

LOS RIOS COMMUNITY COLLEGE DISTRICT

1919 Spanos Court, Sacramento, CA 95825
Phone (916) 568-3071 FAX (916) 568-3145
Purchasing Department



Sacramento City College American River College Cosumnes River College Folsom Lake College

ADDENDUM NO. 1

ISSUE DATE: November 30, 2017

Annual Marketing Campaign

LRCCD RFP NO. 18011

Issued By:

LOS RIOS COMMUNITY COLLEGE DISTRICT
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This addendum forms a part to the Contract Documents. The addendum items supersede and supplement all portions of the bidding documents with which it conflicts. All workmanship, materials, appliances and equipment which may be included in the following addendum items shall be of the same relative quality as described for similar work set forth in the general or main specifications of which these addendum items shall be considered a part.

This Addendum has been acknowledged in the space provided on the Bid Form and is considered part of the bid documents.

This addendum consists of 2 pages.

1. Whether companies from Outside USA can apply for this? (like, from India or Canada)
Answer: Yes, they can apply, though regular in-person meetings will likely be required for successful implementation. Location and Service Region is part of the evaluation criteria under "General Information."
2. Whether we need to come over there for meetings?
Answer: Yes, regular in-person meetings will likely be required for successful implementation.

3. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)
Answer: Yes, though regular in-person meetings will likely be required for successful implementation. Location and Service Region is part of the evaluation criteria under "General Information."

4. Can we submit the proposals via email?
Answer: No, proposals must be submitted per direction in the RFP.

5. One question, in particular, is related to the scope of services. For example, is there a particular program of focus? (e.g. career education, transfers).
Answer: The primary campaign is focused on growing enrollment at our four colleges and building brand awareness for the district and its colleges throughout the Sacramento region. Specific projects relating to particular programs such as career education and transfers may be integrated as appropriate.

6. Pages 24-25 of the RFP, Evaluation Criteria, contain specific requests/documents that are not covered in the Mandatory Contents of Proposal sections. Should the items discussed in Evaluation Criteria be woven into the narrative of the response (with documents requested such as financials attached as appendixes) or do you wish for Evaluation Criteria to be a fully separate category in the proposal response?
Answer: Those documents can be woven into the narrative, though vendors should call out the items responsive to those specific requests.

7. The \$260,000 budget, does this include media buying and placement as well as campaign development?
Answer: Yes, the budget should be inclusive of all costs.

8. What current advertising/marketing is the district performing?
Answer: Currently, the district is engaged in a campaign using a variety of tactics, including but not limited to: social media (both paid and organic content strategies), digital marketing media buys, and outdoor (Sacramento Regional Transit bus signs).

END OF SECTION.