

Our leadership team:

- Jeffrey Jones - Founder/CEO/Marketing
- Denise Cline – COO/Senior Director of Organizational Development
- Mark Teague - Chief Financial Officer
- Todd Fitzwater – Corporate Sales Manger
- Tiffani Hedler - Director of Finance/HR
- Krysti Horvat– Director of Design
- Leilani Bever – Director of Production
- Bill Harris - Senior Developer

Our staff outside Senior Leadership includes:

- 12 Account Manager/Customer Service Reps (our Program Managers)
- 6 Graphic Designers
- 3 Order Processing Specialists
- 3 full-time Software Developer

UNF will have a dedicated Program Manager/s servicing the contract.

Consolidus is a custom promotional products and branded apparel services and software company that was formed in 2006 with the sole focus of creating the promotional products industry's leading process management system. The Consolidus model lives at the intersection of technology and high-quality professional service to deliver to our customers the highest quality of service and value in the promotional products industry. As a result, Consolidus has experienced consistent growth every year since its inception.

We have designed and delivered over 30,000,000 custom imprinted branded products with a 99%+ customer satisfaction rating. In addition, we have maintained a 100% contract customer renewal rate. As organizations continue to look for ways to consolidate their purchasing, better manage their brand, and keep tight controls of their supply chain, the demand continues to grow.

We are also honored to have been recognized for our achievements. We have been named an Inc. 5000 Fastest Growing Private Companies for the last five years. We are currently within the top 3% of our industry for annual sales volume (according to industry association PPAI). On multiple occasions, Consolidus has been named a Best Workplace in promotional products industry, according to industry association ASI. In addition, we have an A+ BBB Rating, an A+ Industry Credit Rating and have been named one of the Fastest Growing Inner-City Companies the past 4 years (as seen in Fortune).

Consolidus is a business partner of the National Association of Education Procurement (NAEP). As part of our higher education specialization in procurement, Consolidus has made significant investments into building a proprietary integration e-procurement software platform that integrates into established platforms such as JAGGAER, Ariba, ESM, Unimarket, and Workday. Our system offers full punch-out and seamless integration. Our proprietary system also includes the ability to generate electronic purchase orders, electronic invoices, credit memos, and an edit/inspect feature, which allows for changes after exiting the catalog. As Consolidus continues to grow, we continue align with our customer's needs. Consolidus is constantly investing in our proprietary technology allowing us to develop technology solutions specific to the needs of our customers.

Consolidus proposes to offer the UNF our proven system and service that significantly reduces costs associated with the purchasing of custom promotional products and branded apparel while simultaneously improving the quality of service and brand management - ensuring that all products are meeting approved brand standards. Technology continues to change the way that business is being conducted, offering solutions and benefits like no other time in history. Consolidus' SmartSite technology offers one such advancement and opportunity to dramatically improve the quality of service related to the branded merchandise/promotional products and apparel needs of your organization, while simultaneously reducing both management expense (time) and merchandise cost. Furthermore, our management system will reduce the "Rogue Spending" that currently exists across many institutions of higher learning. The web-based solutions and personal service Consolidus provides will allow each department to receive all benefits and savings detailed in this proposal. Our SmartSite technology offers the most cost-effective way to manage your branded promotional needs by consolidating the purchasing potential of your entire organization/network and reducing transaction costs. Below you'll find a listing of the awards our Consolidus team has earned and received over our 16 years in business.

30,000,000+ CUSTOM PRODUCTS DELIVERED

150+ YEARS INDUSTRY EXPERIENCE
PROMOTIONAL PRODUCTS

15+ YEARS IN BUSINESS
FOUNDED IN 2006



A+ BBB
RATING

A+ CREDIT
RATING



VOTED AMONGST
**THE BEST
WORKPLACES
IN OHIO**
AS SEEN IN OHIO BUSINESS MAGAZINE

99%+
CUSTOMER
POSITIVE
SATISFACTION

**100% CONTRACT
PROGRAM RETENTION**

TOP 10 FASTEST GROWING DISTRIBUTOR
OUT OF 30,000 NATIONALLY

TOP 3% INDUSTRY SALES VOLUME
OUT OF 30,000 NATIONALLY



**FASTEST GROWING
INNER CITY COMPANIES**
AS SEEN IN FORTUNE



**FASTEST GROWING
PRIVATE COMPANIES**
AS SEEN IN INC.



**BEST PLACES
TO WORK**
PROMOTIONAL PRODUCTS INDUSTRY
AS SEEN IN COUNSELOR



**SMART CULTURE
AWARD HONOREE
NORTHEAST OHIO**
AS SEEN IN SMART BUSINESS



**FASTEST GROWING
NORTHEAST OHIO
COMPANIES**
AS SEEN IN CRAIG'S CLEVELAND BUSINESS

Tab 2

Experience/Performance Reference Form (Also uploaded in Prerequisites)

Suppliers Business Name: Consolidus

PROJECT A

- (a) Contract Name: Rutgers University
- (b) Owner Name:
- (c) Owner Rep Name/Phone No.: Rebecca Boucher /848-932-0577
- (d) Contract Start Date: 6/4/20
- (e) Contract Completion Date: Ongoing
- (f) Total Contract Value: ██████████
- (g) Brief Description of work completed and how it is similar to the scope provided herein:

Consolidus is a custom promotional products, branded apparel, and software company. We provide custom online ordering portals for the promotional products and apparel spend category. The Consolidus management platform is designed for an organization that has multiple locations, departments, and order placers which eliminates fractional and rogue spending. We consolidate the spend creating deep discounts and a better end user experience in purchasing. Consolidus has been a contracted distributor/vendor of Rutgers University since 2020 and the contract is still ongoing.

