



V&T Commission (VTC)

ADVERTISED RFP VT1819-001

V&T Marketing/Public Relations/Communications

Addendum No. 1

Please make the following additions/changes/clarifications to the above referenced project due to questions received.

1. Whether companies from Outside USA can apply for this? (like, from India or Canada)

Consultant Firms from Outside of the USA may apply for the RFP. The Consultant Firms with certified personnel, doing business in the United States and duly registered in the State of Nevada with business license.

2. Whether we need to come over there for meetings?

Consultant Firms will need to be able to attend meetings in Carson City and Virginia City, Nevada.

3. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

Firms will likely be required to be onsite during the transition while establishing the new marketing campaigns.

4. Can we submit the proposals via email?

As per the submittal instructions proposals must be submitted in a sealed envelope, labeled Submittal for RFP VT1819-001 by mail/delivery or in-person and must include a master copy and an electronic copy (flash drive).

5. Is your RFP submission due date firm for March 16th?

The March 16th submission date is firm.

6a. Do you have a budget established for your marketing efforts?

The approximate budget is \$50,000.00.

6b. What is expected under the \$50,000 budget? Does that include social and media buy?

*The tentative F19 Budget is as follows,
Marketing (PR, socials, web, design)*

\$50,000.00

The Commission will cover,

Print Advertising

Event & CAP Rack Cards

\$ 2,500.00

General Creative Design

\$ 2,500.00

On-Line Advertising

Social Media

\$10,000.00

Google Ad words

\$ 2,000.00

Newsletter

\$ 1,000.00

Banner Ads

\$ 7,000.00

Polar Express Marketing

\$15,000.00

7. Is the selection committee selected and can the individuals on the committee be shared?

The selection committee members are not shared.

8. Is the main point of contact for the contract identified?

The point of contact will be the V&T Manager (when hired)

9. What platform is the website currently built and maintained on?

Vtrailway.com is currently using WordPress with _tk-vt-railway theme

10. If there is a subcontractor, what info would be needed from the subcontractor?

There is no information needed for the subcontractors. The subcontractor would be encumbered within the consultants contract and therefor the consultants responsibility.

11. Is there a minimum of case studies/work samples that need to be provided?

There is no minimum of case studies/work samples.

12. Are there resume forms referenced in 11.4 provided or do they need to be generated?

The resumes need to be generated.

13. Should the cost proposal be submitted separately as a PDF or can it also be hand delivered?

Everything that is submitted should be provided together as instructed in the submittal instructions.

14. Is there specific information that needs to be provided on the title page for the cost proposal?

The cost proposal title page should provide a breakdown of the anticipated costs.