



State of West Virginia
 Department of Administration
 Purchasing Division
 2019 Washington Street East
 Post Office Box 50130
 Charleston, WV 25305-0130

Solicitation

NUMBER
TOR4512

PAGE
1

ADDRESS CORRESPONDENCE TO ATTENTION OF:
KRISTA FERRELL 304-558-2596

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DIVISION OF TOURISM

 90 MACCORKLE AVE SW
 CHARLESTON, WV
 25303 304-558-2200

DATE PRINTED
11/13/2013

BID OPENING DATE: 11/21/2013

BID OPENING TIME 1:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
				ADDENDUM NO. 3		
				THIS ADDENDUM IS ISSUED TO MODIFY THE ORIGINAL SOLICITATION PER THE ATTACHED DOCUMENTATION.		

SIGNATURE	TELEPHONE	DATE
TITLE	FEIN	ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO SOLICITATION, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

SOLICITATION NUMBER: TOR4512
Addendum Number: 3

The purpose of this addendum is to modify the solicitation identified as (“Solicitation”) to reflect the change(s) identified and described below.

Applicable Addendum Category:

- | Modify bid opening date and time
- | Modify specifications of product or service being sought
- | Attachment of vendor questions and responses
- | Attachment of pre-bid sign-in sheet
- | Correction of error
- | Other

Description of Modification to Solicitation:

To provide the Technical Questions and Answers from the extended Technical Question period

To provide a revised Pricing Page

Additional Documentation: Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

Terms and Conditions:

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

ATTACHMENT A

West Virginia Division of Tourism
 TOR4512 RFP Advertising Services
 11/12/13

ADDENDUM

- 1.) Our first question relates to item 4.1.1 and the revised budget of "\$1.5 million dollar Advertising Campaign..." Is this budget to be applied over a 12 month period from January 1, 2014 through December 31, 2014 or through the remaining 6 months of the West Virginia Division of Tourism fiscal year covering January 1, 2014 through June 30, 2014?

Answer: The \$1.5 million dollar budget should be applied over a 12 month period.

- 2.) Second, as also relates to item 4.1.1 and the revised budget, please confirm that the \$1.5 million dollar budget is to include production (sub-contracted services) as well as media. In other words, if a bidding vendor were to recommend production of new television spots, new research, etc. those costs are to be included in the \$1.5 million dollar budget. Thus, the \$1.5 million dollar budget is all inclusive for a designated time period with the exception of vendor time/commission?

Answer: The \$1.5 million dollar budget should include all things under Advertising Services as defined in the RFP which would include production (sub-contracted services) as well as all media. Vendor time and commission should not be included in this dollar amount.

- 3.) Third, will a new Cost Sheet be published reflecting the budget of \$1.5 million versus the original budget of \$2.0 million? If no, please specify how vendors responding to RFP TOR4512 are to modify the Cost Sheet to reflect the revised budget amount.

Answer: Yes. A new cost sheet has been revised and is attached. The budget of \$1.5 million is merely a hypothetical budget amount. It may or may not represent what the Agency will spend with an Advertising Agency.

- 4.) Is it the intent or request of the West Virginia Division of tourism to develop a new logo as part of this RFP, that is, to replace the current Wild and Wonderful logo?

Answer: No. At this time, it is not our intent to replace the current Wild and Wonderful logo.

- 5.) Could you clarify what is requested regarding, "*a sampling of your logo portfolio being used for the plan*"? Does this mean a sampling of logos created for other clients to show development capability, or a sampling/examples of new logos that might be used to replace the current Wild and Wonderful logo?

Answer: We want to see your creativity, development capability and your ideas as it relates to 4.1.4. We are looking for a sampling of your logo portfolio, which would be what you are using for your clients.

- 6.) Regarding, ***“Describe the capacity to access, reproduce, store, manipulate, and index existing promotional materials developed or created by the Agency”***, does this refer to the vendor’s capacity to manage digital assets such as images and other creative materials?

Answer: Yes. We want to see whether the Vendor has the capability to do this in-house or if they have to sub-contract this work out.

Attachment C: Cost Sheet

Cost information below as detailed in the Request for Proposal and submitted in a separate sealed envelope. Cost should be clearly marked.

BID SCHEDULE

Vendors are to use this form and type in prices and percentages as applicable. All blanks must be completed. Failure to complete all sections may result in disqualification. (If you are not charging hourly rate or percentage markup insert "N/C")

A.	Specific Activities Estimated	Estimated Hours Per Year	Rate Per Hour	Annual Estimated Cost
	Account/Client Services/Strategic Planning/Research Analysis	1,440 x	\$ _____ /hr.	\$ _____
	Media Planning and Buying	1,440 x	\$ _____ /hr.	\$ _____
	Print Production	600 x	\$ _____ /hr.	\$ _____
	Art Direction	600 x	\$ _____ /hr.	\$ _____
	Copy Writing	450 x	\$ _____ /hr.	\$ _____
	Broadcast Production	200 x	\$ _____ /hr.	\$ _____
	Public Relations	200 x	\$ _____ /hr.	\$ _____
	Creative Direction	150 x	\$ _____ /hr.	\$ _____

Estimated hours per year are
5,080 x the hourly activity

Total \$ _____

Rates are applicable for both traditional media and online applications.

Five thousand eight hundred hours, the RFP's estimated number of hours per year, is multiplied by the percentage of time per year for each service to determine an estimated hours per year for service. Vendor hourly rates are multiplied by the respective hours to arrive at a cost and a total cost.

B. Add-on for Sub-Contracted Purchases:

All vendors responding to this RFP must provide a percentage of add-on for purchases from sub-contractors. This percentage will be multiplied by \$300,000.

Bidder's add-on for Sub-Contracted Purchases is _____% times \$300,000 =
\$ _____

C. Media Buying Add-on:

All vendors responding to this RFP must provide a percentage of add-on for media buying activities (not to exceed 5%) if the Vendor plans to charge an add-on. This percentage will be multiplied by \$1,200,000.

Bidder's Add-on for Media Buying is _____% (flat rate) times \$1,200,000 =\$

- D. Total Cost of Proposal (See Note B): \$_____
- Note B: Costs from A, B, and C are to be added together to determine the total cost of the proposal.

SHIPPING CHARGES WILL BE REIMBURSED AT COST WITH PROPER DOCUMENTATION.

ALL TRAVEL IS TO BE INCLUDED IN THE BID SCHEDULE. NO COMPENSATION FOR TRAVEL EXPENSES WILL BE MADE TO THE SUCCESSFUL VENDOR.

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: TOR4512

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:

(Check the box next to each addendum received)

- | | |
|---|--|
| <input type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6 |
| <input type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7 |
| <input type="checkbox"/> Addendum No. 3 | <input type="checkbox"/> Addendum No. 8 |
| <input type="checkbox"/> Addendum No. 4 | <input type="checkbox"/> Addendum No. 9 |
| <input type="checkbox"/> Addendum No. 5 | <input type="checkbox"/> Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

Company

Authorized Signature

Date

NOTE: This addendum acknowledgment should be submitted with the bid to expedite document processing.
 Revised 6/8/2012