

Ingham County Request for Proposals
HIV Anti-Stigma Campaign
Packet #145-19

ADDENDUM NO. 1

The following clarifications, modifications and/or revisions to the above project shall be considered a part of the original specifications:

1. In section 10.0 the sixth bullet states that the selected firm will “assume responsibility for advertising costs and placement associated with Year 1 soft launch.” Does that mean that our proposal should include a breakdown of media buying that is included in the \$34,000 award ceiling?

Yes, but ICHD anticipates minimal expenditures on the part of the vendor to cover this short time period.

2. Are focus groups already scheduled? And will they be done prior to August 27 in order to not slow down the quick turnaround for this campaign?

Focus groups have not yet been scheduled and will take place between July 18 and July 31.

3. Are there specific dates set for the two focus groups organized by ICHD and if so, what are they?

Focus groups have not yet been scheduled and will take place between July 18 and July 31.

4. For the presentation for the nearly final creative, are there specific dates for the two community board meetings already set and if so, what are they?

Yes. August 29 and September 4. Both will be at Forest Community Health Center in Lansing.

5. Inquiry Regarding RFP Item 10.0 (bullet 6): Within this passage, ICHD (the Client) requires the chosen Contractor to "Assume responsibility for advertising costs and placement associated with Year 1 soft launch (approximately 2-3 weeks at the end of September)". Given that there are a number of To Be Determined topics and the fact that the costs for the touch points mentioned may be extremely open-ended, we respectfully ask you to consider relieving the chosen contractor of these costs and responsibilities. Typically, these costs and responsibilities are borne by the Client and, as you've stated within the RFP, the Client "will promote campaign through organic/earned methods at this time" as well.

If you are amenable to us creating a separate projected schedule of costs around a hypothetical soft launch campaign, we would be happy to do so. We believe we have the credentials, work experience within the clinical and social HIV space and expertise to take on this challenging work and hope to collaborate with you to make the campaign a success.

There is no budget to for this campaign beyond the \$34,000 until October 1, 2019, at which time there will be a sufficient budget for advertising/printing. The selected vendor may make very minimal expenditures or may creatively suggest no-cost solutions to softly launch the campaign at the end of September.

Please acknowledge your receipt and understanding of the aforementioned Addendum by signing below and returning it with the submittal of your proposal.

Signature

Date

Print Name

Title

Company Name

Phone #/Fax #