PROJECT B

- (a) Contract Name: Ohio University
- (b) Owner Name:
- (c) Owner Rep Name/Phone No.: Michael D. Pidcock/740-593-1638
- (d) Contract Start Date: 7/2/15
- (e) Contract Completion Date: Ongoing
- (f) Total Contract Value: ██████████
- (g) Brief Description of work completed and how it is similar to the scope provided herein:

Consolidus is a custom promotional products, branded apparel, and software company. We provide custom online ordering portals for the promotional products and apparel spend category. The Consolidus management platform is designed for an organization that has multiple locations, departments, and order placers which eliminates fractional and rogue spending. We consolidate the spend creating deep discounts and a better end user experience in purchasing. Consolidus has been a contacted vendor to Ohio University since 2015 and the contract is still ongoing,

PROJECT C

(a) Contract Name: University of Akron

(b) Owner Name:

(c) Owner Rep Name/Phone No.: Matt Schafer/330-972-7679

(d) Contract Start Date: 3/9/11

(e) Contract Completion Date: Ongoing

(f) Total Contract Value: ██████████

(g) Brief Description of work completed and how it is similar to the scope provided herein:

Consolidus is a custom promotional products, branded apparel, and software company. We provide custom online ordering portals for the promotional products and apparel spend category. The Consolidus management platform is designed for an organization that has multiple locations, departments, and order placers which eliminates fractional and rogue spending. We consolidate the spend creating deep discounts and a better end user experience in purchasing. Consolidus has been a contracted distributor to the University of Akron since 2011 and the contract is still ongoing.

TAB 4

Scope of Work:

Consolidus utilizes a network of industry leading suppliers located throughout the United States, who offer advanced imprint and embroidery services, in addition to a wide selection of quality promotional products, branded apparel, and banners/displays.

Over the last 16 years, Consolidus has worked to align with the leading promotional products suppliers and manufacturers. This network is made up of hundreds of companies offering over 100,000 products. UNF's online e-commerce site will offer a catalog of products specifically tailored to the unique needs of your institution.

The proposed UNF's custom SmartSite will contain only the most relevant - and approved - products available for university staff and faculty. You'll have multiple features allowing authorized users to access products simply and fast. Our staff will work closely with your team to determine the best product selection, per category, as well as offer a variety of popular, appealing, and unique products for the UNF staff and faculty to purchase through your custom SmartSite. The following is a list of the major product categories available through our standard catalog.

** Please note that your custom SmartSite will be designed specific to the needs of UNF; therefore, all product categories and sub-categories are fully customizable.

- Apparel
- Drinkware
- Bags and Totes
- Awards
- Office/Classroom/Dorm
- Writing Instruments
- Stationary
- Health & Wellness
- Technology
- Trade Show
- Writing Instruments

** Many more categories are available such as eco-friendly/sustainability options/PPE**

The Consolidus model is built to know our customers, and our custom SmartSites and service are constantly evolving to better meet our customer's needs. We will continue to match your needs to the multitude and ever-expanding product options available in the promotional products industry.

The Consolidus model has been designed for ease of use and efficiency. Orders may be easily placed online at what would be a custom-created online portal using our product-builder checkout system that allows buyers to designate product, quantity, color, imprint location, imprint method, and imprint/graphic specifications, in a matter of minutes. In addition, orders can be placed on behalf of customers/buyers simply by contacting the assigned Program Manager or other Consolidus staff with order specifications, requests, and quotes. A unique value we offer is our robust process management systems. Consolidus has invested deeply into a suite of proprietary systems that provide world-class

innovative technology to our partners. These systems are proven to manage high volumes of orders with greater efficiency and service.

SmartSite

- For every contracted customer, Consolidus creates a customer-facing online catalog, through which we can collect orders. To our customers, we refer to these as custom ordering portals. Internally, we call these SmartSites.
- Each SmartSite is designed uniquely for the customer, populated with relevant, custom products, identifies unique categories, and functionality tailored to our customer's needs.
- Additionally, they allow for e-procurement system integration, content management, pricing structure application and will enable each Account Manager to confidently handle \$3 million dollars of revenue by capturing and advancing the order through our other systems. If in fact the UNF spend is more than \$3 million an additional Program Manager will be identified to work in tandem with the other PM to best service, the account.

SmartArt

- Our SmartArt system streamlines the imprint approval process, ensuring that each order is produced in accordance with the imprint specifications at the time of order and within UNF's approved brand guidelines.
- Our free graphic design services provide prompt and professional design assistance, along with guaranteed brand and licensing compliance.
- UNF's SmartSite will have its own Log Bank
 - Store, manage and make pre-approved UNF's logos
 - Logos are vetted to follow UNF's brand standards
 - Available to all buyers through the online ordering portal
 - Logos will be added as approved by the Marketing Department
 - Individual users can create a User Logo Bank of frequently used logos to simply checkout

OrderManage

- Our OrderManage system allows our Order Processing Specialists to monitor delivery dates, see artwork approval status, payment status, and shipping status of all orders.
- Real-time online ordering and approvals eliminate the need for strict deadlines. All orders are processed. UNF's dedicated Program Manager can coordinate with university staff members to meet delivery deadlines as needed.
- UNF will have the ability to approve artwork easily with all orders being routed as needed through our OrderManage system.
- Once artwork is approved, an Order Processing Specialist uses the system to send the order to the designated supplier with the click of a button.
- This action alerts the designers (through SmartArt) to send the print-ready file to the decorator (or supplier's art department).
- Once production is completed, we receive tracking information, which is posted into OrderManage, and the customer is notified via email that their order has shipped.
- OrderManage allows one Order Processing Specialist to process millions of dollars' worth of orders per year. UNF's personnel can access the "My Account" section on the online catalog to view

invoices, production status, proofs, payment status, and shipment status in real-time. Our OrderManage system sends an automated email when the package has shipped and includes detailed tracking information. Order Manage goes one step further featuring an Order Tracker, allowing you to track your orders progress from start to delivery.

