JACK MORTON

Request for Proposal

University of Michigan Third Century Expo
Fall Bicentennial Celebration
Event date: Friday, October 27, 2017

Response submitted by Jack Morton Worldwide
June 24, 2015

Confidential – Not for Distribution

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Intro: Letter of Transmittal

Company: Jack Morton Worldwide

Address of corporate headquarters:
Jack Morton Worldwide
142 Berkley St.
Boston, MA 02116

Contact information:
Response Contact:
Michelle Gallagher, VP, Director of Business Development
Office: 312.274.6049 Cell: 312.961.9839
Email: michelle_gallagher@jackmorton.com

Confirm Major components of the work being proposed:

- Creative Ideation
- Media Development and Execution

Validity of proposal: This proposal is valid as-is for 60 days from submission. However, if you begin to move forward with event planning and find that you may need additional creative support or oversight, we can propose a plan that fits your needs.

Signed by authorized individual:

Name: MICHELLE GALLAGHER

Title: VP, DIRECTOR OF BUSINESS DEVELOPMENT

Signature:

Date: 06/24/15

Section 1.0: Executive Summary

Jack Morton is a global brand experience agency who creates experiences that strengthen the relationships between brands and the people who matter most to them. We are passionate believers in the power of live events and have over 75 years of experience helping companies, universities and brands engage and inspire their audiences.

Why Jack?

- We ask the right questions
- We are great listeners.
- We are thoughtful.
- We are proactive.
- We think clients expect and deserve the best.
- We know universities.
- We understand what motivates people.

We have planned and produced events all over the world with excellence in both creative and technical execution. This includes launches and stage shows using projection mapping, building creative experiences for Fortune 500 companies, and developing programs for top Universities, even producing the "Victors for Michigan" event for UofM on the Ann Arbor campus in 2013. In section 2, we have included specific samples of applicable work we have designed and executed.

As we understand the vision of the Third Century Expo Night Time Light Show, this will be a spectacular event that requires an agency with a passion for the University of Michigan, a creative vision that will surprise and delight your audience, the ability to execute a large-scale event with technical excellence. While Jack Morton has the skill set, experience and ability to fulfill the technical needs of your RFP, the technical execution costs for a program of this caliber would exceed the $200,000-$300,000 budget. Furthermore, we recognize that some of your existing vendors may have the capabilities to execute the programming and technical execution of this event at a cost that is far more efficient for you. Due to the importance of the story and message of this event, we do not recommend working solely with a technical vendor. We believe you would be well-served separating technical labor and equipment from creative development and media execution, so that both partners may deliver the best of their offerings for your needs.

Our relationship with University of Michigan is very important to us and we will always recommend the best approach for your needs. Because of this commitment, we are responding to the portion of the RFP which we feel is a critical component of the Third Century Expo Night Time Light Show's success.

The following proposal includes a plan and budget to develop and deliver the creative and media execution for the night light show part of the Third Century Expo, including:

- **Phase 1:** Creative and storyline development
- **Phase 2:** Creation of Projection Mapping assets to hand off to your technical partner

The budget that we are presenting for creative development and media execution is $85,879.98 – details are included in section 2. Based on your need, budget and the technical partner you select, we could assist with Phase 1 only or Phase 1 and 2.

Excellence in execution is only part of what will make your program a success – the story, emotion, and beauty of the content are the heart of the University's message. It is this creative content that will grasp your viewers, instill pride in the University, and leave a lasting impression to close out the Bicentennial and lead you into the Third Century. This is where Jack Morton can help you shine.

Jack Morton has worked with several notable institutions of higher learning to tell compelling stories and bring extraordinary experiences to their audiences. Clients have included:

- University of Michigan
- Harvard Business School
- Harvard Law School (multiple years and programs for both Harvard schools)
- Columbia Business School
- Kansas State University Foundation

Section 2.0: Scope of Proposed Solution

The solution we are proposing is intended to ensure excellence in creativity and media development. As you consider solutions, we offer our creative services and recommend that the University of Michigan partners with an existing local partner suited in project mapping for the production and all requisite equipment and labor needed for the Light Show production.

Phase 1 Deliverables:

- Storyline and script
- Moodboards
- Preliminary design to bring story to life

Phase 2 Deliverables:

- Final video assets
- File handoff to technical vendor for programming

The timeline below outlines key steps, reviews, and process that would begin upon agency selection.

