

Marketing Services RFP – Questions Received

Last Updated: September 20, 2023

1. We are working on finishing it up, but we have a question regarding the budget. Does the budget in the RFQ include distribution or will that be a budget separate from this?
 - a. The budget includes distribution. We typically had it split out as \$30,000 for agency fees, and then \$80,000 for media buys, but wanted to see if that's the best use of funds moving forward.
2. Do the hard copies need to be in hand on 9/29? Or just sent your way by 9/29?
 - a. The hard copies are due in-hand by 9/29, along with the electronic copies.
3. Would the kick-off be in-person? Or Zoom? Or TBD.
 - a. Kick-off meeting is TBD, depending on what firm gets selected and what works best for all parties. Either virtual or in-person.
4. Regarding Attachment 2 – are those items TUL would need produced under this contract or is that a list of preexisting airport assets? I saw the text about creative examples not being required for the proposal, but I just wanted to check.
 - a. This is a preexisting list of airport assets. They can either all be used, or none of them. Just depends on what the agency decides!
5. May I ask which agencies have won the past 5 RFPs? Will you be considering any of these incumbent agencies again this year?
 - a. The past five RFPs have been awarded to TPC Studios, Littlefield Agency, and Resolute PR. We will be considering all agencies that apply.