- Order Tracker w/ color confirmation
 - Art Proof Sent
 - All Approvals Received
 - In Production
 - Estimated Ship Date Scheduled
 - Shipped
 - Delivery Confirmation

Group Order

- There are numerous times throughout an organization when various departments with similar needs can combine their buying power either to meet a minimum quantity or to drive savings with a higher quantity than an individual department would need on its own.
- Our Group Order feature allows a customer to invite select contacts, specific department(s), or the entire organization to join them on a single order, to purchase one or more designated products. As the total units rise, unit costs decrease, resulting in significant cost savings.
- Group Orders allow for a single shipment or individual drop shipments, in addition to a single payment or separate payments.
- Group Order consolidates total spending, saves time, and simplifies the buyer experience. Consolidus is committed to a 100% fill ratio. If a product ordered is unavailable, on back order, or out of stock, an alternative product will be recommended or made available at a comparable or reduced cost. Due to service agreements with our suppliers, they will often offer an alternative, higher quality product at the same price.

In addition to reduced materials costs, Consolidus leverages the consolidated volume of your organization to In Process improve services offered by suppliers/manufactures including free samples, product quality guarantees, reduced minimum quantities, and reduced production/fulfillment times. In addition, our automated OrderManage technology streamlines and reduces our costs/time associated with supply chain management further reducing the buyer's cost and time.

If a product arrives damaged or as agreed upon in the proofing process, we will immediately address it, including issuing a call tag and credit for damaged goods and shipping charges. Damaged goods will be destroyed or donated (per customer request). We are committed to resolve every issue in a timely manner and to the customer's satisfaction.

Additionally, our delivery services products are produced on demand, delivery/fulfillment times will vary depending on manufacturer/supplier and will always be specified on each product page online, as well as during checkout. Orders can often be expedited at no additional charge. During online checkout, the buyer can designate an "in-hands" date which may be sooner than standard production times. Our staff is immediately alerted of the expedited request and can immediately facilitate the order, as necessary. If the supplier/manufacturer requires an additional fee to expedite the order, these costs will be communicated to the buyer for approval prior to production.

Consolidus works with hundreds of manufacturers and suppliers of promotional products and apparel located the United States. Shipping is automatically calculated on-line at the time of order. Shipping costs are based on normal UPS ground rates from place of origin to destination. As an alternative, during the time of ordering, the customer can enter in a shipping account number which will be used to ship the order on the designated account.

Most shipping is done directly from our supplier partners to UNF locations and are typically shipped via UPS. In addition to detailed tracking, our OrderManage system contains a dashboard of all orders managed by our order fulfillment team.

Orders with designated delivery dates are color-coded for special attention to ensure they stand out until the order is delivered.

Lastly, Consolidus provides free warehousing and fulfillment capabilities for products purchased and includes automated inventory management with inventory count, low quantity alerts, approval notifications, reporting, etc.

Pricing Methodology:

Consolidus takes pride in our ability to provide our program clients with aggressively discounted pricing, low minimum quantities, and best product offerings. We do this based on our seamless process management system and preferred supplier network that has been established over the past ten years. We have the leveraged buying power of a distributor in the top 3% of our industry.

We recognize that pricing is a key component of any promotional product investment, and we strive to provide our program clients with best value for their investment. We here at Consolidus routinely audit our pricing ensuring that our customers are receiving the best pricing possible.

Our prices to our program customers are discounted, per the range below, off manufacture list price with volume discounts and additional volume rebates:

- Apparel – 10% to 43% or more
- Drinkware – 25% to 31% or more
- Bags & Totes – 26% to 48% or more
- Awards & Plaques – 15% to 42% or more
- Writing Instruments – 27% to 51% or more
- Stationary – 12% to 48% or more
- Health & Fitness – 12% to 45% or more
- Technology – 26% to 35% or more

Our program pricing is clear with no “hidden fees.” Any relevant set-up and imprinting fees are clearly defined at the time of order. We do not assess any program management fees in our pricing.

Sourcing Methodology

As a leading custom branded apparel vendor, Consolidus has been deliberate in aligning product category suppliers and manufactures that ensure customers receive the highest value and customer service. Through these relationships Consolidus receives preferred distributor status in which a company like SanMar, provides us highly specialized solutions such as PSST, Pack Separately, Ship Together

Program. This is a program that further allows Consolidus the ability to deliver real value savings to our numerous customers.

Consolidus is committed to identifying and working with OMWBE and VOSB/SDVOSB vendors and decorators. To date, we work with 17 Minority Owned Businesses, 14 Women Owned Businesses, and 6 Veteran Owned Businesses. When vetting potential business partnerships, the above categories are the very first aspect we look to identify. As our business continues to grow and expand so will our relationships in these business categories.

** We supply and procure products from companies who are certified as MWBE. The amount of participation is determined by the products that customers are buying and will vary month to month based on purchasing of our customers.

Product Selection Methodology

We have taken great measures to ensure that our corporate responsibilities are conducted beyond industry standards. Our sustainability, diversity, and green initiatives are implemented throughout our core areas of our business, and through our strategic partnerships. It shall be the policy of Consolidus to be an engaged corporate citizen. It is authentic to who we are, and we partner with intention, based on high ethical standards and integrity.

