



RFP NO: 18BCP01A REQUEST FOR PROPOSALS

BASTROP COUNTY – BRANDING AND TOURISM MARKETING

February 8, 2018

**ADDENDUM #1**

Notice to Respondents:

This addendum will be considered a part of Bastrop County's Request for Proposals for Bastrop County – Branding and Tourism Marketing. Where provisions of this addendum differ from those of the original Request for Proposals, this addendum will govern.

ACKNOWLEDGED

\_\_\_\_\_  
Printed Name of Respondent

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

RETURN ONE COPY SIGNED COPY OF THIS ADDENDUM TO THE PURCHASING OFFICE WITH YOUR SEALED PROPOSAL. FAILURE TO DO SO MAY AUTOMATICALLY DISQUALIFY YOUR RESPONSE FROM CONSIDERATION FOR AWARD.

## ITEMS FOR ADDENDUM 1

**Q.** On page 7, you indicate that the services needed for the campaign include media planning and buying. Can you share what media budgets were for Bastrop County in 2017 and 2016?

**A.** *\$200,000*

**Q.** On page 9, you note five required deliverables. Our assumption is that those deliverables are things that are required to be a part of our plan and cost proposal and that submitting proposed design concepts and our proposed brand action is NOT something that you are expecting will be included in our submittal packet. Is that correct?

**A.** *CORRECT – proposed design concepts and proposed brand action are not to be included in the proposals.*