

**REQUEST FOR PROPOSALS #2023-056
Marketing & Digital Campaign Solution
RESPONSE ADDENDUM #1
December 27, 2022**

PROCESS QUESTIONS

1. **ANSWER TO ADDRESS THE QUESTIONS LISTED BELOW:** Public entities, private for-profit companies, and non-profit companies and institutions are invited to submit a response. There is no requirement that the company be based in Maine.
 - a. **Whether companies from Outside USA can apply for this? (like, from India or Canada)**
 - b. **Is it required for the company to be based in Maine?**
 - c. **Is there a preference for in-state bidders?**
 - d. **Would you consider out-of-state applicants?**
2. **ANSWER TO ADDRESS THE QUESTIONS LISTED BELOW:** Refer to RFP Section 4.0 Master Agreement, Rider A, Business and Performance Reviews
 - a. **Whether we need to come over there for meetings?**
 - b. **Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)**
 - c. **Is there any requirement for the vendor to be on site?**
 - d. **What is the place of performance / location? Can work be done remotely?**
3. **ANSWER TO ADDRESS THE QUESTIONS LISTED BELOW:** Refer to RFP Section 1.3.8.
 - a. **Can we submit the proposals via email?**
 - b. **Can responses be submitted via email?**
4. **Can UMaine share who will be on the evaluation committee for this RFP?**

ANSWER: The evaluation team cannot be disclosed at this stage of the RFP.
5. **Who from UMaine will be involved in the implementation and ongoing system administration, and what kinds of skills do they have?**

ANSWER: We have an internal IT team. We expect their involvement to be identified in Appendix H.
6. **ANSWER TO ADDRESS THE QUESTIONS LISTED BELOW:** RFP related documents are available at the website link provided in RFP Section 1.2.2
 - a. **Can UMaine please share the following documents:**
 - i. **Master Agreement (RFP file 05 - 2023-056-RFP-IT-Master Agreement.)**
 - ii. **Appendix I and J**
 - b. **Can you please provide a link to RFP file 05 - 2023-056-RFP-IT-Master Agreement referenced in the Submission Form Package?**
7. **The Cost Template indicates “costs for 7 years” and the RFP notes that prices should remain firm for the entire term of the agreement. Is the expectation that prices remain firm for 7 years?**

ANSWER: We are seeking pricing for the first 5 years and two renewal years.
8. **Section 3.1.3 titled “Brief Response” references a “Responses to Questions/Appendix F” section of the document. Is there a page limit you would like respondents to stay within?**

ANSWER: Please be reasonable in the submission response.
9. **We are extremely cautious in sharing information that contains our security safe measures for data. Would UMaine accept this information (such as our HECVAT) via a secured box link? If not, is UMaine willing to sign an NDA prior to the RFP submission deadline so that we may provide this information in a protected manner?**

ANSWER: Yes, we can secure the documents in a secured box link. We cannot sign an NDA with a vendor until they respond. Please provide the NDA as part of the response and we will review the language post submission. Once agreed you will have one business day to provide the remaining components of the submission.
10. **Will the award be based on the lowest cost bidder?**

ANSWER: Refer to RFP Section 2.1 Evaluation Criteria.

11. **How many vendors will be awarded?**

ANSWER: Refer to RFP Section 2.2 Award.

12. **Is there a pre-proposal conference and if so, is it mandatory?**

ANSWER: There is no pre-proposal conference.

13. **Geographically, is there a campus that experienced the most decline in yield?**

ANSWER: This RFP is for University of Maine at Orono. Additional campuses may exercise the option of using any resulting agreement, however there is no requirement to do so.

INCUMBENT QUESTIONS

14. **ANSWER TO ADDRESS THE QUESTIONS LISTED BELOW:** The University of Maine is seeking a provider to deliver the full requirements listed in RFP Section 1.1.3. Various incumbents have provided various aspects of the requirements but not as proposed.

- a. **Is there an incumbent for this project?**
- b. **Who is the incumbent agency if there is one?**
- c. **Is there an incumbent agency?**
- d. **Is there a pre-existing relationship with a marketing or PR firm or ad agency? If so, who? And how long have they been in place?**

15. **Do you have any successes or shortcomings from previous agency partners that you would be willing to share?**

ANSWER: We decline to answer this question. The scope of services required is detailed in RFP Section 1.1.3.

16. **If there is an agency who you have worked with for last year, how satisfied were you with their results?**

ANSWER: We decline to answer this question. The scope of services required is detailed in RFP Section 1.1.3.

BUDGET QUESTIONS

17. **Will production, print, and ad spend be included in the budget?**

ANSWER: Yes. It is not in the best interest of the University to disclose the budget.

18. **ANSWER TO ADDRESS THE QUESTIONS LISTED BELOW:** It is not in the best interest of the University to disclose the budget.

- a. **Is there a price above which proposals would not be accepted?**
- b. **Has UMaine established a budget for this project? If so, is it possible to share?**
- c. **What is the expected budget for this project?**
- d. **What is the budget for this requested scope?**
- e. **What is the budget allotted for Year 1?**
- f. **Does UMaine have budget allocated for this initiative, and if so, are you able to share it?**
- g. **What is the comprehensive budget for this turnkey yield (accept to matriculate) initiative?**