Our leadership team ensures these values are reflected through our strategic partnerships. This includes establishing, monitoring, and reporting on KPIs that focus on reducing our carbon footprint, ensuring internal and external sustainability practices, and monitoring the growth of our sustainable product offerings.

Our preferred suppliers utilize compliance teams and third-party services to ensure anti-sweatshop initiatives are properly followed throughout their manufacturing facilities. Compliance is monitored by auditing factories to ensure safe, healthy environments. Audits also ensure business practices are meeting applicable legal requirements, including industry standards pertaining to employment and manufacturing.

In addition, we believe partnering with the industry's leading apparel suppliers is a responsibility and priority. For over 16 years, we have worked with apparel suppliers who understand their role in the industry and the responsibilities that come with it. We are intentional when it comes to our supply chain partnerships. Due to the "drop ship" nature of the branded merchandise industry, we provide eco-labels through various certified partners who exceed federally established regulations and carry a combination of accreditations/affiliations.

We carry a large assortment of environmentally friendly apparel, recycled content apparel, and organic apparel such as polos, t-shirts, outerwear, workwear, hats, socks, accessories, and more, which are clearly labeled within our custom online catalogs (when applicable).

A complete list of suppliers, products, and product descriptions relevant to this category can be provided when requested. Additionally, details on the certifications and eco-labels each item qualifies for can be provided.

This includes accreditations by the Fair Labor Association (FLA), Quality Certification Alliance (QCA), CPSIA Certificates, and more. We also offer products that support various causes like building wells in

areas without clean water, the US Army's Morale, Welfare and Recreation Program (MWR), and protecting the planet, 1% For the Planet.

We have more information on our website:

- Sustainability Policy - https://www.consolidus.com/sustainability_policy.pdf
- Sustainability & Our Supply Chain Partners - <https://assets.consolidus.com/globalAssets/Stores/quickGuides/139/136.pdf>

References:

1. Wright State University

Brandon Hays, Assistant Athletic Director
Address: 3640 Colonel Glenn HWY
Fairborn, OH 45435
Phone- 937-469-9922
Email- brandon.hays@wright.edu
Contract Start Date: 2017
Total Contract Value: \$1.5 M

2. Wright State University

Annette McCoy, Marketing Program Manager
Address: 3640 Colonel Glenn Hwy 210 Medical Sciences
Fairborn, OH 45435
Phone- 937-775-3324
Email- annette.mccoy@wright.edu
Contract Start Date: 2018
Total Contract Value: \$1.5 M

3. Ocean County Community College

Valarie Morris, Office Manager & Special Events Coordinator
Address: College Drive
Toms River, NJ 08754
Phone #- 732-255-0400 ext. 2380
Email- vmorris@ocean.edu
Contract Start Date: 2021
Total Contract Value: \$1.1 M

4. Rutgers University

Rebecca Boucher, Senior Director Communications and Marketing
Address: 613 George Street
New Brunswick, NJ 08901
Phone: 848-932-0577
Email: r.boucher@rutgers.edu
Contract Start Date: 2020
Total Contract Value: \$7.9 M

5. University of Akron

Matt Schafer, Director, Marketing & Creative Services

Address: 185 East Mill Street

Akron, OH 44325

Phone: 330-972-7679

Email: schafem@uakron.edu

Contract Start Date: 2010

Total Contract Value: \$6.5 M

Case Study, Rutgers University Purchasing Department:

Consolidus contracted with Rutgers University in 2020. In addition to the usual pain points, our client was addressing the problem of maverick buyers, unauthorized suppliers, and unapproved orders. Due to these issues, they were at major risk of jeopardizing their licensing and royalty arrangements due to mismanagement.

At our first annual review, their Director of Purchasing had this to say:

“For too many years at our university, by far the \$12 million promotional products spend was the cost category in the most disarray. First, we had no idea how much we were spending. Second, we had way too many vendors and as a result, major issues with brand management and royalty collections. We have now cut the number of vendors down drastically and with the help of Consolidus, their streamlined order platform and JAGGAER integration, we anticipate saving over \$4 million annually. Our program with Consolidus has become the golden standard for all other cost categories.”

Below are examples of SmartSites we’ve developed for our existing contracts in higher education. Higher education is just one of our many verticals in which we build and deliver our process management system and SmartSites for.

It should be noted that Consolidus has never not had a contract renewed in our 16 years in business

- Inter-University Council - Purchasing Group – <http://iucshop.com>
- University of Akron - <http://theuashop.com>
- University of Cincinnati - <http://consolidusshop.com>
- Wright State University - <http://wrightstatepromos.com>
- Ohio University - <http://ohiopromoshop.com>
- Youngstown State University - <http://theysushop.com>
- Cuyahoga Community College - <http://tri-cshop.com>
- John Carroll University - <http://thejcushop.com>
- Washington University - <https://www.consoliduspromos.com/>
- New Jersey Community Colleges - <https://www.njccpromos.com/>

Technical Literature:

Consolidus' proprietary systems, built upon the Cold Fusion software platform (CFML). This system allows for rapid deployment of eCommerce solutions and management tools for branded, promotional merchandise. Refined over sixteen years of servicing customers in this industry, our management and customer-facing eCommerce solutions provide a robust set of tools and functionality to service an organization's needs. Our system utilizes two technology solutions: our SmartSites and our backend Admin portal.