ACTIVITY	Month 1					Month 2					Month 3					Month 4					Month 5			
PHASE 1 - CREATIVE CONCEPTING																								
Kick-off Meeting with UM and Technical Vendor																								
Research/Storyline Development																								
UM Review - Storyline																								
Storyline Refinements/ Mood Board Development																								
UM Review - Mood Boards																								
Initial Design Development																								
UM Review																								
Finalization																								
PHASE 2 - MEDIA DEVELOPMENT																								
Media production and UM reviews																								
Final Media production																								
Distribute to Technical Vendor and Test																								
Final Reconciliation																								

Our team values partnership- with you, your vendors, your students and faculty, and any other involved stakeholder. We work well with other agencies and regularly work on projects in partnerships with multiple client agencies. Jack Morton also knows how important it is to include students in the development of this program and welcome student involvement. We will work with you to look for ways to involve students, whether in research, graphic design, or animation.

This proposal is divided into 2 phases (Concepting and Media Development) in order to fit your needs depending on budget and the best partnership with the technical vendor. Please see the following page for detailed staffing plan, budget and phases for your consideration.

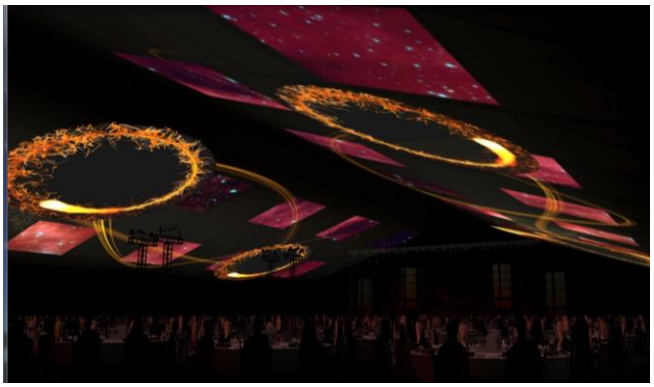
PROJECT FEES - ESTIMATE

The following outlines the estimate budget and work product for the University of Michigan Third Century Expo Bicentennial Celebration. This estimate is based on our proposed creative development for the Night Time Light Show as of today's date.

CATEGORY	DESCRIPTION	COST
Phase One		$42,375.00
	Strategist - Primarily for Phase One / Research and POV on Storyline **Creative Director** - Partner with Strategist in developing storyline - Direct storyboards and visual media development **Media designer and animator** - Initial designs for review **Account Director** - Client communication, Meeting scheduling **Producer** - Timelines, Financial tracking and reviews, Review scheduling	
Phase One- Travel & Expense	Allowance for face to face meetings - Kickoff and (1) review	$1,130.00
Admin and Insurance		$164.98
SUBTOTAL PHASE ONE		**$43,669.98**

CATEGORY	DESCRIPTION	COST
Phase Two		$37,125.00
	Creative Director - Creative direction of concept execution - Client reviews through final deliverable **Media designer and animator** - Produce media per staging company specs - Design / execute / review **Account Director** - Client communication, Meeting scheduling **Producer** - Timelines, Financial tracking and reviews, Review scheduling, Final reconciliation and media distribution	
Phase Two Travel and Expense	Allowance for face to face meetings - (2) reviews	$1,130.00
Phase Two Assumed Expenses	Stock imagery allowance	$3,955.00
SUBTOTAL PHASE TWO		**$42,210.00**
TOTAL		**$85,879.98**

Our vision is to design a spectacular creative show. Below are three samples of our work to show the type of experience we envision designing for the Third Century Expo Night Light Show



EMC2

We projected onto the underside of a large tent and 4 circle screens mapping the video to the structure of the tent in addition to the circle fabric elements.

WATCH VIDEO

JACK MORTON



Wella ITVA Performance

An innovative production that utilized projection mapping to produce a visually-stunning and gravity-defying performance to showcase Wella as a leading brand.

WATCH VIDEO





Porsche 911 50th Anniversary Celebration

To celebrate Porsche 911's 50th anniversary in China and tell an icon's story, we needed an iconic canvas. We projection mapped the 911 story on the Tai Miao - the ultimate ancestral canvas, creating an owned media property that attracted over 1.7 million online hits with no paid media.

