

ADDENDUM
Eastern Kentucky PRIDE, Inc.
REQUEST FOR PROPOSAL (POWER-03-2020)
For Advertising Media Partnership
For The Kentucky Wildlands

PROPOSALS DUE: Wednesday, December 30, 2020 by 2:00 PM EST

1. Should this proposal include brand development, or are there existing brand guidelines that should be referenced for advertising creative development?
This does not include brand development. There are existing guidelines for managing the brand.

2. Are there existing photo / video assets that can be used for advertising, or should production of these types of assets be included in the proposal?
Yes. But this proposal should not include creative or production.

3. We have vendor relationships and best practices for ad effectiveness and ROI tracking - would you be looking for a recommendation in this area or do you have existing contacts / relationships in this area?
We would be open to recommendations on measuring ad effectiveness.

4. For 'unearned media', is your expectation that the chosen agency would handle all aspects of organic social media as well, including creative, posting, community management and engagement tracking?
The chosen agency will not be handling organic social media management or posting at this time.

DELETE: Section IV Bullet Point B-does not pertain

In reference to Section III-Project Scope-4. E. This should read A & B and A & C instead of 1 and 2 and 1 and 3.

A word document has also been added.

By signing below, I certify I am an authorized representative of the Organization submitting this bid. I understand the questions and answers above refer only to **POWER-03-2020**. I further certify I have read the terms of solicitation **POWER-03-2020** in its entirety, including this addendum, and agree to all terms and conditions referenced in solicitation.

Signature of Authorized Individual Title

Date

Printed Name of Authorized Individual