



UNIVERSITY OF MARYLAND GLOBAL CAMPUS

DATE: July 22, 2026

TO: All Prospective Proposers

FROM: Lisa Dillard, Assistant Director, Goods & Services, Procurement
Eric Pfister, Director, Procurement

RE: Addendum Number 1 to RFP 92317 – Branded Merchandise Management Services

The following amends the above-referenced RFP solicitation document. Receipt of this addendum is to be acknowledged by completing the enclosed “Acknowledgement of Receipt of Addenda Form” and including it in the Technical Proposal submission.

1. Please find the RFP Question and Answer Log that provides answers to all questions received about RFP 92317 in Attachment A to this Addendum #1.
2. Section I, Paragraph 8, Contractual Agreement and Term, of the RFP solicitation document, is hereby revised as follows:

The Contract shall be in effect for one year, with an anticipated start date on or about October 1, 2026, unless otherwise extended, expired, or terminated pursuant to this Contract. There are five (5), one-year renewal options at UMGC’s sole option.

3. Section I, Paragraph 6, Minority Business Enterprises, of the RFP solicitation document is hereby revised to replace references to “Attachment A-2” with “Attachment D-1A, Part 2 - MBE Utilization and Fair Solicitation Affidavit.”
4. Section II, Paragraph 5.1 of the RFP solicitation document is hereby revised to correct the historical Gear Site sales figures. Historical sales were approximately:
 - \$30,415 in 2024,
 - \$24,027 in 2025, and
 - \$16,210 through May 2026.
5. The due date and time for the Technical Proposal remains as **July 29, 2026, on or before 11:00 AM ET**. Proposals must be submitted electronically in accordance with Section I, paragraph 5, of the RFP solicitation document. **Late proposals will not be accepted.**
6. Per Section I, Paragraph 5 of the RFP solicitation document:

Technical Proposal: Technical Proposals must be uploaded electronically at the UMGC Bid Locker link provided below no later than the date and time indicated in the Solicitation Schedule. **File names for the Technical Proposal documents are to include the RFP number and the Proposer's name. NO PRICING INFORMATION** is to be provided in the Technical Proposal.

Bid Locker link for Technical Proposal upload:
https://bidlocker.us/details/6268_Umgc_Rfp_92317_Branded_Merchandise_Management_Services

Proposers must be registered* on Bid Locker prior to submitting proposals.

To register* for a Bid Locker account, go to:

<https://bidlocker.us/Account/Signup/UMGC>.

Should you encounter any issues during account set-up or require additional assistance with Bid Locker, please reach out to Bid Locker directly at help@bidlocker.us or 267-225-1407. (*DO NOT wait until the due date for Proposals to sign up for an account; sign up as soon as possible.)

The University advises Proposers to allocate an adequate amount of time to create a Bid Locker account prior to any submission due date. It is also advisable to familiarize yourself with the Bid Locker site and the upload features and functionality related to uploading documents.

Proposers shall allow sufficient time in uploading the Technical Proposal to ensure timely receipt by the Issuing Office via the Bid Locker site. **Upon successful submission, Proposers may download a submission receipt on Bid Locker. Proposers will also receive an email confirmation within a few minutes from Bid Locker.** Proposers that do not receive confirmation should immediately notify the Issuing Office, and contact Bid Locker at help@bidlocker.us or 267-225-1407 to confirm that their Proposal has been received. **Proposers will not be able to upload Proposals after the due date and time, and late Proposals will not be considered.**

If any pricing information is included in the Technical Proposal, the Proposal may be deemed non-responsive by the Issuing Office. Hyperlinks to software products that indicate that the Technical Proposal is posted by the Proposer on an electronic site may be rejected or be considered non-responsive, if a "Click-Through Agreement" is required to be accepted by UMGC in order to download the Technical Proposal.

By providing the Technical Proposal electronically to UMGC, the Proposer grants UMGC an unlimited right to generate additional electronic and/or paper copies for distribution solely for the purpose of evaluation and review.

7. Receipt of this addendum is to be acknowledged by completing the enclosed "Acknowledgement of Receipt of Addenda Form" and including it in the Technical Proposal.

