

REQUEST FOR PROPOSAL – Secondary

Public Questions and Responses

Posted 04/26/2019

California Arts License Plate Marketing Consultant RFP #2018-04

The questions included in this document were submitted by members of the public regarding the Request for Proposal (RFP) indicated above. **No more public questions will be answered for this RFP.**

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The submitted questions have been divided into categories for the ease of the reader. See the *Table of Question Types* on the next page for more information.

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Eligibility

Information about eligibility can be found in the RFP, Section A5, *Expected Competency and Minimum Qualifications* (page 7).

- 1. We were awarded Bid Log 2017-18, titled “California Native American Heritage Commission “Protect Native Culture” License Plate Campaign Public Relations, Marketing, and Social Media Consulting Services” via the California State Lands Commission. We are in the planning stages still as NAHC handles some internal issues. We just want to make sure that wouldn't be disqualified because we are working on a similar program. We believe the audiences are different and that there are definite benefits to our experience on a campaign like this.**

Working on a similar project for another State agency does not disqualify you from submitting a proposal to this RFP. Nor will it prevent you from being awarded a contract.

- 2. We are [Insert Name] LLC and it was formed in December 2016. We only work with cause marketing related clients. Prior to the formation of this LLC we were actually a dba of a different entity. That dba existed since back in 2010. We bring this up since we do have more than 5 years of experience working with cause marketing related concerns, but it is technically under two different LLCs. Again, we would want to make sure that doesn't disqualify us.**

This will not disqualify you. As long as you can demonstrate that the individuals who will be working on the project have the required years of experience in any setting, the experience will be applied when determining eligibility.

Program History

Information about the history of the Arts License Plate can be found on the [California Arts Plate website](#) and in the RFP, Section A3, *Background* (page 5).

2. Is there an incumbent?

No, there is not.

3. In the past, have there been more than (4) in-person meetings needed?

This is a new project, therefore past information on meetings is not available. If a proposer feels that more than four in-person meetings will be needed, they may include that recommendation in their proposal and budget accordingly.

4. What are the marketing initiatives you have you used in the past? Are there any particular tactics that you think have been most successful? What have your budget allocations been in past campaigns?

Past marketing tactics for the Arts Plate have been related to website technology, graphic design, seeking in-kind advertising, and relationship building with celebrity/influencers. A budget has not been allocated for marketing expenditures for more than 4 years. That budget was dedicated to a now-suspended initiative related to gift cards for the license plate. This RFP is for a new project with different goals and deliverables.

5. When was CAC's last active marketing campaign? Who was awarded the contract?

The CAC's last active marketing campaign for the Arts Plate was an in-house campaign that utilized social media advertising.

6. Are you currently running any media campaigns in house?

No.

Project Expectations

Information about project expectations can be found in the RFP, Sections A4 (page 6), A6 (page 8), B2 (page 9), B8 (page 14), E (page 15), and F (page 19).

1. Can you please clarify expectations for "updating and maintaining the Arts Plate website?"

The website www.artsplate.org is hosted by SquareSpace and the CAC is generally pleased with the website CMS system and basic design. The Contractor may be expected to make any major changes to the website content based on the implementation of the campaign. CAC staff will be available to support minor and ongoing content updates to the website. It is not anticipated that a high frequency of website update will be necessary, unless designed in the campaign strategy for a specific purpose.

2. Other than updating the visual content with whatever ends up being the new campaign, do you have plans for any other changes to the current website that you will want the agency/contractor to be responsible for?

No, there are no expectations for other changes to the current website beyond implementation of the new visual/messaging campaign, unless recommended by the contractor and mutually agreed upon in the approved marketing plan.

3. How many days are usually required during the (4) Sacramento visits?

It is expected that the meetings/visits in Sacramento will each take one day or less.

4. Outside of the Sacramento meetings, is there any other travel that would be anticipated?

No, additional travel is not anticipated unless proposed by the contractor and agreed upon by the CAC.

5. What type of website management will be asked of the awarded Contractor?

The website www.artsplate.org is hosted by SquareSpace and the CAC is generally pleased with the website CMS system and basic design. The

Contractor may be expected to make any major changes to the website content based on the implementation of the campaign. CAC staff will be available to support minor and ongoing content updates to the website. It is not anticipated that a high frequency of website update will be necessary, unless designed in the campaign strategy for a specific purpose.

6. Would you require updating creative assets and materials?

Yes, while design of the plate cannot change, the design of new collateral and branding around it is expected.

