

Procurement Services Announces the New Creative Services Program
Message from Dexter King - Director, Procurement Services
December 2018

This bulletin is to advise the community of a change to the current Creative Services Vendor List and to ensure everyone affected takes the actions required in support of the new Creative Services Vendor of Record (“VOR”) program.

Rationale

To ensure the York community has access to qualified vendors for all creative service needs, Procurement Services has conducted a formal competitive bidding process with an evaluation team consisting of a diverse group of subject matter experts from a variety of divisions and faculties across campus with the goal to develop a roster of competent vendors.

The result of the competitive bid process is a roster of VORs that have the requisite qualifications, experience, and appropriate insurance coverage with the university.

Services include print and online design projects that may require input from Marketing & Creative Services (“M&CS”). For direction on the process for working with M&CS and external vendors, please see the [Brand Communications Toolbox](#). Please note, strategic, high profile and major design work will require approval by M&CS as they have different vendors currently under contract.

Examples of Services

The vendors listed below have been selected to provide creative services such as conceptual design and development, advertising planning and execution, graphic design/marketing and bilingual design. Some examples could include, but are not limited to:

- design and layout expertise for print publications (i.e.; book publications, brochures, posters, flyers, bookmarks, etc.)
- conceptualize and execute creative designs for digital content for multi-media
- source images and stock photography for marketing and communication material
- produce files for electronic distribution and/or archival purposes
- typeset and proofread items for production
- assist with projects that require typesetting in other languages

Selected Vendors

After the competitive bidding process, the evaluation team along with Procurement Services has selected ten (10) vendors to form the new Creative Services VOR list. The term of the Agreement shall be until September 16, 2021.

The awarded VORs are as follows:

- 12thirteen Design Inc.
- Bhandari & Plater Inc.
- Sherpa Marketing
- Hambly & Woolley Inc.
- Mindshape Creative Brand Marketing
- Naked Creative Consultancy
- Naomitag Shacter Graphic Design (“NSGD”)
- Rack & Pinion Creative
- SPARK
- Tag

How to Buy

As per Procurement policy, quotes must be obtained from the VOR list for the following dollar thresholds:

- One (1) quote required for jobs under \$10K
- For jobs over \$10K quotes are required from three (3) or more vendors
- Rush jobs or jobs that require specific services from non-VORs shall follow the Procurement Policy for quotes and justification for not using the established VOR list.

Implementation Details

Effective immediately the York community shall begin transitioning any new Creative Service projects to the new Vendors of Records. Contact details for the new program are available on the Procurement Services [Pan University VOR website](#), including vendor contact information.

We appreciate that this change could impact the normal operation of your unit and we ask your continued cooperation as the University undertakes every effort to maximize opportunities to save costs while maintaining levels of service and products that meet its operational requirements.

Please contact Carolyn Fasick, Procurement Specialist at cfasick@yorku.ca or ext: 44626 should you have any questions.