End of Addendum 1 dated July 22, 2026

ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA FORM

RFP NO.: 92317

TECHNICAL PROPOSAL DUE DATE: July 29, 2026, no later than 11:00 AM ET

RFP FOR: Branded Merchandise Management Services

NAME OF OFFEROR: _____

The undersigned, hereby acknowledges the receipt of the following addenda:

Addendum No. <u> 1 </u>	Dated <u> July 22, 2026 </u>
Addendum No. <u> </u>	Dated <u> </u>
Addendum No. <u> </u>	Dated <u> </u>
Addendum No. <u> </u>	Dated <u> </u>
Addendum No. <u> </u>	Dated <u> </u>

As stated in the RFP documents, this form is included in our Technical Proposal.

Signature

Printed Name

Title

UMGC RFP 92317
Attachment A to Addendum #1 - Question and Answer Log

Question #	Vendor Question	UMGC Response
1	Is UMGc issuing a single or multiple awards? Additionally, may Offerors submit proposals for only a portion of the scope of work (e.g., Program 1 or Program 2)?	As stated in the RFP, UMGc may issue multiple awards under this Solicitation. Awards may be made for one or both programs. Offerors may submit proposals for one or both programs. Offerors are encouraged to propose solutions that support both programs. UMGc prefers solutions that provide a cohesive, end-to-end approach across both programs to ensure a consistent user experience, operational efficiency, and overall program value.
2	Would you be able to share the order history/system by line item for 2025?	UMGC has provided historical sales and attendance information for proposal purposes and does not anticipate providing transaction-level order history or line-item sales data. Offerors should leverage their experience and expertise to recommend products, inventory strategies, and merchandising approaches that support the objectives of the RFP.
3	Are there any specific manufacturers that you prefer for the items prior to imprinting?	No.
4	Do you require domestic products only?	No.
5	What is the intended contract commencement date, September 1 or October 1, 2026?	The intended contract commencement date is October 1, 2026. See Addendum Number 1 for the corresponding revision to the RFP.
6	If Program 1 and Program 2 are awarded to two different contractors, which contractor owns and operates the single link and SSO routing, and how is that coordination governed?	If multiple awards are made, UMGc anticipates that the contractor awarded Program 2 (Gear Site) will support the single-link experience and associated SSO integration requirements. Final operational and technical responsibilities will be established during implementation.
7	What is the commercial model for Program 1 faculty and staff ordering: cost-plus, catalog discount, or fixed markup? Is merchandise paid centrally by UMGc, by departments, or by the end user?	Offerors should describe their recommended operational approach in response to the RFP requirements. Public-facing website purchases are paid by the end user. Internal departmental, faculty, and staff purchases are funded by UMGc.
8	How is gross sales defined? Is UMGc's percentage is based on gross sales before COGS, shipping, fees, or other expenses. Taxes, discounts, refunds, chargebacks, and similar adjustments are not defined.	For purposes of this RFP, Gross Sales means total sales revenue before deduction of costs of goods, shipping, fees, labor, travel expenses, or any other operating expenses.
9	For public Gear Site and Grad Walk sales, who is the merchant of record responsible for collecting and remitting Maryland sales tax? UMGc's exemption covers its own purchases, not third-party retail sales.	UMGC's tax-exempt status applies to its own purchases. Public retail sales through the Gear Site and Grad Walk are subject to applicable sales tax requirements, and Offerors should comply with all applicable federal, state, and local tax laws.
