



## **RFP #2017-1 CIRTA**

### **REQUEST FOR PROPOSALS FOR MARKETING & PUBLIC RELATIONS SERVICES**

#### **ADDENDUM #2**

Posted September 13, 2017

**Q:** “Does the marketing person need to have their business in Indianapolis”?

**A:** There is no requirement that the marketing person have their business in Indianapolis.

**Q:** “Since I'm a small advertising and marketing agency, can I be a subcontractor if the proposal is awarded to a larger company”?

**A:** Yes. Respondents that wish to team together should submit proposals together.

**Q:** “Do you have a list of large companies that will bid on the proposal or that CIRTA has worked with previously”?

**A:** There is no way of knowing who will bid on the project until after the submittal deadline has passed. Not being sure what might be considered “large companies...that CIRTA has worked with previously”, we will respond by saying that we have worked with the following agencies: AFFIRM Agency, Williams Randall, and JTPR.

**Q:** “Will CIRTA break up the media buying into specific regions? Most of the work I've done has been in Northern Indiana, therefore, I know the vendors in Northern Indiana when it comes to billboards, digital marketing, radio and television buying”.

**A:** CIRTA’s region comprises the ten central Indiana counties of Boone, Delaware, Johnson, Hamilton, Hancock, Hendricks, Madison, Marion, Morgan, and Shelby. CIRTA will not be subdividing its region for purposes of this contract.

Q: “Is it best to present an entire proposal with branding and copy ideas as well as media buying and placement recommendations”?

A: Respondents should submit a proposal that presents their company’s services that best address the RFP.

Q: “What are the insurance requirements if you are awarded the job as a subcontractor”?

A: Page 10 of 44 of the RFP states that the lead consultant is required to carry insurance on the project: “Include information on lead individual and any sub consultants on the team (teaming is welcome, but not required). The lead consultant would be required to carry liability insurance for this project.” Any requirements on a subcontractor to carry insurance would be up to the lead consultant on the project.