



# City of Alamogordo

Purchasing Department • 2600 N Florida • Alamogordo, New Mexico 88310 • (575) 439-4116 FAX (575) 439-4117

June 6, 2018

To: All Bidders

Re: **Addendum No. 1**

## **RFP No. 2018-004 Advertising and Marketing Services**

Each bidder shall acknowledge receipt of this Addendum Number One (1) by including in Proposal packet. This addendum will not be counted as part of the maximum page limit.

Addendum Number 1 is issued to provide changes and/or clarifications to the above referenced RFP as per the following:

### **Correction: Page 1 - I C, 2.**

All deliveries of responses via express carrier must be addressed as follows:

Name:	Purchasing Department
Attn:	Barbara Pyeatt, CPO
Reference:	<b>RFP 2018-004 Advertising and Marketing Services</b>
Address:	2600 N Florida Ave. Alamogordo, New Mexico 85310

### **Correction: Page 2 - II, A**

Please see revised Sequence of Events. Submission of Proposal deadline is now June 20, 2018. Time remains the same.

<b>Action</b>	<b>Responsible Party</b>	<b>Due Dates</b>
Issue RFP	City of Alamogordo	May 22, 2018
Deadline to submit Written Questions	Potential Offerors	June 4, 2018
Addenda if necessary	City of Alamogordo	June 5, 2018
Submission Proposals	Potential Offerors	June 20, 2018
Proposal Evaluation	Evaluation Committee	June 27, 2017
Oral Presentation if requested	City of Alamogordo	TBA
Authorization of Award	City Commission	July 10, 2017

**Question:** What is the annual allocated budget for your marketing plan? How much your budget do you normally spend for media buying?

**Answer:** \$200,000 is our planned budget for our marketing plan and we are looking at about \$135,000 for media buying

**Question:** How many unique events do you plan to run and develop annually?

**Answer:** We don't plan events ourselves.

**Question:** What would you consider to be your target audience and demographic for your marketing strategy?

**Answer:** We are aiming to target families and individuals who are seeking adventure steeped in culture.

**Question:** Whether companies from Outside USA can apply for this?  
(like, from India or Canada)

**Answer:** Yes but would have to follow requirements per RFP.

**Question:** Whether we need to come over there for meetings?

**Answer:** We definitely want to have planning meetings and regular updates from the company we go with, but they wouldn't have to be in person, even though that is preferred, we could have a virtual meeting.

**Question:** Can we perform the tasks (related to RFP) outside USA?  
(like, from India or Canada)

**Answer:** Yes but would have to submit pursuant to the RFQ.

**Question:** Can we submit the proposals via email?

**Answer:** No

**Question:** Is there a designated budget that you want dedicated to cross-promote event funded by the "New Mexico True" campaign?

**Answer:** All of the advertising we do to promote tourism in Alamogordo is branded as "Alamogordo is New Mexico True".

**All other provisions of the Contract Documents shall remain unchanged. This addendum is hereby made part of the Contract Documents. Each bidder shall acknowledge receipt of this Addendum Number One (1) using the attached acknowledgement page and submit with each copy of the proposal (not included in page count).**

Sincerely,

Barbara Pyeatt  
Chief Procurement Officer

**ADDENDUM ACKNOWLEDGEMENT**

**ADDENDUM NO. 1**

**RFP No. 2018-004 Advertising and Marketing Services**

Received By: \_\_\_\_\_

Date Received: \_\_\_\_\_

Business Name: \_\_\_\_\_

Name: \_\_\_\_\_

Signature: \_\_\_\_\_