Consolidus SmartSites are on-line promotional merchandise stores that have been designed to specialize and tailor promotional merchandising services, products, and marketing campaigns to the needs of a specific target market or organization. Through the Internet, Consolidus offers extraordinary opportunities for companies looking to enhance their operational and transactional efficiency in promotional merchandising. The consistent investment in technology allows customers to better and more effectively maximize their investment in their promotional merchandise, increase their overall buying power, and provide a community space for peers in the same industry or organization to share ideas.

As pioneers in this emerging and ever-changing industry, Consolidus owns the cross-functional expertise needed to develop, implement, operate, and maximize the value offered to their customers through the on-line SmartSite. Consolidus has developed proprietary technology and cutting-edge tools that make it possible to take the very sophisticated and complex process of a promotional merchandise ordering and provide a simple and elegant online order process that virtually eliminates errors. Furthermore, our SmartSite technology streamlines the supply chain and offers 24/7 access and availability to purchase promotional products and specialty advertise items.

SmartSites are a fast, efficient, always available, and flexible alternative to traditional printed catalog ordering. Many local and national companies and organizations are increasingly moving to the Internet for sourcing and information. Consolidus SmartSites empower these organizations to simplify their own internal process and provide increased value for every dollar spent. SmartSites provide increased control over quality, cost, efficiency, and brand integrity.

Consolidus SmartProducts are just that - smart! Each product that you will find in your SmartSite has been selected based upon certain criteria and the product's relevance to your unique needs of our customers and their industry. Although we have the same access to over one million products that you might find on other, more "general" sites, we give you the best of both worlds. We do the research ourselves and provide you with the most relevant products while still being able to provide you with any product in the industry, even if it is not featured on the site.

You no longer have to sift through hundreds and even thousands of products to find what you are looking for - we've done all of that for you, saving you time and money.

Each SmartSite comes fully equipped with SmartStaff, which includes:

- A Program Director
- A Product Specialist
- A Technology Support Specialist
- A Product Support Specialist

- An Order Support Specialist

These staff members are available to speak with SmartSite users about any questions or comments concerning their experience with SmartSites. In addition to phone support, each SmartSite offers a real time "Live Help" option available to all users where they can chat live with a Support Specialist as they browse the site. This feature allows the Consolidus SmartStaff to offer granular support at all levels of the SmartSite in real time.

Consolidus is passionate about delivering the best possible service available in the promotional products industry

Features of our SmartSites include:

- Quick deployment, with a full product catalog and order processing solution
- Custom product categories and subcategories
- Site colors, images, logos, and mastheads custom to your organization's brand standards
- Product mockups specific to your organization's brand standards
- Robust product searching and filtering
- Full and transparent product details, including quantity breaks and additional imprint run and setup charges
- Tailored campaign center specific to your organization's needs
- Curated product offerings for best sellers, top rated products, "Under \$1" products, and most ordered products
- A robust customer review system, allowing customers to provide feedback and pictures of their products in use
- Customer account center providing detailed order history, reorder capabilities, cart and quote management, wish lists, and account information management
- Users designated as "Administrators" given the ability to generate reports, including sales, top buyers, best sellers, and product reviews
- Ability to store a custom logo bank per customer, and the ability to quickly use these logos when building a product
- Our Advanced Product Builder allows customers to easily select their colors, size, quantities, and imprints and see immediate pricing and upcharges in real time
- Advanced graphic management and proofing with dedicated graphics team
- Secure, easy, and quick checkout
- Jaggaer and other eProcurement solution integration
- SmartArt technology to help manage the proofing process, providing customers with proper proofing with revisions, making sure proofing is carried to completion for timely order processing
- Dedicated graphics team to help with artwork and proofing

EXHIBIT A
QUESTIONNAIRE FOR NATIONAL CONSIDERATION

Suppliers are required to meet specific qualifications. Please respond to each qualification statement on this questionnaire.

1. Will the pricing for all Products and/or Services offered be equal to or better than any other pricing options it offers to Participating Public Agencies nationally?
Yes No

2. Does your company have the ability to provide service to any Participating Public Agencies in all 50 states?
Yes *No
(*If no, identify the states where you do not have the ability to provide service to Participating Agencies.)

3. Does your company have a national sales force, dealer network or distributor with the ability to call on Participating Public Agencies in at least 35 states?
Yes *No
(*If no, identify the states where you have the ability to call on Participating Public Agencies.)

4. Will your company assign a dedicated Senior Management level Account Manager to support the resulting GovMVMT contract?
Yes No

5. Does your company maintain records of your overall Participating Public Agencies' sales that you can and will share with GovMVMT to monitor contract implementation progress?
Yes No

6. Does your company have the ability to provide electronic and ecommerce ordering and billing?
Yes No

7. Will the GovMVMT contract be your lead public offering to Participating Public Agencies?
Yes No

8. Check which applies for your company sales last year in the United States:
 Sales between \$0 - \$25 Million
 Sales greater than \$25 Million to \$50 Million
 Sales greater than \$50 Million to \$100 Million
 Sales greater than \$100 Million

Submitted by: Todd Fitzwater

(Printed Name)

Todd Fitzwater

(Signature)

Corporate Sales Manager

(Title)

November 1, 2022

(Date)

Tab 5 GovMVMT Compliance Documentation

UNF RFP 23-05

EXHIBIT B

A. National Commitment

Consolidus understands and accepts all the Supplier Representations and Covenants outlined in Section 1 on UNF RFP 23-05. Consolidus is committed to a partnership with GovMVMT, one that is rooted in mutual respect and dignity while upholding the four areas of commitment, Executive, Value, Differentiator, Sales, and Marketing. The Master Agreement will be our primary offering in this category when working with and representing GovMVMT. Consolidus will always strive to offer the best pricing available to the market. Consolidus consistently aligns its offering to meet the needs of the customer by its continued investment in technology and software development, team building, and competitive pricing. Consolidus should be considered a marketing partner with GovMVMT, and our sales force is committed to the proactive sales and timely follow-up to leads identified by GovMVMT. Our logo banks are built off customer's brand standards and are strictly adhered to and our system allows for a multi-step approval process to ensure branding integrity.

