

	<p><b>GUILFORD COUNTY SCHOOLS</b></p> <p><b>Request for Proposals ADDENDUM 2</b></p> <p><b>Purchasing Department 501 W. Washington Street Greensboro, NC 27401</b></p>
<p><b>Direct all inquiries to:</b></p>	<p><b>Invitation for Bid: 6534</b></p>
<p>Shayla Parker</p>	<p><b>Bid due date: November 4, 2022</b></p>
<p>parkers3@gcsnc.com</p>	<p><b>Commodity: New School Marketing and Branding</b></p>

### **NOTICE TO BIDDERS**

This document serves as **Addendum2** for RFP 6534 – Request for Proposals for New School Marketing and Branding. Please see questions below in response to questions asked by vendors and the responses that follow:

What is the duration of the project?

Is this a one-year opportunity initially or a multiyear opportunity? **An initial one-year opportunity with an option to extend.**

Are all 6 new school sites needing branding kits to be completed within the project timeline? **We are looking for a district wide broad-use branding kit and individual branding kits for schools as well.**

Have you identified the internal and external stakeholders for the need's assessment? **Yes, GCS currently has an internal team in place, but may need assistance with gathering external stakeholders**

Have you identified how you want to engage internal and external stakeholders? **In-person group meetings would be preferable, but GCS is open to suggestions from the selected agency.**

How many in person engagement meetings are needed during the project? **Bi-monthly meetings would be preferred at the outset.**

Will this be primarily a communications and branding contract or a community engagement contract with branding and marketing to follow with a different selected vendor? **This will be primarily a communications and branding contract.**

Will the vendor manage the contract for the communications and branding partner that is selected to name and brand the six schools in question? Will the vendor select the communications and branding partner, or will the school district make that selection?

**GCS will select the communications and branding partner.**

Do you envision a school district led (with consultant assistance) or consultant led process to engage the community around developing a framework for creating the new school names and branding?

**We envision a consultant led process to engage the community around developing a framework for creating the new school names and branding**

To what extent do you envision virtual versus in-person engagements to develop the branding framework? Determining the level of virtual and in-person engagement will help us determine the level of effort the project will require.

**We prefer the initial meetings to be in-person and can move toward virtual meeting as the project progresses.**

RFP Section, 5.0 Request for Proposal Document Page Number – 7

Question - Can the work for this proposal, in its entirety, be done through digital mediums (i.e. Zoom Meetings)?

**Yes**

Will marketing collateral need to be developed simultaneously or consecutively?

**Simultaneously**

Should the proposal be based per school or a total for all 6 locations?

**A total of all six locations.**

Estimated start date of the project?

**November/December 2022**

Project length?

**At least one year with an option to renew.**

Does Guilford County Schools currently work with an incumbent branding/marketing agency?

**No**

What metrics will you use to determine whether or not this project was a success?

**Evaluation data, survey data, and completion of tasks based on the Communications Run of Show.**

Are the 6 new school sites brand new schools? Or consolidated schools of 2 or more existing school communities?

**Six new school sites.**

If the answer to the previous question is "brand new schools": Do you envision the branding agency being involved in the naming of the schools, or is that process underway?

No, the branding agency will not be involved in naming schools, that is a function of the school board and community.

What is the anticipated start time (beginning with the needs assessment phase) for the 1st of the 6 new school branding processes?

November/ December 2022

The RFP indicates the offer validity term but does not expressly state when bidders will be notified of selection. When will bidders be notified?

November

What is Guildford County School's anticipated contract term for this project?

One year with an option to renew.

Is there a page limit to the RFP response?

No

When can responses to submitted questions be expected? When will the addendum be posted?

October 21, 2022

Should responses return page 7 exactly as it is shown in the RFP, or can it be formatted to visually align with respondents' submissions?

It can be formatted to visually align with respondent's submissions.

Should the proposal price for the branding kits represent the total cost of 6 kits, or cost per kit?

Total cost of 6 kits

How does Guildford County Schools plan to use the training materials that will be included in each branding kit?

For principal and communication training for district and school level marketing.

What is meant by the "marketing and branding partner selection process"? Are bidders expected to engage additional marketing and branding partners?

No

What is the duration of the project? Is this a one-year opportunity initially or a multiyear opportunity?

An initial one-year opportunity with an option to extend.

Are all 6 new school sites needing branding kits to be completed within the project timeline?

Yes

Have you identified the internal and external stakeholders for the need's assessment?

Yes, GCS currently has an internal team in place, but may need assistance with gathering external stakeholders

Have you identified how you want to engage internal and external stakeholders?

In-person group meetings would be preferable, but GCS is open to suggestions from the selected agency.

How many in person engagement meetings are needed during the project?

Bi-monthly meetings would be preferred at the outset.

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