10	At Grad Walk, does UMGc provide staff or volunteers for the contractor to train and supervise, or must the contractor supply all on-site retail labor?	Offerors shall provide sufficient staffing to support all required retail operations. UMGc may provide supplemental personnel at its discretion but there is no guarantee on the number of personnel or how long.
11	Who bears markdown and obsolescence risk on unsold Grad Walk and stocked inventory at the end of an event or the term, and on what terms would UMGc's referenced inventory investment apply?	Offerors should describe their proposed inventory strategy, inventory investment assumptions, and related risk allocation as part of their proposed solution. Additional pricing and commercial terms will be addressed during the Price Proposal phase.
12	If there are overages to be sold afterwards, and there are two different awards, how is payment reconciled between the two vendors?	Should multiple awards be made, operational procedures and responsibilities will be addressed during implementation.
13	Does UMGc require the contractor and its decorators and suppliers to be licensed vendors for use of UMGc trademarks, or is brand compliance handled solely through Attachment A/B and Marketing approval?	Offerors shall comply with all applicable trademark, licensing, branding, and approval requirements associated with the products and services proposed. Brand compliance and approval processes are administered through UMGc branding requirements and Marketing review.
14	Is there a required go-live date for the Gear Site and faculty/staff ordering, or is the December Grad Walk the only fixed date? Must existing Gear Site content, product data, or customer accounts be migrated?	The first scheduled event requiring support under the resulting contract is Winter 2026 Grad Walk. For the Gear Site, UMGc has not established a required go-live date. Offerors should describe their recommended implementation and onboarding approach in response to the RFP requirements. Migration of existing Gear Site content, product data, and customer account information is not required. UMGc's objective is to have the Gear Site operational as soon as practicable following implementation.
15	Is Workday punchout a required capability or a value-add? Which identity provider and protocol does UMGc use for faculty/staff SSO (for example SAML, Microsoft Entra, Okta, Shibboleth)?	Punchout capability is considered a value-added feature and is not a mandatory requirement. However, UMGc prefers solutions that can support punchout catalog functionality for potential future internal purchasing needs. For faculty and staff SSO, UMGc currently utilizes Microsoft Entra ID and SAML-based authentication.
16	How does the §4.3 carve-out apply to the contractor's hosted e-commerce platform and software? Confirm that the platform remains contractor property and only UMGc-specific deliverables (reports, designs) transfer under §4.2. Will UMGc accept noted exceptions to Appendix C in the Technical Proposal?	The Sample Contract remains unchanged. Offerors may identify requested exceptions, assumptions, or concerns within their proposal. Any requested exceptions will be reviewed by UMGc and are subject to review, negotiation, and approval by the University. Offerors may also provide any applicable software license agreement(s) associated with technology included as part of their proposed solution.

