



January 16, 2018

Stephanie Schramm  
Principal/CEO  
MadCap Marketing  
10116 36<sup>th</sup> Avenue Court SW  
Lakewood, WA 98499

Dear Ms. Schramm:

Congratulations! The Washington Student Achievement Council is pleased to announce that the evaluation team, using the weighted criteria outlined in the referenced Request for Proposals (RFP No. 19-RFP171) has completed its review of the proposals received and awarded MadCap Marketing as the successful bidder. We will be contacting you soon to finalize a contract for the services identified in Section 1.2 Objectives and Scope of Work.

Bidders must not construe a notification of apparent successful bidder or attempts to negotiate as a final award decision. Any assumptions are done so at the bidder's own risk and expense. Should negotiations for a contract fail within 30 days of their initiation, the Washington Student Achievement Council may cease negotiations and declare the second-place bidder the new apparent successful bidder and enter into negotiations with that bidder. This process will continue until a contract is signed or no qualified bidders remain.

Please be advised that unsuccessful bidders may request a debriefing conference and, following that, may file a protest as provided in section 4.6 of the RFP. Note that the debrief request must be received by 3:00 p.m. PST on Friday, January 18. The debrief will be held January 23. A contract cannot be signed until after the protest period has closed and a final determination has been issued on any protest. Please also note that bid submissions and bid evaluations are subject to disclosure after the announcement of the apparent successful bidder.

Thank you for submitting your proposal; we are looking forward to working with you.

Sincerely,

Aaron Wyatt  
Communications Director .

917 Lakeridge Way SW  
PO Box 43430  
Olympia, WA 98504-3430  
360.753.7800  
[www.wsac.wa.gov](http://www.wsac.wa.gov)

