



QUESTIONS & RESPONSES #01

RFP or RFQ / TITLE 070994 | Marketing & Advertising Support Services

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SUBMITTAL DUE DATE NOVEMBER 6, 2018 @2:00 PM (PST)

Q&A ISSUE DATE November 8, 2018

PROPOSER QUESTIONS	PORT RESPONSES	RFP/ RFQ Section
Would you consider separating the Scope of Services into two parts? Strategic Messaging and Advertising and Production Services. Therefore hiring two different agencies to work with?	Yes. The RFP allows for partnering between agencies. The contract holder would be responsible overseeing the subcontractor's work and actively involved in communicating strategic messaging and monitoring deliverables to satisfy the contract.	
Will travel include interstate or international travel? If so, is travel included in the annual budget?	There would be no international travel. Interstate travel may be required on an infrequent basis (once or twice per year) if the successful respondent is located outside of the State of Washington. Costs for travel would need to be covered within the annual budget, not in addition to it.	
Is there any need for multilanguage assets? If so, what languages are currently utilized, or plan to be utilized?	Multi-language capability is not required but may be helpful. Preferred languages would be Chinese, Japanese and Korean.	
What is your current marketing plan, and can we obtain a copy of it?	A marketing plan would be developed in cooperation with the selected vendor. Basic deliverables to support the plan are in the described scope of work.	
Will the awarded contractor be allowed access to existing assets/libraries (photos, fonts, license agreements?)	Yes.	
Will Font packages be provided? Or is the seller expected to procure the necessary font packages?	Font packages would need to be included in the budget.	
If the awardee plans to supplement services provided with a stock art subscription service, would this need to be included in the annual budget?	Stock art purchases would need to be included in the budget.	