WATCH VIDEO [password: Jack]

Experience and Execution: After guests took their seats, the entire venue darkened, and the sound of hundreds of footsteps could be heard; as the lights came up, guests were amazed to see 100 Shaolin Monks, painted from head to toe in gold, standing in perfect stillness on the Temple terraces. During the new Porsche CEO's opening address, something special was in store. And as 9:11pm drew near, our venue darkened, and our story began. At precisely 9:11:50, we began.

Our mapped projection film told a story not just about the 911's past, but about its incredible future. We started with the original 901, which brought with it the Porsche family; using a Chinese calligraphic ink treatment, we saw Ferry and Alexander Porsche bringing the car to life. We then moved to the 1963 Frankfurt Auto Show, where the world was introduced to the 911.

Your Core Management Team

We are committed to the highest level of client service and excellence during our partnership. Our team is organized in a way that allows clients to receive clear communication throughout the project. All communication is fed through the account leads and trafficked within our team appropriately.

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Executive leadership



Matt Pensinger **SVP, Managing Director**

Matt has built his career helping brands build strong relationships with their customers and consumers. Matt leads Jack Morton's Chicago office, working with clients including AbbVie, Allstate, Procter & Gamble, Hyatt and CME Group.

Previously, he led Relay Worldwide's client services where he developed relationships with top brands including Coca-Cola, Kashi, Walgreens, Procter & Gamble, Jim Beam Brands and Sharp Electronics. His marketing strategy experience includes building consumer experience and retail traffic-driving programs along with retail and trade engagement activations around product launches and major campaigns.

Prior to agency life, Matt guided General Motors' marketing partnership programs and developed platforms and alliances for GM brands with major properties including Major League Baseball, The Walt Disney Company, the U.S. Olympic Committee, Warner Brothers Studios and the NCAA. Matt received his B.A. in English from the University of Illinois and an MBA from the University of Chicago Booth School of Business.



Michelle Gallagher **VP, Director Of New Business Development**

Michelle applies her agency and client side experience in experiential and promotional marketing to lead the business development efforts of Jack Morton's Chicago office. Michelle builds relationships and delivers value for new clients via introduction to Jack's ideas and expertise, which enables brands to do something extraordinary. Beyond business acquisition, Michelle's role includes onboarding and training to facilitate a seamless transition into a successful client/agency partnership.

Throughout her career at agencies including G2 (now Geometry Global) and Legacy Marketing Partners, Michelle has produced long-term value for top experience brands including Southwest Airlines, Waste Management, Shell Lubricants, and Heineken USA. While on the client side, Michelle worked for Anheuser-Busch Inc. and led the North American event marketing programs for the Robert Bosch Tool Corporation.

Michelle is a graduate of Millikin University and holds a B.A. in Arts Management.

Project leadership



Craig Chaplin **VP, Creative Director**

Craig originally hails from the UK, and spent seven years working as Creative Director at Jack Morton in Sydney, Australia, where he discovered his passion for creating live experiences, before joining the Jack Morton Chicago team in 2011.

Craig's experience encompasses a variety of disciplines – including environment design, print, web, video, mobile applications and of course, live. He has conceived and delivered numerous award-winning consumer activations, branded sponsorship properties, B2B meetings and internal brand communications of all shapes and sizes, for brands including [yellow tail], P&G, AbbVie, Volkswagen, Telstra, Ford Motor Company, L'Oréal Paris, Samsung and Microsoft.



Erin Abbott **Senior Account Manager**

As your Senior Account Manager, Erin will work with your team to understand your goals, challenges and the overall vision of your business. She partners with the internal creative, strategy, and production teams to translate your needs into solid business solutions.

Before joining Jack Morton, Erin spent 8 years at a traditional ad agency launching new products, creating multi-channel brand plans, and helping her clients bring ideas to life. Erin has worked globally on multiple large-scale meetings and internal communications projects. She has a truly multi-channel background and has executed programs across broadcast, digital, OOH, experiential and training.

Erin has a passion for travel, having visited 29 countries across 5 continents, living abroad in both Germany and Australia at different times. She is a proud graduate of the University of Michigan (Go Blue!) with B.A. degrees in both Psychology and German. To further hone her skills, Erin also completed a post-graduate certificate program in Integrated Marketing at the University of Chicago.



Sharon Wilson **VP, Executive Producer**

Sharon is an award-winning member of a select group of communication professionals, with over 25 years of creative and technical experience producing innovative, meaningful experiences, events and global conferences.

