

**STATE OF CONNECTICUT**  
*DEPARTMENT OF ADMINISTRATIVE SERVICES*

Marisol Rivera  
Contract Specialist

PROCUREMENT DIVISION  
450 Columbus Boulevard, Hartford, CT 06103

860-713-5435  
Telephone Number

RFP NO.:	19PSX0009
Proposal Due Date:	24 October 2019
Date Addendum Issued:	7 October 2019

**PLEASE NOTE:**

This document has been marked as "Returnable". Electronic submittal of this document indicates that your company has read and accepted any modifications to the RFP that are contained in this Addendum.

**RFP ADDENDUM #1**

DESCRIPTION:

**Media, Marketing and Public Relations**

FOR:

**All Using State Agencies, Political Subdivisions, and Not-for-Profit Organizations**

**PROPOSERS NOTE:**

1. If the contract is for less than \$50,000, do we need to bid on state contract thru this procurement process or can state agencies select marketing firms per their own in-house RFP requirements?  
A- Please refer to page 7 of RFP Document section (b) Work (1).
2. Are state agencies in general mandated to use a marketing firm on this media, marketing and public relations services list or is it just a suggestion?  
A- State agencies are mandated to use only the contractors on this contract.
3. How does process work - can a state agency simply select a marketing firm off this list without a RFP process or does there need to be a minimum number of marketing firms asked to bid on any project?  
A- Please refer to page 7 of RFP Document section (b) Work (1).
4. We have a media, marketing and public relations services agreement already in place for another state entity, so can that service agreement be used for this DAS procurement list?  
A- No. All Proposers must follow the guidelines within the RFP Document and Attachment 3- RFP Submittal Requirements Response.
5. Are we limited to the 6 pages of narrative?  
A- You are not limited to six (6) pages. We encourage to not exceed more than ten (10) pages.

6. Are you required to submit pricing for all 81 areas or can you select particular areas?

A- Company should submit prices on all areas relating to their services.

7. Are resumes of key personnel allowed?

A- Please refer to page 3 of Attachment 3-RFP Submittal Requirements on Section 1. C.

8. On the statement of qualifications - are we expected to complete #3 & #4, or are these for construction/commercial equipment providers?

A- All proposers are expected to answer questions 3 and 4. The following questions pertain to owned equipment relating to services the proposers provides.

9. We are a WBENC certified firm and we are a WBE certified with the state of RI, but not in CT. Do you require separate certification from the state of CT?

A- Please refer to page 15 of RFP Document section 2. Set Aside Participation.

10. For submission purposes, do we need to keep the answers to attachment three in that format? Or are you comfortable if answer the questions (i.e. provide samples of work performed) in a PowerPoint-like format?

A- We encourage to keep close to the format provided. If you want to add additional PowerPoint, you can upload under additional documents.

11. Does the form DAS-46 (CT Economic Impact Form) need to be included with our response?

A- All Solicitation documents including company required documents must be submitted with RFP response.

12. Are all bids issued through DAS listed on the DAS website?

A- All Solicitations are posted on the DAS portal.

13. Is there a minimum dollar amount required for competitive bids listed on the DAS website?

A- DAS requires all bids over \$50,000.00 to be posted on the Portal.

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

A- All Solicitations are open to all suppliers. The suppliers must be accessible throughout the whole contract.

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

A- The Contractor must be accessible to the Client Agency when requested.

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

A- The Contractor must be accessible to the Client Agency when requested.

17. Can we submit the proposals via email?

A- All Solicitations must be submitted through BizNet.

18. Who / which State Department would this media and PR services be in support of?

A- This Contract will support all state agencies. When a project is in need the Client Agency will follow the instructions provided to solicit three quotes with statement of work within the Contractors on this Contract.

19. Is this for a specific initiative? If so, what is that?

A- This Contract will support all state agencies. When a project is in need the Client Agency will follow the instructions provided to solicit three quotes with statement of work within the Contractors on this Contract.

20. What are you looking for from submissions - Agency profiles? Bios?

A- Refer to page 3 of Attachment 3-RFP Submittal Requirements on Section 1. C.

21. Are you looking for creative services, media buying AND PR?

A- This Solicitation is for all required services provided on the RFP Document and Exhibit B- Price schedule.

22. In the Attachment 3, RFP Submittal Requirements Response, in section 1a, it asks contractors to submit a copy of three samples of work performed. Do you want three per each of the subsequent 6 categories, for a total of 18 samples, or do you want 3 samples overall?

A- Proposers should provide three samples for each worked performs.

23. How would you like these samples submitted? Via a link, a series of links, an additional document that contains samples, imbedded in the Submittal Requirements Response document, or something else?

A- All samples should be imbedded in the Submittal Requirements Response document.

24. We would like to know how many meetings per month or per year would we be expected to attend for this project?

A- Meetings for each project will be determine by the Client Agency at time of Statement of Work.

25. And, could we attend the meetings via Conference call or video call?

A- The Contractor must be accessible to the Client Agency when requested.