



August 17, 2017

To: All Potential Bidders

From: Kelly Vu, Contract Specialist

Re: RFI, Q & A, RFP # AM-04-17

The purpose of this RFI (Request for Information) is to transmit “Questions and Answers” regarding the technical components of the RFP Advertising Services. All terms and conditions of the original RFP notice remain unchanged.

Questions and Answers

1. Are we to provide only (1) creative concept for the 2018 theme “People” or is there a minimum or maximum number of concept ideas to provide for the theme?
 - a. If we have (1) concept but there are 2 variations of that same concept, can we provide both or does it have to be just one?

Answer: Presenters may submit up to (3) concepts for the 2018 theme.

2. Are we also to provide the suggestions for the 2020 theme?

Answer: While 2020 concepts are not requested in the RFP, bidders are welcome to submit concept boards.

3. Page 14 states Media will provide services for “year round venue rentals”. Does this mean support of the various events at the OC Fair & Event Center (e.g, gun show, gem show, dog show, etc.)?

Answer: No, this refers to advertising services for rental of the property venues.

4. Page 14 states Media will work with PacAmp. Does this mean placing media already determined by PacAmp client (i.e., pass through) or will the assignment include detailed media planning and buying services?

Answer: The model is to generate ticket sales for PacAmp.

5. Which should be the order of Proposal Content? Cover letter, Relevant Experience, Examples of Creative Work, etc., then forms or is the order Cover Letter, Forms, Relevant Experience, Examples of Creative Work, etc.?

Answer: Refer to Part VII, Mandatory Format and Contents Requirements.

6. Example of Creative Work - can we submit work we've done for OC Fair?

Answer: Yes, agencies may submit past artwork, but not future artwork.

7. Small business and DVBE? What is the incentive and what stage are you awarding those? In Tier 1 or Tier 2?

Answer: Refer to page 6 of 47 for Small Business Preference percentage. DVBE incentive is from 1 percent to 5 percent (if it's less than 1 percent then it is not qualified). Page 16 of 47, number 6 stated:

(Note: Small Business Preference and DVBE incentive will be apply in Tier Two if applicable)

8. P. 19 - samples of work may be presented in 1 portfolio rather than five. Does this mean all elements can be for one client?

Answer: Agency should present diversified client categories.

9. p. 7, sec. N, par. 1 - Any attempt by Contractor to assign, subcontract or transfer all or part of this agreement shall be void and unenforceable without the District's prior written consent; which consent shall not be unreasonably withheld. Any such consent shall not relieve Contractor from full and direct responsibility for all services performed prior to the date of assigning, subcontracting or transferring this agreement. Does this apply to consultants or freelancers that may be hired to work on any part of the campaign throughout the contract lifecycle?

Answer: Yes, applicable to all subcontractors.

10. Part VII: Mandatory Format, p. 18, 4e. Proposals should be bound, method? Spiral, Velo, 3-ring binder, Comb, etc.?

Answer: There is no specific bound method.

11. p. 7, sec. L, par. 1, L. Pre-award Audit, Prior to contract award, the selected Bidder may be required to undergo an audit of their proposed costs and prices. The District will conduct the audit for the purpose of determining whether the Bidder's prices are fair and reasonable. How soon will the bidders be notified of the pre-award audit?

Answer: Before posting Notice of Proposed Award.

12. Part VII: Mandatory Format, p. 18, 4b. Each page is to be numbered at the bottom, starting with the number 1, Does the page number need to start from the Cover page or start after the Table of Contents?

Answer: Cover letter may be included as page number 1.

13. Part V: SOW to be Performed, p. 13, Create and produce OC Fair television ad, How many TV spots per year? And how many different version (:15 and :30)? Is this just for OC Fair or for the entire OC Fair Venues?

Answer: One :30 OC Fair TV Spot and :15 for use in pre-roll.

14. Development of a property rebranding process, page 15, Are you requiring complete rebranding of all brands or just for the OC Fair?

Answer: Rebranding of the OC Fair & Event Center.

15. p. 14 , Winning bidder will work with the Pacific Amphitheatre team to maximize media placement schedule and social media activity, and make recommendations for entertainment. Will selected agency need to develop complete social media content calendar?

Answer: District will work with the winning agency to co-develop the social media calendar.

- 16 p.14, Develop next two phases of the annual OC Fair agricultural theme for 2018 and 2019, According to the RFP, themes have already been established for 2018 (People) and 2019 (Environment). Please provide direction as to what the District is asking for in regards to "developing next two phases".

Answer: A continuation of celebrating Farm Fresh Fun as it relates to People in 2018 and the Environment in 2019.

17. Part II: General Information, p. 3 and p. 21, Please clarify as to which Contract Term is correct.

Answer: The contract term on page 3 is correct, from January 1, 2018 through December 31, 2019, with three (3) one (1) year option.

18. Do you currently have existing contracts for the services covered in this RFP? If so, what firms?

Answer: Yes, our current agency is Sensis.

19. How long has the current firms been under contract?

Answer: 5 years.

20. With your current firms are you happy with the level of services provided? Are there any areas that you feel need improvement?

Answer: This question is irrelevant.

21. Can you provide a copy of the current firm's RFP materials that had been submitted to win the current contract?

Answer: Record can be obtained by submitting Public Record request to cpra@ocfair.com. Please note that Public Record request has its own policy and timeline. We are not responsible for whether the record is released before the bid is due. As clarified at the mandatory pre-bid conference, only the requester will receive the response.

22. Could you provide all the hard costs (printing, photography, video production costs, research and focus groups, etc.) for marketing materials included in your agency's prior years fees and what costs were not included?

Answer: Record can be obtained by submitting Public Record request to cpra@ocfair.com. Please note that Public Record request has its own policy and timeline. We are not

responsible for whether the record is released before the bid is due. As clarified at the mandatory pre-bid conference, only the requester will receive the response.

23. Could you provide copies of the media plans for all of the events that were promoted for last two years?

Answer: Record can be obtained by submitting Public Record request to cpra@ocfair.com. Please note that Public Record request has its own policy and timeline. We are not responsible for whether the record is released before the bid is due. As clarified at the mandatory pre-bid conference, only the requester will receive the response.

24. What types of market research do you conduct and how often? Could you provide the research studies for the last two years?

Answer: Record can be obtained by submitting Public Record request to cpra@ocfair.com. Please note that Public Record request has its own policy and timeline. We are not responsible for whether the record is released before the bid is due. As clarified at the mandatory pre-bid conference, only the requester will receive the response.

25. What types of market research is conducted by F & E and how often? Could you provide the research studies for the last two years?

Answer: Record can be obtained by submitting Public Record request to cpra@ocfair.com. Please note that Public Record request has its own policy and timeline. We are not responsible for whether the record is released before the bid is due. As clarified at the mandatory pre-bid conference, only the requester will receive the response.

-End RFI #1-