B. Company

1. Consolidus has worked with and provided custom promotional products and branded apparel to 186 higher education institutions. We have an established custom SmartSite, UniverityPromosAndPrint.com which is open to any higher education institution in the United States. We also have two members SmartSites, NJCCpromos.com (New Jersey Council of County Colleges) and IUCshop.com (Inter-University Council of Ohio). All three sites are representative of what would be developed for future contract awardees.

2. Consolidus employs two Corporate Sales Managers and 12 Program Managers, and project several new hires within the next six months. All of which are located at Consolidus Company Headquarters in Akron, Ohio.

3. Both Sales Managers and Program Managers would work in conjunction with GovMVMT to identify markets of opportunity within Higher Education. Understanding that there are institutions currently under contract in this spend category, the Corporate Sales Team would look to identify those institutions whose contracts are expiring, not under contract, or under active solicitation through various lead sources and resources invested in by Consolidus. Our reputation for providing an advanced management system and outstanding customer service has allowed us to have a 100% retention rate with our current customers and a robust referral market. There are many universities/colleges that want to use Consolidus to meet their promotional products needs but would like for us to be a partner with a purchasing cooperative. If awarded this contract, Consolidus' Sales Managers would immediately execute a relentless prospecting campaign to announce our partnership with GovMVMT and how the partnership can greatly benefit their institutions.

4. Consolidus has one support center which is located at Consolidus Headquarters in Akron, Ohio. Each Public Agency serviced by Consolidus will be assigned a dedicated Program Manager that will be the main point of contact for any needed support. Public Agency's and their marketing team will also be in constant communication with one of our talented Graphic Designers to ensure products ordered are of the best quality and meet the customer's branding guidelines. Finally, our Senior Leadership Team is also invested in ensuring all our customers' needs are met.

5.

UNF RFP 23-05

**EXHIBIT B
SUPPLIER RESPONSE**

SUPPLIER ANNUAL SALES IN THE UNITED STATES FOR 2019, 2020, AND 2021			
SEGMENT	2019 SALES	2020 SALES	2021 SALES
Cities			
Counties			
K-12 (Public/Private)			
Higher Education (Public/Private)			
States			
Other Public Sector and Nonprofits			
Federal			
Private Sector			
<i>Total Supplier Sales</i>			

6. For the **proposed products and services included in the scope of your response**, provide annual sales for the last three fiscal years in the United States. Sales reporting should be segmented into the following categories:

SUPPLIER ANNUAL SALES IN THE UNITED STATES FOR 2019, 2020, AND 2021			
SEGMENT	2019 SALES	2020 SALES	2021 SALES
Cities			
Counties			
K-12 (Public/Private)			
Higher Education (Public/Private)			
States			
Other Public Sector and Nonprofits			
Federal			
Private Sector			
<i>Total Supplier Sales</i>			

7. 10 Largest Public Agency Customers:

Rutgers University: [REDACTED]

- Rebecca Boucher, Senior Director Communications and Marketing
Phone #- 732-255-0400 ext. 2380
Email- vmorris@ocean.edu

University of Akron: [REDACTED]

- Matt Schafer, Director, Marketing & Creative Services
Phone: 330-972-7679
Email: schafem@uakron.edu

Wright State University: [REDACTED]

- Annette McCoy, Marketing Program Manager
Phone- 937-775-3324
Email- annette.mccoy@wright.edu

Tarrant Country College District: [REDACTED]

- Marla Givens, Purchasing Manager
Phone # 817-515-1506
Email: marla.givens@tccd.edu

Ohio University: [REDACTED]

- Terri Smathers, Printing Services
Phone # 740-593-1930
Email: smathers@ohio.edu

New Jersey Community Colleges: [REDACTED]

- Valarie Morris, Office Manager & Special Events Coordinator
Phone #- 732-255-0400 ext. 2380
Email: vmorris@ocean.edu

IUC-PG: [REDACTED]

- Michael Eames, Purchasing Agent
Phone # 216-687-3606
Email: m.emaes@csuohio.edu

Cuyahoga Community College: [REDACTED]

- Nache Jones, Tri-C Purchaser
Phone # 216-987-6000
Email: nache.jones@tri-c.edu

Youngstown State University: [REDACTED]

- Alan Miller, Procurement Services Manager
Phone # 330-941-3193
Email: almiller15@ysu.edu

Miami of Ohio: [REDACTED]

- Laura Driscoll, Director Brand Management and Strategy
Phone # 513-529-8332
Email: laura.driscoll@miamioh.edu

8. We here are Consolidus believe partnering with the industry's leading apparel suppliers is a responsibility and priority. For over 16 years, we have worked with apparel suppliers who understand their role in the industry and the responsibilities that come with it. We are intentional when it comes to our supply chain partnerships. Due to the "drop ship" nature of the branded merchandise industry, we provide eco-labels through various certified partners who exceed federally established regulations and carry a combination of accreditations/affiliations.

We carry a large assortment of environmentally friendly apparel, recycled content apparel, and organic apparel such as polos, t-shirts, outerwear, workwear, hats, socks, accessories, and more, which are clearly labeled within our custom online catalogs (when applicable). A complete list of suppliers, products, and product descriptions relevant to this category can be provided when requested. Additionally, details on the certifications and eco-labels each item qualifies for can be provided. This includes accreditations by the Fair Labor Association (FLA), Quality Certification Alliance (QCA), CPSIA Certificates, and more. We also offer products that support various causes like building wells in areas without clean water, the US Army's Morale, Welfare and Recreation Program (MWR), and protecting the planet, 1% For the Planet.

