



March 10, 2023

Daniel G McNulty, Director PATINS Project/BCSC

Re: RFP 23-74523

Contract Start Date - July 1, 2023.

Director McNulty:

This letter serves as confirmation of the intent of Hearn, Inc. dba Blu Jay Media to support the PATINS Project/BCSC on Request for Proposal (RFP) 23-74523 issued by the Indiana Department of Administration on behalf of the Indiana Department of Education.

Blu Jay Media is a certified Indiana Minority / Woman Veteran Business Enterprise (M/WBE) formed in the State of Indiana as a C-Corp listed as Hearn, Inc. If PATINS/BCSC is the successful vendor, Blu Jay Media agrees to support the project by providing the following services:

1. Video Production Services (82131603) – Explainer Videos
2. Video Editors (45111805) – 2D Animation

The aforementioned services shall be provided starting July 1, 2023, through June 30, 2025. This is for a two-year term. The anticipated value of the services provided to PATINS will be \$92,616.00. We understand that this is a percentage of the total project budget that is approved, which could change in the final contract. Depending on the final negotiated contract price, it is expected that Blu Jay Media will receive an estimated total of \$92,616 under this subcontract.

Blu Jay Media represents that it meets the minority, women, or veterans' business enterprise requirements set forth in the RFP and all required documentation has been provided to Indiana State University for its WBE/MBE/IVOSB submission. We authorize Indiana State University to include Blu Jay Media as a WBE/MBE/ IVOSB subcontractor in its response to RFP 23-74523 and look forward to the opportunity to help PATIN serve Indiana's educators and students. If you have any questions, please feel free to contact me at thearn@hearnmedia.com or (317) 759-4483.

Best Regards,

Tuane Hearn

Tuane Hearn,

President | Creative Director

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