



## RFQ 22-002 Question and Answers:

- 1). Does the \$80,000 annual budget include all media buys (i.e., purchase of traditional media (billboards, posters, radio); digital media ads, social media ad campaigns and boosted posts? Is there additional money to cover event costs needed to produce a 10<sup>th</sup> Anniversary Event – catering, photographer, rentals, etc.)? Is there additional money to cover production of printed materials - banners, postcards/palm cards, brochures?

**BBHC's Response:** Currently \$80,000 is the budget allocated for the Communications and Outreach contract. Any additional funds needed for the 10<sup>th</sup> year anniversary would need approval from our Board of Directors.

- 2). For the itemized budget, do you want the allocations to be labeled as Public Relations Services/Outreach, Creative Design, Social Media Management, Media Buys, etc.?

**BBHC's Response:** Yes, we would like the allocations to be labeled.

- 3). Is the successful firm responsible for administration of payments for all media buys and other outside vendors?

**BBHC's Response:** Yes, the selected firm will be responsible for the administration of payments for all media buys and other outside vendors.

- 4). What do you foresee needing in terms of Print Production annually? Is there a new Brochure or other collateral materials that will need to be designed and produced? If so, how many copies?

**BBHC's Response:** There may be some brochures and other collateral materials that need to be developed for some of our programs and initiatives. Less than 500 copies will be printed, annually. BBHC will allocate additional funds for printed copies.

- 5). Does there need to be tabs for each section of the application since this will be sent electronically?

**BBHC's Response:** The application should have a Table of Contents clearly identifying each section.

- 6). Who should the cover letter be addressed to?

**BBHC's Response:** The cover letter should be addressed to Kerline Robinson.



7). Do you need relevant references or client references?

**BBHC's Response:** The relevant references are references from organizations similar to our organization for whom you've done work. The client references can be the same.

8). Is the \$80,000 for 13 months?

**BBHC's Response:** Yes, the \$80,000 is for 13 months. For each year thereafter, the \$80,000 will be for 12 months.

9). For media buys, will there be a separate budget?

**BBHC's Response:** No, the media buys are part of the \$80,000 budget.

10). Are you expecting media buys? Some media buys are \$70,000 - \$80,000?

**BBHC's Response:** Yes, we are expecting media buys.

11). Does the \$80,000 include the planning of the 10<sup>th</sup> year anniversary?

**BBHC's Response:** Yes, the \$80,000 includes the planning of the 10<sup>th</sup> year anniversary.

12). What is the date of BBHC's anniversary and are there any plans underway yet?

**BBHC's Response:** BBHC's anniversary is in November 2022. No, there aren't any preliminary plans.

13). Does BBHC have a current relationship with Broward County Public Schools?

**BBHC's Response:** Yes, we have contracts with Broward County Public Schools.

14). What community events does BBHC currently sponsor or host?

**BBHC's Response:** BBHC has sponsored the following events:

- United Way of Broward County's Prevention Summit
- United Way's Behavioral Health Conference
- Walk in My Shoes Event
- Behavioral Health Event in May with One Community Partnership 3 (OCP3)
- The Recovery Month Event in September