Sharon's business assets include a purposeful focus on building client relationships, strategic execution, team leadership and satisfying client objectives. She understands the importance of working closely with clients to bring them the most positive outcomes. Her approach to project management is solutions-oriented, providing appropriate resources, and tight management of budget and schedules.

A snapshot of Sharon's experience includes: University of Chicago Booth School of Business promotion and orientation meeting, Kansas State University Foundation Campaign Launch, Fetzer Institute Global Gathering to promote Love and Forgiveness, Indy Racing League Championship Celebration, ERP Software User Conference - 4-day Educational Conference, and various Global Pharmaceutical Meetings across Europe and North America.



Lindsay Cardinale **VP, Strategist**

Lindsay is a master of insight generation, creative and research-based strategy, and measurement. She's extremely passionate about uncovering context, human truths and relevant insights to help the right story, reach the right audience, at the right time.

As a strategist on the Jack Chicago team, she brings over 5 years of experience working in strategy and research for B-to-B and consumer brands and has a wealth of experience in digital and social strategy. She joined Jack from Havas Worldwide Chicago where she was a senior strategist on the credit cards side of the Citibank account. Lindsay previously spent three years on the account and research teams at Zocalo Group working with clients like IBM, Dell, VMware, and others.

She received her B.S. in Marketing from Salve Regina University in Newport, RI and M.S. in Integrated Marketing Communications from the Medill School at Northwestern University in Evanston, IL. Lindsay is obsessed with all forms of communication, design, architecture, photography and most importantly: music.



Tom Munz **Senior Media Designer**

Tom holds a Bachelor of Architecture and a Bachelor of Environmental Design from Ball State University. Tom started his journey into experiential design at Ball State University majoring in Architecture and Environmental Design. For his thesis he did an in-depth exploration of the relationship between film and architecture. He has become very interested in the ability to tell a story through architecture and computer technology with a large focus on 3D rendering and animation.

Tom Specializes in turning brands, ideas, stories into physical spaces for people to experience. Coming from a background in architecture, he starts with how people will experience the three dimensional world he is designing and then takes them deeper into the experience as the story is told through video or digital interactive experiences. Tom has the innate ability to architect an experience that allows event attendees to connect to the client's brand with a meaningful and memorable experience. He leads his team in the collaborative process between creative services, entertainment, production, lighting, stage and set design, floor layout, and technology.

Process Management – 4 Key Partnership Principles

Creating experience-focused programs is in our DNA, allowing us to be extremely strategic about how we manage your challenge. Our program management philosophy is grounded by FOUR KEY PRINCIPLES that create the most cost-effective, engaging and memorable experience for your brand and your employees.

1. ACCESSIBLE STAFF: A dedicated core team leads your project. Our 1Jack philosophy accommodates specialist experts where they are needed most.
2. STRUCTURED COMMUNICATION: Standard procedures streamline team collaboration, ensuring everyone is speaking the same language.
3. TRANSPARENT PRICING: Clear visibility into our pricing throughout the process and no markup on 3rd party costs.
4. EXPERIENCE THAT COUNTS: Strong sales meeting and event experience in developing and executing a targeted attendee experience.

We'll start our engagement with a kick-off meeting to introduce all key personnel and establish goals and expectations. During this meeting, we will clarify roles and responsibilities, discuss processes for input and approval, review details of the proposal, review the original budget and project timeline, and explain processes for ongoing communication and project management.

Section 3.0: Comprehensive list of Assumptions

- Allowance for usage costs for stock photography/video and Bentley Historical Society assets is approximate and will be revised once concept is approved and team has access to Bentley Historical Society's usage costs
- Length of show assumed at 7-10 minutes
- Any creative design deliverables are estimated to include 2 rounds of revisions
- Programming of video assets for Projection Mapping light show is included in Phase 2
- Travel and hotel costs for face-to-face client meetings are estimated and will be billed based on actual cost
- Projection vendor will handle programming, onsite execution, and event filming

What is NOT included:

- Onsite support, equipment, filming, overall event oversight
- Does not include technical labor, staging, audio, or onsite assistance

Section 4.0: Company Background/ Customer List

We create experiences that connect brands to the people who matter most to them.

Jack Morton Worldwide is an award-winning global brand experience agency. We believe brands need extraordinary ideas that create emotional connections, fuel conversations and deliver business results. For more than 75 years, we have brought brands to life through event marketing, promotional marketing, sponsorship marketing, digital, social and mobile, and employee engagement.

