Published on *University of Colorado* (https://www.cu.edu)

Sprout Social Available Through CU PSC [1]

March 31, 2026 by Staff [2]

The CU Procurement Service Center has a 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 **$250,000**.

What This Means for You:

- As long as the purchase remains below the university's bid threshold, departments across all CU campuses may now procure Sprout Social services through 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 Kristina Wentworth (kristina.wentworth@sproutsocial.com [3]) to get started. For any procedural related questions, or if your need is over $250,000, reach out to Chrissy Alexander (chrissy.alexander@cu.edu [4]).

Send email when Published:
Yes

Source URL:https://www.cu.edu/blog/psc-communicator/sprout-social-available-through-cu-psc

Links
[1] https://www.cu.edu/blog/psc-communicator/sprout-social-available-through-cu-psc
[2] https://www.cu.edu/blog/psc-communicator/author/69272 [3] mailto:kristina.wentworth@sproutsocial.com [4] mailto:chrissy.alexander@cu.edu