

YES Prep RFP 2021-01 Consulting & Comprehensive Marketing Services

Questions & Responses (3/9/2020)

- What is your yearly budget for marketing?

Student Recruitment \$500k (billboard, radio commercials, direct mail, email campaigns, tv commercial, calling campaigns, social media, google ad, give aways, recruitment, events, yard sign etc.). Communications and Marketing team has about \$100k reserved for general marketing.

- What is your yearly budget for public relations?

Public relations and Media monitoring \$50k/year

- Will there be an opportunity to present/answer questions in a live or virtual format before YES Prep selects its preferred vendor

No

- Can you confirm this RFP is to bid to become one of Yes Prep's vendors for marketing and communications services? Projects and scope will be determined as needs arise. Is this correct?

Yes

- Is there an incumbent marketing and communications agency/agencies currently engaged to support Yes Prep? If so, could you please list them?

For marketing; No.; For Public/Media Relations: Yes.

- Do you have a strategic communications plan that the hired agency/agencies would be expected to execute? If so, could you share the plan?

We only have a media relations comms plan that we execute with the PR vendor.

- How would the selected agency/agencies work with YES Prep? Would there be a team/manager assigned to managing agency relationships and deliverables, or would the agency/agencies be treated more as a district vendor, available to any department that needs communications support?

The selected vendor will work directly with the Communications and Marketing team.

- For the Pricing Sheet, is the second column "dollar" cost a our current bill rate with the % column being what % we will discount off column 2? Can the discount be based on volume ordered?

For additional services not listed in the pricing sheet please submit your general price list and the discount you propose in a separate sheet as an attachment to the RFP.

- How can we submit our proposal for a comprehensive marketing plan, assessment, and a comprehensive market research analysis?

In addition to the services / hourly cost listed in the Proposal Pricing Sheet you can also submit a total cost for a comprehensive marketing plan and market research analysis

- Per page 16 of the RFP "Check List", #9 mentions the "conflict of interest questionnaire" and #13 mentions "Certificate of Interested Parties." are missing,

Responses w/ out these forms will not be disqualified. These forms will be collected later in evaluation process if needed.