7. Would you require a complete website re-design?

No. The website www.artsplate.org is hosted by SquareSpace and the CAC is generally pleased with the website CMS system and basic design. The Contractor may be expected to make any major changes to the website content based on the implementation of the campaign. CAC staff will be available to support minor and ongoing content updates to the website. It is not anticipated that a high frequency of website update will be necessary, unless designed in the campaign strategy for a specific purpose.

8. What website or platform tools are you using, ie. SEO plugins, CRM tools?

The website www.artsplate.org is hosted by SquareSpace and the CAC is generally pleased with the website CMS system and basic design.

9. Is the current website using any tracking pixels or analytics?

No, the current website is not using any tracking beyond the basic analytics provided by SquareSpace.

10. Which social platforms will be managed by the awarded Contractor?

The CAC does not currently have social platforms dedicated to the Arts Plate. If specific platforms are recommended by the contractor, they may be expected to manage those accounts. The CAC, however, maintains a very active social media presence for its delivery of services to the field under the California Arts Council brand. Strategies recommended for execution under existing CAC

accounts should be conducted by the contractor as possible, with the support of CAC staff who manage those accounts.

11. How much social content is currently being produced and posted?

Little to no social media content is currently being produced specifically for the Arts Plate. The CAC, however, maintains a very active social media presence for its delivery of services to the field, under the California Arts Council brand.

12. Do you have any benchmarks for social media you are trying to achieve?

No, specific benchmarks will be developed during the campaign development phase and mutually agreed upon by the contractor and the CAC.

13. We saw the maximum amount of \$200,000 for this project and we are wondering if you looking to only advertise in the Sacramento area or the state of California?

The campaign should be statewide and/or target regions of the state with the best sales potential based on research conducted by the contractor. It should not be limited to the Sacramento area.

14. Are you looking at only doing billboards, bus shelter ads, and bus ads for print?

No, we are open to various methods of print advertising as recommended by the contractor and agreed upon in the approved marketing plan.

Project Budget

Information about the project budget can be found in the RFP, Sections A4 (page 6), A6 (page 8), and B5 (page 14).

1. Can we solicit donation from individuals and corporations to provide additional funding specifically to be used for the marketing program?

Yes. Fundraising is not prohibited by statute, but if proposed, such efforts will require significant advisement by the CAC and must be approved prior to execution.

2. Can you please confirm that the \$200,000 budget covers the entire 30-month time period?

Correct.

3. We see that the budget covers media planning fees, but does the \$200K budget also encompass funds for the purchase of any recommended paid media?

Yes, the budget encompasses the purchase of recommended paid media.

4. Is it your expectation that if paid media is recommended, that the agency or contractor you hire will be responsible for the media buying or do you already work with a contractor/media buying agency that will handle this?

The selected contractor will be responsible for media buying.

5. Is the \$200,000 budget inclusive of media purchased or is that a separate budget?

Yes, the budget encompasses the purchase of recommended paid media.

6. Do fees associated with celebrity endorsements need to fall within the \$200,000 budget or are those relationships negotiated separately?

The \$200,000 budget encompasses all expenses related to the campaign. Fees have not been previously paid to celebrities supporting the Arts Plate campaign.

Use of celebrity appearances/likeness have been provided gratis by passionate arts supporters who want to support the cause.

7. Is the allocated \$200,000 budget inclusive of media spend?

Yes, the budget encompasses the purchase of recommended paid media.

8. If media is included, what percentage of the budget would be allocated to media?

Yes, media is included. Proposers should summarize their recommended spend in the budget outline included in their proposal.

9. If media is not included within the total budget what is the proposed media budget?

The budget encompasses the purchase of recommended paid media.

Access to Stakeholders

Information about stakeholders can be found in the RFP, Section A4, *Scope of Work* (page 6).

2. Will you allow us access to your database of donors, partners, and solicitors?

Yes, the CAC maintains a mailing list and the contractor will have permission to utilize the list upon CAC approval of campaign/content.

3. Will you provide an introduction to past celebrities involved in the program?

The CAC does not currently have active contacts/relationships with all celebrities involved in the program in the past, due to turnover. The CAC will provide any historical context available regarding relationship development and will introduce the contractor to celebrities with current connections to the CAC. To the best of the CAC's knowledge, all relationships are in good standing, but research and outreach will need to take place to re-activate some relationships.

4. Will the awarded Contractor be working in conjunction with any other AOR, PR firm, or agency Partner?

No. The contractor will work only with the CAC's in-house public affairs team.