



PUBLIC SCHOOLS •

RFP 16-846 Comprehensive Marketing Services Q&A

August 24, 2016

Q. Section 3.4 states..."if requested, fulfillment designed..." Does this mean outside costs such as media placement may not be by the agency and thus media costs should not be included in the response?

A. Respondents should propose best offer for comprehensive media services including any and all personnel, services and media campaigns. An itemization of proposed cost should be included as Attachment 1A Fee Schedule indicating all associated *covered* cost, and a *proposed budget* for cost that are not included.

2. • On Attachment 1 is that price the total contract price or the hourly rate?

A. The price should be firm fixed annual cost, see response to question #1, above.

3. I understand this is a "agency of record" contract for one year. Knowing that, is there any framework for past marketing activities or a framework for this coming contract needs?

A. No. This will be a different direction for the District, as such, we are seeking a firm that can maximize the rich history and cultural diversity of the District to establish a captivating campaign for the creation of marketing the District's strengths and successful brand recognition.

4. Is there a strategy document that sets the agenda, expectations, activities for the marketing services partner to guide them through the process?

A. The District's current initiatives are guided by the following:

We will rise by focusing our goals:

F: Focus on Literacy and Math

O: On track for graduation

C: Come to school every day

U: Utilizing stretch goals to close achievement gaps

S: Students growing academically more than one year

5. Is there a budget range or spend expectations for this annual contract?

A. There is no current budget range for this contract.