17	How do the professional-services provisions, including a maximum fee and deliverable-based acceptance and payment, apply to an ongoing revenue-share retail program? Is there a not-to-exceed contract value?	The Sample Contract remains unchanged. The professional-services provisions shall apply to the extent such services are proposed as part of the Offeror's solution. However, based on the nature of the Scope of Work, UMGC does not anticipate significant professional services beyond those necessary to support implementation and ongoing program operations. Offerors may identify requested exceptions, assumptions, or concerns within their proposal. Any requested exceptions will be reviewed by UMGC and are subject to review, negotiation, and approval by the University. The resulting contract will have a not-to-exceed value of \$1,000,000.
18	How does the prohibition on prime/subcontractor proposals reconcile with the mandatory 3% MBE subcontracting goal? Are offerors expected to subcontract 3% to MBEs while using no other subcontractors?	The prohibition relates to proposals submitted by multiple prime contractors. Offerors shall utilize subcontractors, including MBE subcontractors, consistent with the requirements of the RFP and resulting contract.
19	With the rules prohibiting changes, we need assistance to be clear on the correct form: One section calls the form Attachment A-2; later sections identify Attachment D-1A, Part 2, as the technical-proposal form.	See Addendum Number 1. References to "Attachment A-2" are revised to "Attachment D-1A, Part 2 - MBE Utilization and Fair Solicitation Affidavit."
20	The RFP references compliance with Section 508 and WCAG 2.1 AA (or latest version). Please confirm which accessibility standard will be used for evaluation and whether third-party accessibility testing or a contractor certification of compliance will be required.	WCAG 2.1 AA will be the accessibility standard used for evaluation. UMGC reserves the right to request supporting documentation regarding accessibility compliance during evaluation or implementation, as applicable.
21	The first event has an approximately 640-square-foot footprint, and the Offeror must submit a schematic. The RFP does not state whether the area includes checkout and stockroom space. Please advise.	The approximately 640-square-foot footprint represents the anticipated total retail space available for the Grad Walk pop-up operation and is dedicated to branded merchandise sales.
22	UMGC provides aggregate annual sales and attendance, while asking Offerors to propose SKU counts, quantities, and inventory strategy. SKU-, size-, month-, hour-, and return-level data are absent. Will this data be provided as part of the process?	See response to Question 2.
23	The current Gear Site is referenced and the Offeror must propose implementation/onboarding, but the RFP does not define domain, content, customer, order, gift-card, analytics, or inventory migration. Will data migration be available and part of the process or will this site start without historical data?	Migration of existing Gear Site content, product data, customer account information, order history, gift card information, analytics, and other historical data is not required. Offerors should describe their recommended implementation strategy and onboarding approach in response to the requirements of the RFP.
24	In the Sample Contract, it mentions UMGC may terminate for default or convenience, and unearned anticipatory profits are not reimbursed. Inventory and custom-asset disposition are not specifically addressed. Does this apply to managed events where the supplier is carrying the financial burden? For either contract how is outstanding inventory managed?	Appendix C remains unchanged. Offerors should describe their proposed inventory strategy, inventory investment assumptions, and related risk allocation in response to the RFP requirements. Specific inventory disposition requirements, if applicable, will be addressed during contract administration and implementation.
25	Following contract award, what MBE reporting requirements will apply (monthly, quarterly, or otherwise), and what documentation will the awarded contractor be required to submit throughout the contract term?	Awarded contractor(s) shall comply with the MBE reporting requirements identified in Appendix M, including applicable monthly reporting requirements and associated documentation.
26	The RFP references the current Gear Site and implementation/onboarding but does not define the incumbent contractor's transition obligations. Will the incumbent contractor be required to cooperate in transferring inventory, product data, artwork, historical sales information, and other program assets to the awarded contractor?	UMGC expects a reasonable and orderly transition and will coordinate transition activities with the incumbent and awarded contractor(s), as applicable.
27	The RFP contemplates the transfer of inventory from the incumbent contractor but does not define ownership or valuation of transferred inventory. If inventory is transferred from the incumbent contractor, who will retain ownership of that inventory, and how will its value be established?	No determination has been made regarding the transfer of inventory. Offerors should not assume that inventory will transfer. In the event inventory is considered for transfer, ownership, valuation, and transfer terms will be addressed with the firm recommended for award during negotiations, transition planning, and implementation.
28	The RFP states that a completed HECVAT and, if available, a SOC 2 Type II report shall be provided upon request. At what stage of the procurement process will these documents be required?	A completed HECVAT and, if available, a SOC 2 Type II report, will be requested from the apparent successful Offeror during the award process.
29	Who is the current incumbent vendor(s) for Program 1 and/or Program 2, how long have they held this contract, and when does their agreement expire relative to the anticipated October 1, 2026, contract start?	The current contractors are Fontana Lithograph, Inc. dba Mosaic and Bewley, LLC dba Proforma Premier Impressions. The current contract is approaching the end of its three-year term and is anticipated to remain in effect through late October 2026.
30	Is UMGC able to share the revenue-share percentage and payment structure currently in place with the incumbent vendor, even directionally, to help Offerors calibrate a competitive proposal?	No.
31	Does UMGC currently hold bulk apparel or promotional inventory that would transfer to the new Contractor at award, or should Offerors assume a zero-inventory starting position?	Offerors should not assume inventory will transfer. Any inventory transition decisions, including ownership, valuation, and transfer terms, will be addressed during negotiations with the firm recommended for award and finalized during transition planning and implementation.
32	Given contract execution around September 30, 2026, and the Winter 2026 Grad Walk on December 10–13, 2026, does UMGC anticipate a parallel-run/transition period with the incumbent, or should Offerors plan a fully independent stand-up in that window?	UMGC anticipates a transition period following contract award.

