

The nineteen agencies listed below responded to UNF's competitive solicitation process, an Invitation to Negotiate (ITN 26-21), and have been awarded three-year contracts to provide advertising and marketing services. These agencies vary in size and capabilities, offering a wide range of services to support the University's advertising and marketing needs.

Departments planning advertising, marketing, branding, creative, media buying, or related projects are required to utilize one of these awarded agencies. Use of these contracts eliminates the need to obtain additional competitive quotes.

Each agency submitted a fee schedule as part of the solicitation process, and the contracted hourly rates should serve as the basis for project proposals and pricing discussions. Projects should be scoped and quoted in accordance with the awarded contract terms and rates.

Marketing & Communications should be engaged to assist with campaigns and agency selection.

Agency	Primary Contact
Big Top Productions dba Celsius	Kristin Kerr, Vice President kkerr@celsiusmarketing.com
Birdsall Voss & Associates (BVK)	Vince Kalt, Senior Vice President vince.kalt@bvk.com
Carnegie Dartlet	Lindsey Turowski, Senior Director lturowski@carnegiehighered.com
Crawford Strategy LLC	Bryant Lambert, President bryant@crawford.agency
Digital United (Mediate.LY)	Andrew Perry, Senior Vice President andrew.perry@mediate.ly
Everspring	Douglas Reiner, Chief Sales Officer dreiner@everspringpartners.com
evok Advertising	Larry Meador, CEO larry.meador@evokad.com
Fifteen4, LLC	Will Smallman, Managing Partner will.smallman@fifteen4.com

Frankel Media Group, LLC dba Frankel	Catherine DiVeta, Vice President cdiveta@frankelagency.com
Heavy Content Studios	Adam Miller, Executive Director amiller@heavydoesit.com
idfive, LLC	Andres Zapata, Founder andres.zapata@idfive.com
Mindpower Inc.	Jenny Brower, President jenny@mindpowerinc.com
Moore Communications Group	D'Arcy Toffolo, Associate Vice President darcy@themooreagency.com
Never Without LLC	Lisa Katz, Vice President lk@neverwithout.net
Simpson Scarborough	Chase Corey, Associate Director ccorey@simpsonscarborough.com
St. John & Partners Advertising	Robert Taylor, Executive Vice President roberttaylor@sjp.com
The Dalton Agency	Brendan Cumiskey, President brendan@daltonagency.com
VisionPoint Marketing	Matt Walters, Vice President matt@visionpointmarketing.com
Wingard, LLC	Russell Baker, Chief Executive Officer russell@wearewingard.com