**2022 Marketing RFP – Questions and Answers**

1. Bidders are required to provide our edits to the Scope of Work (Attachment A) in redline format. The RFP document is in PDF; can the Compact provide a Word version of Attachment A so bidders can make the edits as required in the RFP?

The Compact has posted a Microsoft Word document at <https://www.capelightcompact.org/rfp/>

1. Are bidders required to maintain the Compact’s formatting for this section (font, size, spacing, color, etc.), or can we use our own styles, provided we maintain the original content and structure in Attachment A?

Bidders are not required to use the Compact’s formatting as long as you maintain the content of the requirements in Attachment A.

1. Could you please provide an overall budget rage, and a range broken out by each of the four scopes? Having accurate budget numbers will enable us to recommend media spends and channels more strategically.

Part of the RFP process is to review the proposed budgets submitted by each respondent. Each vendor should propose a budget based on labor, materials, and other direct costs related to the scopes, but NOT to include actual media spends, which the Compact will pay for directly.

1. In Scope 2 you discuss graphic design and materials. Can you provide any insight into how many of each and in how many languages you would like them to be provided?

At present, the Compact’s vendor creates new digital and print ads for a variety of local media outlets approximately every 2 months. Other materials, such as brochures and rack cards, may need to be refreshed annually. Other ad hoc design needs may come up every couple of months. We do not currently translate all materials, but based on the chosen media plan, we may incorporate more translations into Spanish and Portuguese.

1. How long has the incumbent agency been working with Cape Light Compact?

The incumbent vendor has been the CLC marketing vendor since 2018.

1. May vendors apply for just one or two scopes of work?

Yes, vendors may apply for one or more Scopes.

1. Are there any budget limitations for any of the scopes?

Part of the RFP process is to review the proposed budgets submitted by each respondent. There are not budget limitations for the individual scopes at this time.

1. If a vendor isn't yet registered in Massachusetts, do they need to be registered by time of submission or time of award?

Proposers must be registered to do business in Massachusetts by the time of submission.