



## REQUEST FOR PROPOSALS

### Creative Development and Marketing Services

Solicitation No.: R-18-005-FF

Addendum 1 | September 28, 2018

QUESTIONS AND ANSWERS
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**1. Question: Who is the incumbent contract holder?**

*Response: The DeBerry Group is the incumbent contract holder.*

**2. Question: Will there be an additional budget for video production?**

*Response: No, there will not be an additional budget for video production.*

**3. Question: What does SAWS spend on advertising annually?**

*Response: SAWS directly places \$300k to \$400k in advertising annually. The majority of ads run in print in programs and publications, digital, and social media. A very minor amount may also run on TV or radio. SAWS does not need assistance with ad placement, nor does it plan to create advertising for TV or radio.*

**4. Question: Who handles the SAWS social media platforms currently?**

*Response: SAWS handles its social media.*

**5. Question: Are you looking for assistance with website and social media management or just content creation?**

*Response: The majority of work we are looking for is creative development for the web or events, and some social media placement.*

**6. Question:** Are you interested in advertising on television if we can provide it or are you focused on digital/social media only?

*Response:* No, SAWS is focused on digital/social media.

**7. Question:** In regard to “contractual assistance in conducting consumer research” under Scope of Services, are you looking for a particular company’s data?

*Response:* SAWS is looking for assistance in working with research firms to develop better information on how to respond to our customers’ concerns.

END OF QUESTIONS AND ANSWERS

No other items, dates, or deadlines for this RFP are changed.

END ADDENDUM 1