



## **Creative Marketing Services**

**RFP #2023-03**

**ADDENDUM #2**

**August 25, 2022**

### Pre-bid Questions:

1. What will creative services do with website design and development? Noticed it was on scope of services.
  - a. The Creative Marketing Company brought on will calibrate with the Website Design and Development firm we bring on to ensure the design and branding guidelines are followed.
2. Found pricing a little confusing, in proposal what are you looking for?
  - a. For the pricing, we are looking for your hourly rates and how you prefer to bill:
    - i. Annual rate with the same payment each month
    - ii. Work order with quote on each project
    - iii. Any other options available

### Brief Overview from the meeting:

1. Recapped a little on all the regular advertising and creative projects we complete
  - a. Vehicle designs
  - b. TV commercials
  - c. Radio
  - d. Website and Social Media Ads
  - e. Media Campaigns with Print
2. Briefly reviewed the schedule for the RFP and the expectations
  - a. All questions are due on the 30<sup>th</sup>
  - b. All replies will be emailed and posted on public notice page on our website
  - c. Proposals should be sent to Jason Burch and be accepted no later than 2pm on the 13<sup>th</sup> of September. Anything after 2pm will not be accepted.
  - d. We do accept digital proposals with the hardcopy tracking information included in the email.
  - e. Interviews will take place from the 14-16 and we will award the winner on the 19<sup>th</sup>.
  - f. We would like to begin the partnership on October 1<sup>st</sup>.

