

## **New Master Contract: Sprout Social Now Available Through CU Procurement** <sup>[1]</sup>

October 24, 2025 by [Staff](#) <sup>[2]</sup>

The CU Procurement Service Center is excited to announce a new master services agreement with **Sprout Social**, a leading social media management platform. This partnership streamlines access to Sprout Social's suite of tools for social media publishing, engagement, analytics, and reporting—empowering CU campuses to enhance their digital communications and community engagement. Note that this contract is applicable for purchases under the university's bid threshold of \$150,000.

### **What This Means for You:**

- So long as the purchase remains under the university's bid threshold, departments across all CU campuses can now procure Sprout Social services under a pre-negotiated agreement.
- Security and Compliance review is *not required* for purchases against this agreement, as the agreement has approved IT security and ADA language.

To initiate a purchase or learn more about how Sprout Social can support your team's social media strategy, reach out to Binetou Fall ([binetou.fall@sproutsocial.com](mailto:binetou.fall@sproutsocial.com) <sup>[3]</sup>) to get started. For any procedural related questions, or if your need is over \$150,000, reach out to Chrissy Alexander ([chrissy.alexander@cu.edu](mailto:chrissy.alexander@cu.edu) <sup>[4]</sup>).

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