

Task Order – Clean Power Alliance Brand Campaign

Questions & Responses

#	Question	Response
1	Is there a budget ballpark for the 4 tasks presented in the Scope of Work?	CPA expects that Proposers will identify the approach necessary to complete the Services in their Proposals. The Proposal should inform the level of effort necessary to complete each Deliverable. CPA expects that the price to perform the work to be commensurate with the level of effort necessary to complete each Deliverable.
2	Has a “not to exceed” budget been determined?	Please see the response to Question 1.
3	Do the 4 tasks in the Scope of Work end their execution in May 2023?	Please see Section V (Project Schedule and Coordination) of the Task Order for the anticipated project schedule. Note that these dates are subject to change and are intended to be used as a guide only.
4	Can you provide the anticipated Task Order project period for budgeting purposes? 7-mos (March 27-October 31)? 1 year?	Please see the response to Question 3.
5	It was noted in the Task Order that multiple companies may be awarded – with that in mind, we would like to respond only to task areas we have expertise in and not respond to areas we do not, for example, we do not wish to respond to the handling of the five-year anniversary kick-off event or the 10x10 booth experience development tasks. Can you confirm this is acceptable?	Section VII (Budget) Subsection A of the Task Order specifies that Proposals should include costs broken out by task grouping. Proposals should indicate the budget for each task they expect to complete.
6	Can you confirm that CPA will handle the webpage backend development once final assets are provided?	Section IV (Task List) Subsection A.1.b.1 of the Task Order specifies development of “One (1) fifth-anniversary landing page design to host digital video (video should not be part of landing page cost) and an interactive infographic highlighting CPA’s collective accomplishment experience.” Section VII (Budget) Subsection A (Costs) requires that Proposals include costs broken

		out separately by task grouping. Proposals should specify all included costs.
7	In regard to Task 1, point B, 1. part - The mentioned landing page's development will be part of the SOW?	Please see the response to Question 6.
8	Based on the timing presented in the RFP is it correct that there is a total of 3 business weeks to complete the Branding and Engagement Campaign?	Section V (project Schedule and Coordination) of the Task Order provides an anticipated start date for the branding and engagement campaign roll-out. These dates are subject to change and are intended to be used as a guide only, and do not include anticipated completion dates.
9	How many stakeholders will be part of the approval process?	CPA reserves the right to make that determination at its discretion.
10	Is there a preferred or expected amount of revision rounds for the deliverables?	Proposals should specify the amount of revision rounds included in the costs section of their Proposals.
11	Are existing comprehensive Brand Guidelines and Digital Toolkit Guidelines available to the selected agency?	Yes.
12	Would the agency be expected to produce a photo shoot of new assets to be used in the engagement campaign? If not, are there photography assets from previous shoots?	Section VII (Budget) Subsection A of the Task Order specifies that Proposals should include costs broken out by task grouping. Proposals should indicate the budget for each task they expect to complete.
13	Is there an approved 5th Anniversary Logo Design?	Section IV (Task List) Task 1 of the Task Order specifies the creative development of CPA's awareness and anniversary campaign.
14	Is there a larger marketing/comms strategy in place that can be used to develop the campaign?	Section V (Project Schedule and Coordination) of the Task Order specifies that "Each task listed in Section IV, above, will be undertaken in close coordination with CPA's project team. The consultant will discuss initial findings or approaches for each task with CPA's project team before developing final work products in order to avoid rework. CPA's project team will provide timely feedback and input in developing the work product."
15	Is there an existing animation style to be followed for the animated video in the guidelines?	Please see the response to Question 14.
16	Will consumer insights be provided by the client brand team?	Yes.

17	Is it possible to subcontract any portion of the project to an agency partner with specific skill sets: specifically, video production and media buying?	Please see Sections VII (Budget) and VIII (Proposal Requirements) for requirements regarding subcontractors.
18	Which team manages the digital campaign(s)?	CPA reserves the right to make that determination at its discretion.
19	Is there a predetermined media budget?	CPA reserves the right to make that determination at its discretion.