RFP Number: 23-11: **Districtwide Marketing, Communications and Advertising Services**
Addendum Number: 5

NOTICE TO PROPOSERS: THIS ADDENDUM SHALL BECOME PART OF THE RFP, AND PROPOSERS SHALL ACKNOWLEDGE, IN WRITING, RECEIPT AND INCORPORATION OF ALL ADDENDA AND CLARIFICATIONS IN THEIR RESPONSE. FAILURE OF THE PROPOSER TO RECEIVE ADDENDA SHALL NOT RELIEVE THE PROPOSER FROM ANY OBLIGATION UNDER ITS PROPOSAL AS SUBMITTED. THE PROPOSER SHALL IDENTIFY AND LIST IN ITS PROPOSAL ALL ADDENDA RECEIVED AND INCLUDED IN ITS PROPOSAL; FAILURE TO DO SO MAY BE ASSERTED BY THE DISTRICT AS A BASIS FOR DETERMINING THE PROPOSAL NON-RESPONSIVE.

Answers to Questions: Part 2

Number	Questions	Response
1.	In section C., is the 15-page requirement 15 pages total, even if we are bidding on multiple "sections"? Or is it 15 pages per section?	**The maximum shall be 15 pages total for each proposal submitted in each respective class.** **Proposers will need to submit a separate proposal for each class in which they wish to be considered.**
2.	For Class 1: District Branding Services, is the district looking for a new district logo? What about a tagline? Is the district looking for taglines for each college?	**The District is not looking for a new logo – just ideas to refresh the logo and college logos in a new way. We are open to new taglines.**
3.	For Class 1: Please define what is meant by a "sub-branding system and logo treatment for nine college departments, divisions and programs" What are the expected deliverables?	**That the new refreshed logo treatment could be used in many applications.**
4.	For Class IV: Media Buyer: what is the current media buying strategy for the district? Does this scope of work include a media buying/marketing plan development?	**The District has nine colleges doing individual separate media buys for their specific purposes. A marketing plan would be under a separate class and be dependent on their needs.**

Number	Questions	Response
5.	For the Cost Proposal, do you solely want hourly/billable rates? What about project rates for things such as research? Or tagline development? Will all billing be done by the hour? Or will the selected vendors submit full proposals later?	**We looking for a general cost proposal. Once an agency wins the bid to go on the bench, we would then ask for and scope of work that includes pricing for specific projects.**
6.	Since three vendors will be selected for each "class" how will you decide which vendors get which jobs? What will be the process for vendor selection?	**We (the District or the colleges) would provide project details, and ask all three for a scope of work that includes pricing for specific projects.**
7.	In 4.2 Proposal Submission, is a PDF document an okay substitute for Word? With Word, we will be unable to submit any designed documents.	**A PDF works.**