Listed below are vendor questions that were received prior to the requested deadline and their corresponding answers for RFP# AA17-RH-5119 – Contract: Marketing/Graphic Design Services for the Athletic Department or approved equal.

The bid opening date will remain as scheduled for June 22, 2016 @ 1:00 pm EST

Question # 1: How will the proposed scope of work extend beyond the delivery of the specific list of deliverables provided (program covers, posters, e-mails, etc.)?

Answer # 1: It will only extend beyond the proposed in unique instances where an “outside the box” graphic item such as a wall decal, iPhone background, or promotional apparel logo design. These instances will be few and far between, and it would be understood that the time/production design value thereof would diminish any sort of prescribe assets in a flat fee model.

Question # 2: How many separate executions of each piece are expected to be produced by the selected partner? (For example, how many program covers, pieces of promo collateral, etc.)

Answer # 2: Football, Men’s & Women’s Basketball, and Hockey will require weekly production both in and out of season, for the other 17 sports, it would strictly be posters, schedule cards, and ad hock special promotional collateral which advance notice would be provided for.

Question # 3: How will logo or mascot exploration be considered within this relationship?

Answer # 3: They will not be.

Question # 4: How will individual team logos and uniform designs be considered within this relationship?

Answer # 4: They will not be.

Question # 5: How will arena/facility graphics be addressed within this relationship?

Answer # 5: They will not be.

Question # 6: What is meant by the need for eight-12 “looks” each season?

Answer # 6: In the process of finalizing a branding campaign, it is the desire of The University to see at least 8 – 12 different proofs or variations of a proposed theme, in effort to arrive on the best possible design. From here, every corresponding items would be modeled after the agreed upon look/feel of the branding campaign in each year.
Question # 7: It is mentioned that agencies “can” submit proposals in PowerPoint format. What other proposal file formats are acceptable?

Answer # 7: All bids are to be submitted through Bid Express. Bid Express will accept .PDF files and Power Point attachments. Please refer to Page 2 of the RFB for details.

Question # 8: Which projects require a four-day turnaround for printing?

Answer # 8: Last minute scenario type events, such as the hiring of a new coach, announcement of a special guest as an honorary captain for a game, an important schedule change updated, etc. Standard items such as a poster, or email graphic would fall under standard turnaround times.

Question # 9: What is the proposed budget for this initiative?

Answer # 9: $70-$80K

Question # 10: How many references should be included for this submission? The RFB states six (6) total (3-current and 3-former clients), however, the last page includes spaces for only 3-references. Please confirm.

Answer # 10: Six (6) total please. Simply take the last page and use it twice.

Question # 11: As it relates to the charts provided in the Bid Response Sheet, can participating firms provide another recommended sheet for costs? Or must firms respond using this sheet?

Answer # 11: All firms must use the Bid Response Form as listed in the RFB. If you choose to supply additional costing information, please attach another document to the Bid Response Form.

Question # 12: What is driving the timelines for each deliverable outlined in the Bid Response Sheet?

Answer # 12: Our annual ticket marketing, sales, promotion, and service calendar which will be provided to the selected service provider on a regular basis.