



Procurement and Contracting Services

Request for Proposals for Ad Hoc Marketing and Communication Services

ADDENDUM #1

**Please mark all proposal submission
Envelopes with the following information**

**Sealed RFP # L192004
Due on August 23, 2019 no later than 2:00 PM, MST**

The following questions were received before the technical question/inquiry due date of August 12, 2019 at 12:00PM MST:

1. Point 3.8.4 Would you prefer that the hardcopy be bound. In other UA RFP's, while the RFP stated as such, the preference was that it not be bound. Please clarify.
 - Unbound is fine.
2. What is the marketing/advertising budget for this RFP?
 - There is no specifically budget for the RFP as a whole, budgets will be assessed project by project throughout the duration of the RFP.
3. Is it important to reach specific subsegments/other audiences, such as Hispanic/LatinX? If so, what proportion of the efforts are dedicated to distinct audiences?
 - It is important to research specific sub-segments, however, the proportion of effort will be determined by the scope of an individual project.
4. What proportion of the efforts is currently dedicated to traditional media, grassroots/experiential, digital? How do you expect this to change?
 - Proportion of effort is approximately even between traditional and digital media. A change in this would depend on the projects needed moving forward.
5. Is there a limit to number of case studies you would like submitted?
 - Submit as many is necessary to address all required items.
6. Is there a preference for in/out of state agencies?
 - No, however, the vendor is responsible for all travel costs related to mandatory on-site project meetings.
7. Do you have any particular strategic geographic markets outside of Arizona?
 - This will vary on a project by project basis.
8. What are unmet needs from the agency services you currently receive?
 - N/A
9. Do you have an estimation on the number of projects the chosen vendor could expect to work on? I.e. one each month vs. one each semester.
 - There is no anticipated minimum or maximum. This RFP is for as needed marketing and communications services.
10. If in-person meetings are needed, do you have an estimation on the frequency of them? I.e. monthly, quarterly, etc.

- The number of meetings required will vary by project and on any given project could vary throughout the life of the project.
11. Is there a current incumbent contractor providing services to The University of Arizona?
- Yes, multiple.
12. If yes, can you provide the name of the contractor?
- The University has used several freelance contractors and agencies for prior projects.
13. Will The University of Arizona consider a contractor that is out of state?
- Yes, however, the vendor is responsible for all travel costs related to mandatory on-site project meetings.
14. In the template for eNewsletter pricing proposal will The University of Arizona be providing the 500-750 word copy and photography for the five images or will the selected agency need to provide copywriting and photography services?
- Pricing is for a blank template.
15. In the video pricing proposal will the voice over from your staff be scripted or will copywriting need to be part of the price proposal?
- Voice-over will be scripted internally.
16. In the video pricing proposal will the voice over be pre-recorded or will studio recording need to be part of the price proposal?
- Voice-over will be pre-recorded.
17. In the video pricing proposal will the post-production editing need to be pre-roll or broadcast quality?
- Broadcast quality.
18. In the award reception program pricing proposal will the three photos provided by the vendor be stock photography, or will photography services need to be provided as part of the price proposal.
- Stock photography.
19. In the award reception program pricing proposal does The University of Arizona have any specifications as to the type of card stock and finishing for its award program.
- 120 lb, matte, white/ivory/cream colored cardstock.
20. Our Agency operates on a fixed pricing model to keep costs low for our clients, in the detailed pricing section of the proposal do you require Agencies to bill by the hour for each of the Core Creative Competency categories?
- Hourly pricing must be provided for each item listed.

21. The RFP says that a VPAT needs to be submitted or an agency could face qualification. We understand that a VPAT is a document meant to be used during a website design process to ensure compliance with accessibility. As the RFP isn't requesting a website design as a form of submission is it necessary to include a VPAT as part of this RFP?

- A VPAT is not required, please disregard.

22. Can you provide more detail on the website maintenance requirements? For example; which platform the website is currently built and hosted on? What hours are required for maintenance availability?

- Website is currently in transition and will be on the University of Arizona Quickstart platform and will conform to University of Arizona standards. Any website maintenance would be handled during the standard business hours of the University of Arizona.

23. What is the current mix of print vs. digital creative?

- Mix is approximately equal, but will vary on a project by project basis.

End of addendum, all else remains the same.