



SOLCITATION ADDENDUM

Issuing Agency:	Department of Administration
Using Agency:	Department of Military and Veteran Affairs – NCMAC
Solicitation Number:	13-DOA1029813559
Solicitation Description:	Advertising Services
Solicitation Opening Date and Time:	April 15, 2024 @ 2:00PM ET
Addendum Number:	1
Addendum Date:	April 4, 2024
Purchasing Agent:	Meredith Swartz

1. The following are questions received about the Solicitation and the State's response to those questions:

Question #	Document Section	Vendor Question	State's Response
1		Can companies from Outside USA can apply for this? (like, from India or Canada)	No
2		Will Vendor need to come to USA for meetings?	Yes
3		Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)	No
4		Can we submit the proposals via email?	No All proposals shall be submitted per section 2.6 of the RFP.
5		What are the specific metrics or key performance indicators (KPIs) NCMAC will use to evaluate the effectiveness of the advertising campaigns?	See 4.1 & 4.2. Section 4.1.3 lists the KPIs required to meet the tasks and deliverables in 5.2.
6		Can you provide more detail on the anticipated volume and frequency of "special event product development" and "stakeholder research and engagement" tasks throughout the contract term?	No
7		Could you provide a budget range for the advertising campaign to help us tailor our proposal to meet NCMAC's financial considerations?	Year One 0-150K, Year Two 0-160K, Year Three 0-175K

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Question #	Document Section	Vendor Question	State's Response
8		Can you specify the size of the intended media buy, including any preferences for the distribution of spending across different media channels?	Vendor dependent
9		Could you provide information on the expected allocation for budget?	See question 7
10	I.I Overview	Who staffs the NC Military Affairs Commission? The website names appointees, but not staffing.	North Carolina Department of Military and Veterans Affairs
11	4.1.3 Technical Approach	It states, "Vendor's technical approach shall include a GRACETC framework (goals, research, action plan, communications, evaluation, timeline, and cost) for each of the tasks and deliverables" Are you expecting a budget for each item in Section 5.2 Tasks & Deliverables PLUS the Attachment A: Pricing Form	Yes. See Attachment A – Pricing sheet
12	4.2 Pricing	<p>1. This sections states that "Proposal price shall constitute the total cost to the State for complete performance in accordance with the requirements and specifications herein" However, Attachment A: Pricing Form omits components of Section 5.2 Tasks & Deliverables, such as public relations outreach, strategic communications management, stakeholder research, and website management for social media and digital management, among others. How should we approach pricing?</p> <ul style="list-style-type: none"> • 2. What has been your previous spend on these efforts? • 3. Is there an anticipated budget for this entire scope? • 4. Is there separate funding for paid media buy or is it included? • 5. What is the estimated total budget for one year across all the projects? 	<p>1. Attachment A includes all the required major task and deliverables. Ensure that pricing estimates in Attachment A address all the requirements in Section 5.2 as well.</p> <p>2. Not relevant to this year's requirement.</p> <p>3. Answered in question 7.</p> <p>4. No, it is included.</p> <p>5. Answered in question 7.</p>
13	4.9 Agency Insurance Requirements Modification	Does the \$1 million contract limit apply to each vendor individually, or is it a total for the entire project? We are seeking to understand the overall budget available for this initiative. Completing all the required tasks within a \$1 million budget may prove difficult.	Yes applies to each Vendor individually. This contract is estimated, with all renewals exercised to be under \$1 million.

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Question #	Document Section	Vendor Question	State's Response
14	5.2.2 Social Media & Digital Management - Section A	In reference to establishing and managing NCMAC social media accounts, does DOA currently have a social media management tool in place, such as Sprout Social, that we will be able to use or will a new account need to be created?	DOA please provide answer.
15	5.2.2 Social Media & Digital Management - Section C	In reference to establishing and managing NCMAC social media accounts, does DOA currently have a social media management tool in place, such as Sprout Social, that we will be able to use or will a new account need to be created?	Duplicate question, see question 14.
16	5.2.2 Social Media & Digital Management - Section D	Could you offer more detail on the expectation of 10-15 advertisements monthly? Given the broad range, are you referring to 10-15 distinct advertisements in terms of copy and visuals, or does this range represent varying sizes for a single advertisement concept?	Vendor dependent, case by case
17	5.2.3 Media – Section G.	Can the day-to-day aspects of this role be handled virtually?	Yes
18	5.2.3 Media – Section O	Will the archive need to be publicly accessible for high-res downloads?	Yes for authorized downloads
19	5.2.6 Management – Section B	<ul style="list-style-type: none">• Does the expected maintenance include upgrading the site to Drupal 10 and applying security patches and minor updates regularly?• Beyond Drupal updates, what other technical maintenance tasks are expected, such as site performance optimization, database management, or server configuration?• Feature Development: Is the vendor expected to develop new features or customize Drupal modules to meet specific requirements beyond the Ads for Website Dissemination effort?	<ul style="list-style-type: none">• No, this is handled by the State Dept of IT
20	Attachment A: Pricing Form	<ul style="list-style-type: none">• Are the items listed on the pricing form the only items you expect pricing for?	See question 12
21		How often does NCMAC see the vendor needing to be in person to complete the requirements of this RFP?	As needed for essential tasks.

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22		If you have to award separate contracts to different vendors, how would that be broken up? If the RFP has to be split up into two contracts, would you be able to have one vendor who can be there to do the in person creative services and then the other to do all of the placement, preparation, etc.?	We prefer to have one vendor.
23		How much do you expect to spend per month for all marketing placement?	Our finances are not based on monthly reporting
24		Are there any expectations of how the budget will be split up between digital and traditional advertisements?	Vendor dependent
25		Would the vendor be required to attend all engagement events?	No
26		Who would the awarded vendor be working with from NCMAC?	NCMAC Strategic Communications Working Group Members
27		Is there a current vendor NCMAC is working with for these services? Why is a change being made?	The current contract for these services is scheduled to expire 10/3/2024 and therefore must be rebid.
28		Will the location of the vendor effect the State's evaluation criteria?	Each proposal will be evaluated per section 3.4 of the RFP.