Procurement and Contracting Services

Request for Proposals for Marketing Agencies of Record

Addendum #1

Please mark all proposal submission Envelopes with the following information

Sealed RFP #L132004
Due on November 19, 2019 no later than 2:00 PM, MST
The following questions were received before the technical question/inquiry due date of November 12, 2019 at 12:00PM MST:

1. Can we get access to Fogo before March 12th for setup?
   We are currently contracted with Fogo to install 7a.m.-midnight on March 12, 2020. Please let us know how early you would need to get into the location and why, as we will need to renegotiate with the restaurant, and additional time will affect budget. We will have the budget ramifications by November 22nd. Please propose what you believe you will need for a quality product, and we’ll go from there!

2. What time does the restaurant need to be reset by on 3/16?
   We are currently contracted with Fogo to load out March 16 from 7a.m. to 4p.m. If you expect to need additional time, please let us know as additional time will need to be negotiated with the restaurant and will affect the budget.

3. Will the University provide graphic design for all branding in the restaurant including wraps, scenic, and activations?
   We would appreciate line item costs for design of various pieces. The University will be able to provide a great deal of the graphic design given production templates or specs, however, we may need to contract out specific parts.

4. Is the removal and storage of the restaurant furnishing a separate cost from the RFP budget?
   There is an additional $10k for moving and storage (on top of the $200k budget). We are awaiting word from Fogo as to whether the furniture will all, or in part, fit in one of the Function Rooms (preferably B) and/or if there is any additional storage on the property.

5. Is the creation of any activation build for the salad bar (Mars idea mention on the conference call) a separate cost than the current RFP?
   The salad bar treatment is part of the $200k overall budget. Should the Mars idea pass muster, we can bring existing RC rovers, and have the accurate mapping of the planet’s surface. We would need the surface to be constructed as part of the overall budget (via foam or other). Another option could be to bring the Mars rocks and dust that we have on campus and create a more simple platform. Both are just ideas, and the selected vendor will be considered an excellent partner should they help us come to a solution that is compelling and affordable.

6. Are the elements for the VR experience including production equipment a separate cost than the current RFP?
   The VR content will be supplied by the university, and we may also be able to provide 12 Oculus Quest headsets. Anything outside of that is expected as part of the activation costs.

7. Is the vendor who wins the RFP responsible for storage of the restaurant and U of A furnishing and materials. If so, is there a separate cost that can be applied for drayage?
   See response to #4 above. $10k for all of moving and storage, drayage included.

8. How many performances do you expect on the rooftop?
   At this time, we expect only a simple duet or quartet on the rooftop on Sunday morning. The rest of the time will be conversation or AR-based.

9. What does the sq. footage need to be for the rooftop tent/ covered structure.
   Current tent is 30’x40’, and we should strive for same coverage.

End of Addendum.