33	For the 640-square-foot Grad Walk retail footprint, is this space dedicated entirely to branded merchandise sales, or is it shared with other functions (e.g., registration, photography, other vendors)? Additionally, will UMGC provide retail fixtures (tables, racks, shelving, signage stands), or should Offerors plan to supply all fixtures themselves?	The approximately 640-square-foot footprint is dedicated to branded merchandise sales. Offerors should plan to provide all fixtures, displays, signage, and related merchandising elements necessary to support the Grad Walk retail operation. Consistent with the RFP, UMGC seeks a cohesive and engaging retail experience that extends the UMGC brand beyond a transactional purchase and creates a meaningful customer experience for attendees.
34	What identity provider and protocol does UMGC use for single sign-on (e.g., Shibboleth, Microsoft Entra ID/Azure AD, SAML, OAuth/OIDC)?	For SSO, UMGC utilizes Microsoft Entra ID and SAML-based authentication.
35	Workday punchout catalog integration mandatory for award, or may it be proposed as a postlaunch phase?	See response to Question 15.
36	Our firm accepts payments via ACH or wire transfer. Would this be an acceptable payment method for UMGC, or is Contractor payment limited to the Electronic Funds Transfer (EFT) process described in Appendix D and Appendix S, 6	EFT is optional unless the annual dollar value of the Contract exceeds \$500,000. Contractors may register for EFT/ACH payments through the State of Maryland in accordance with the procedures described in the RFP. Vendors not enrolled in EFT will receive payment by check. Payment arrangements for foreign vendors, if applicable, will be addressed during contractor onboarding.
37	If an online store solution is part of both programs, how would you envision a unified site to work if it is awarded to multiple vendors? (page 8)	Should multiple awards be made, UMGC will establish the operational and technical requirements necessary to support the single-link user experience described in the RFP.
38	Regarding your single internet link that routes users to two buying paths (internal and external facing), are there two different user experiences depending on which path you take? Is there a need for different payment methods/PO requirements when ordering? Will a predefined list with users be provided to load in faculty and staff? (page 8)	Yes. The internal and public-facing experiences will differ, including product selections and pricing. Internal purchases may utilize UMGC-approved purchasing methods, while public-facing purchases are generally paid directly by the end user. A predefined user list will not be provided, as faculty and staff access will be managed through SSO.
39	Appreciate the historical data but can you share further on sales by month and by product? What are the top 10 most popular items and monthly traffic? (page 9)	UMGC has provided historical sales and attendance information for proposal purposes and does not anticipate providing transaction-level order history or line-item sales data. Offerors should leverage their experience and expertise to recommend products, inventory strategies, and merchandising approaches that support the objectives of the RFP.
40	What is the percentage of sales that are electronic payment (credit card) vs cash? How is tax handled?	UMGC does not maintain historical payment method data for proposal purposes. Offerors should propose a solution capable of accepting and processing electronic and cash payments, as applicable. UMGC's tax-exempt status applies to qualifying purchases made by UMGC. Public retail sales through the Gear Site and Grad Walk operations are subject to applicable tax laws and requirements.
41	Requirements state that the vendor would manage the Grad Walk and Gear Store and balance inventory levels between the two parties. Most merchandise on-site at the Grad Walk is offered on the Gear Store. Please confirm. Is profit sharing limited to those items produced specifically for Grad Walk? Who determines final price points of products for buyers? (page 12)	Yes, merchandise offered at Grad Walk may also be offered through the Gear Site. Revenue sharing is not limited solely to merchandise produced specifically for Grad Walk. Final product pricing will be established collaboratively between UMGC and the awarded contractor(s).
42	Regarding inventory vs. on-demand production, to offer the best pricing and fastest fulfillment of product, we recommend an inventoried merchandise model. The individual purchaser will be able to order an item in stock, and have it shipped 24-48 hours after the order is placed. We can track inventory levels and reorder at pre-determined reorder points to maintain a stocked store for users. Is UMGC open to that type of structure? (page 12)	UMGC prefers an on-demand model for most products; however, Offerors may propose their recommended inventory strategy in response to the RFP requirements.
43	Does reimbursables only apply to the Grad Walk portion of the bid? (page 21)	There are no reimbursable expenses associated with this Contract. Offerors should include all costs in accordance with the requirements of the RFP.
44	Are travel expenses, support hours, etc. will be counted against the Gross Sales dollars prior to the percentage of profits split between the two parties? (page 21)	For purposes of this RFP, Gross Sales means total sales revenue before deduction of costs of goods, shipping, fees, labor, travel expenses, or other operating expenses.
45	Can you also provide your thoughts on fee structure beyond product sales for both programs (including but not limited to): 1x set up charges, website maintenance, storage fees, reoccurring platform charges, inbound freight, etc.....? (page 21)	UMGC is not prescribing a specific fee structure. Pricing proposals will be requested from shortlisted Offerors at a later stage of the procurement process.