Over the past seven decades, we have evolved into a global agency with over 850 employees in 26 offices on 5 continents.

We create all kinds of experiences for brands all over the world—B2B events, B2C events, Sponsorship events, large public events and grassroots events. Our work with higher education, government and commercial clients dates back years and has provided us with a wealth of experience in these industries.

Our capabilities span all the media required to deliver powerful and effective brand experiences:

- Event marketing
- Promotional marketing
- Digital, social, and mobile
- Sponsorship marketing
- Employee engagement
- Public events
- Exhibits
- Broadcast design
- Moving image

The Jack community comprises all the competencies needed to deliver holistic brand experiences from end to end—creative, strategists, account management products, plus all the experts you can

imagine—from Emmy-winning set designers and exhibit fabricators to hard-core logistics, Webby-winning digital strategists to procurement and sourcing specialists.

Jack Morton is a wholly owned subsidiary within the Interpublic Group of Companies, Inc. (NYSE: IPG) Financial information including annual reports are available at http://www.interpublic.com. There are no current lawsuits, legal actions or governmental investigations against our company.

Section 5.0: Supplier Code of Conduct

We have reviewed the University of Michigan's Supplier Code of Conduct and confirm that we can commit to upholding the requirements listed:
http://www.finance.umich.edu/system/files/code_of_conduct.pdf

Section 6.0: Supplier Relationships or Potential Conflicts with the University

The scope of our past work with the University of Michigan is captured in Attachment C. We have no known conflicts with the university.

Section 7.0: Exceptions to the University's Terms and Conditions

Jack Morton was contracted by the University of Michigan for the Victors for Michigan event in 2013, where an MSA and terms were mutually agreed upon. In order to be efficient with our contract reviews, we reserve the right to legal review until such time as an award of the business is imminent.

Section 8.0: Response to Supplier Information & RFP Questionnaire (Attachment C – Supplier Information & RFP Questionnaire)

The response to supplier information and RFP questionnaire is included as a separate document. Please refer to Attachment C for full details.

Section 9.0: Cost Proposal (Attachment E – Pricing Spreadsheet)

The cost proposal is included as a separate document. Please refer to Attachment E for full pricing spreadsheet.

Section 10.0: Signature Page (Attachment F – Signature Page)

Please see the following page for signature.

UNIVERSITY OF MICHIGAN
PROCUREMENT SERVICES

ATTACHMENT F - SIGNATURE PAGE

Request for Proposal Bicentennial Third Century Expo Event Planning
RFP#G-052715-01-KG

By virtue of submittal of a proposal, Supplier acknowledges:

- **That all of the requirements of this RFP have been read and understood.**
- **That the Agreement has been read and understood.**
- **That compliance with the Specifications/Qualifications and Agreement and any applicable Supplemental Terms and Conditions will be assumed by the University if not otherwise noted in the submittal.**
- **That Supplier is not delinquent on the repayment of any Federal debt.**
- **That Supplier is presently not debarred, suspended, proposed for debarment, declared ineligible, nor voluntarily excluded from covered transactions by any Federal department or agency.**
- **Any responses, materials, correspondence, or documents provided to the University are subject to the State of Michigan Freedom of Information Act and may be released to third parties in compliance with the Act.**
- **The individual signing below has authority to enter into this on behalf of Supplier.**

CORPORATE NAME Jack Morton Worldwide

AUTHORIZED SIGNATURE: _____

PRINT NAME: Michelle Gallagher

TITLE: VP, Director of Business Development

DATE: 24 June 2015

ADDRESS: 875 N. Michigan Ave. Ste. 2700

CITY: Chicago STATE: IL

ZIP CODE: 60611 PHONE #: 312.274.6049

TOLL FREE #: n/a FAX #: n/a

EMAIL ADDRESS: michelle_gallagher@jackmorton.com

The Internal Revenue Code requires recipients of payments which must be reported on Form 1099 to provide their taxpayer identification number (TIN).

T.I.N. (Taxpayer Identification Number or Federal Identification Number, Social Security Number)

T.I.N. *Number 53-0257863* Social Security Number n/a

NOTE: If the address to submit purchase orders, remit payment or send additional request for proposals is different from the above address, please indicate those addresses on a separate sheet and include with your response.