We have more information on our website:

- Sustainability Policy - https://www.consolidus.com/sustainability_policy.pdf
- Sustainability & Our Supply Chain Partners - <https://assets.consolidus.com/globalAssets/Stores/quickGuides/139/136.pdf>

9. Consolidus is committed to identifying and working with OMWBE and VOSB/SDVOSB vendors and decorators. To date, we work with 17 Minority Owned Businesses, 14 Women Owned Businesses, and 6 Veteran Owned Businesses. When vetting potential business partnerships, the above categories are the very first aspect we look to identify. As our business continues to grow and expand so will our relationships in these business categories. We supply and procure products from companies who are certified as MWBE. The amount of participation is determined by the products that customers are buying and will vary month to month based on purchasing of our customers.

10. We do not hold any certifications related to any classified areas currently. I refer you to the previous question #9 as to our intent to work with and identify those related classifications.

11. Please see <https://www.consolidus.com/codeofconduct.pdf>

C. Order Processing and Distribution

1. OrderManage is the system in which we use to create and manage all orders placed

- Order is placed either through the SmartSite or through the Program Manager

- Our OrderManage system allows our Order Processing Specialists to monitor delivery dates, see artwork approval status, payment status, and shipping status of all orders.
- Real-time online ordering and approvals eliminate the need for strict deadlines. All orders are processed. Each SmartSite has a dedicated Program Manager that can coordinate with customers to meet delivery deadlines as needed.
- Customers will have the ability to approve artwork easily with all orders being routed as needed through our OrderManage system.
- Once artwork is approved, an Order Processing Specialist uses the system to send the order to the designated supplier with the click of a button.
- This action alerts the designers (through SmartArt) to send the print-ready file to the decorator (or supplier's art department).
- Once production is completed, we receive tracking information, which is posted into OrderManage, and the customer is notified via email that their order has shipped.
- OrderManage allows one Order Processing Specialist to process millions of dollars' worth of orders per year. UNF's personnel can access the "My Account" section on the online catalog to view invoices, production status, proofs, payment status, and shipment status in real-time. Our OrderManage system sends an automated email when the package has shipped and includes detailed tracking information. Order Manage goes one step further featuring an Order Tracker, allowing you to track your orders progress from start to delivery.
 - Order Tracker w/ color confirmation
 - Art Proof Sent
 - All Approvals Received
 - In Production
 - Estimated Ship Date Scheduled
 - Shipped
 - Delivery Confirmation

2. Order can be placed through telephone and/or email through the Program Manager. The most efficient and expected method would be through the SmartSite as intended via e-commerce. For those customers who have a e-procurement solution they would have full punch out capability.

3. Please see response for question #1

4. Normal payment terms are "Due on Receipt". With an approved credit application, we extend payment terms such as Net 15 or Net 30.

5. All orders accept P Card, MasterCard, American Express, Visa, and Discover

6. Consolidus has strategic supplier partnerships throughout the United States and decorators uniquely positioned to deliver custom promotional products and branded apparel orders throughout the United States. We contract with UPS which provides us the very best shipping rates available due to the volume in which we produce.

7. UPS, FedEx, and USPS are the main shipping companies that Consolidus uses. All items shipping from our various decorator's ship via these identified companies.

8. Customers will receive the most competitive pricing outlined in the Master Agreement. We here at Consolidus regularly audit our product offerings. We have been subjected to required audits and "surprise audits" from customers in the past and are always open to them to stay consistent with the pricing outlined in the Master Agreement.

9. Although we are classified as a Distributor, we do not hold any product. Our proprietary process management system is set up in such a way that when an order is placed it sends that order directly to the supplier, supplier ships order to the decorator, and the decorator ships directly to the end user. Our process management solution is a key differentiator and is one that allows us to offer such competitive pricing on custom promotional products and branded apparel.

10. Consolidus offer Realtime reporting for all our SmartSites. The customer will login to their account and proceed to Administrative Tools where they select Realtime Reporting. The report allows for the following:

- Sales report
 - Weekly, Monthly, Quarterly, Yearly, Custom Range
 - Top Buyers
 - Weekly, Monthly, Quarterly, Yearly, Custom Range
 - Best Sellers
 - Weekly, Monthly, Quarterly, Yearly, Custom Range
 - Surveys

Consolidus conducts Quarterly Business Reviews with all its customers. QBR's are an in depth look at how the SmartSite is performing. The QBR's identify the following:

- Business Update
 - Current State
 - Challenges/Risks
- Performance
 - Spend

- Trends by Product Category
 - Sustainability Programs
- System Availability and Service Level Agreement (SLA)
- Best Sellers
- Reports
 - Overall Category Breakdown
 - New Items added to catalog via Buyers Request
 - Savings Update
 - Discount
 - Potential Rebate
 - CLC and Royalty Payment
 - Student Organization Status
- Continuous Improvement
 - Key Performance Indicators (KPI) Review
 - Customer Satisfaction Survey Reviews
 - Products Service Opportunities
 - Support and Engagement

11. As part of our higher education specialization in procurement, Consolidus has made significant investments into building a proprietary integration e-procurement software platform that integrates into established platforms such as JAGGAER, Ariba, ESM, Unimarket, and Workday. Our system offers full punch-out and seamless integration. Our proprietary system also includes the ability to generate electronic purchase orders, electronic invoices, credit memos, and an edit/inspect feature, which allows for changes after exiting the catalog. As Consolidus continues to grow, we continue align with our customers' needs. Consolidus is constantly investing in our proprietary technology allowing us to develop technology solutions specific to the needs of our customers.

Consolidus' proprietary systems, built upon the Cold Fusion software platform (CFML), allows for rapid deployment of eCommerce solutions and management tools for branded, promotional merchandise. Refined over sixteen years of servicing customers in this industry, our management and customer-facing eCommerce solutions provide a robust set of tools and functionality to service an organization's needs. Our system utilizes two technology solutions: our SmartSites and our backend Admin portal which creates an efficient purchasing experience from order to delivery.

D. Sales and Marketing

1. Consolidus agrees to:
 - a. Include GovMVMT, including use of its logo, as a partner on Consolidus' website and in marketing material within the first 90 days.
 - b. Participate in GovMVMT press release regarding partnership with Consolidus
 - c. GovMVMT will hold a webinar with Consolidus staff and senior leadership team to train and educate on GovMVMT to enhance marketing strategies within the first 90 days.
 - d. A Consolidus representative and senior leadership team member will train and educate the GovMVMT staff on the benefits of the Consolidus System and how our service will maximize the efficiency and effectiveness of purchasing promotional products and branded materials for members of GovMVMT.

2. Consolidus agrees to:
 - a. Create and distribute a co-branded press release.
 - b. Send out an announcement to existing Public Agency customers from a Consolidus executive on the partnership with GovMVMT, including a statement encouraging GovMVMT membership within the first 30 days.
 - c. The Consolidus Corporate Sales team will announce partnership with GovMVMT with all prospective Public Agency customers within the first 30 days.
 - d. Include GovMVMT, including use of its logo, as a partner on Consolidus' website and marketing materials within the first 90 days. Will include an electronic link to the GovMVMT website and a dedicated toll-free number and email address for GovMVMT
 - e. Attend and participate with GovMVMT at national, regional, and provider-specific trade shows, conferences, and meetings throughout the term of the contract.
 - f. Attend, exhibit and participate at the NIGP Annual Forum in an area reserved by GovMVMT for partner providers. Booth space will be purchased and staffed by Consolidus.
 - g. Work with GovMVMT on ongoing marketing and promotion to the Public Agency market through the term of the contract

3. We currently do not hold any existing cooperative contracts

4. Consolidus agrees to provide its logo(s)

5. Consolidus agrees to #5 a-d

6. Consolidus agrees to train it's Corporate Sales Team including a-d

7. Points of Contact

- a. Executive Support:
Denise Cline, COO/Senior Director of Organizational Development
Denise.cline@consolidus.com
330-319-7204
- b. Sales:
Todd Fitzwater, Corporate Sales Manager
Todd.f@consolidus.com
330-475-4275
- c. Sales Support:
Brooke Cline, Client Services Manager
Brooke@consolidus.com
330-622-4857
- d. Marketing:
Savannah Frantisak, Marketing and Creative Manager
marketing@consolidus.com
866-776-6643
- e. Financial Reporting:
Tiffani Hedler, Finance and HR Manager
Tiffani.hedler@consolidus.com
330-319-7207

- f. Accounts Payable:
Tiffani Hedler, Finance and HR Manager
Tiffani.hedler@consolidus.com
330-319-7207
- g. Contracts:
Jeffrey Jones, Founder & CEO
Jeffrey.jones@consolidus.com
330-319-7201

8. Consolidus operates with two full time Corporate Sales Managers each with a direct line of communication to both the Senior Director of Organizational Development and to the Founder and CEO on all matters of Corporates Sales.

9. Both Consolidus and GovMVMT will develop a “Go to Market Strategy” that is strategic in nature relying upon subject matter expertise found withing both parties. The effort will have:

- Target market identified: Higher Education
- A clear value propositions
- Pricing which has already been defined through the Master Agreement
- Promotion strategy
- Sales Channels
- Set metrics, SMART Goals

10. The Consolidus process management system was built to scale and for ease of implementation. The creation of a SmartSite can originate within 7-10 days upon adoption of the Master Agreement. A continued and sustained effort in marketing will continue. Administering the site upon build out will fall to the dedicated Program Manager who is the “quarterback to the relationship” between customer/s and Consolidus.

11. Consolidus will respond with Master Agreement pricing to all Public Agencies utilizing the GovMVMT Master Agreement, and reporting and royalties will be provided to GovMVMT accordingly. Consolidus will refer Public Agencies issuing their own solicitation to the GovMVMT Master Agreement and encourage the adoption of the Master Agreement pricing and service terms, with reporting and royalties provided to GovMVMT accordingly. Consolidus will proactively market and promote the GovMVMT Agreement to encourage market adoption and eliminate the interest and need for issuing their own solicitation. Special consideration will be given in responses to Public Agencies requiring their own solicitation with consideration to the performance of the GovMVMT Agreement and the terms and requirements of the separate solicitation, which can include pricing higher than the Master Agreement depending on the volume (\$) potential of the solicitation, exclusivity, and technical requirements, i.e. systems integration (Jaggaer, Ariba, Workday, ESM, etc.).

12. Consolidus sales goal for the Contract is: \$11M in year 1, \$22M in year 2, and \$35M in year 3. Although there is no way to put a specific number on paper, it is the goal of Consolidus to earn as much of the market share that is available through the Master Agreement. Attaining the goals will be accomplished by sustained robust marketing efforts, identifying key advocates in higher education

based upon previously awarded contracts, utilizing Consolidus numerous case studies, and the attendance of higher education conferences such as NAEP and their Regional events among other methods.