



PROCUREMENT SERVICES

ADDENDUM TO CONTRACT DOCUMENTS

ADDENDUM NO.: 3

SOLICITATION NAME: ITN No. N237438JA – Marketing Services

DATE OF ISSUE: February 28, 2023

The following information shall be included in the ITB documents and is hereby made part of the contract documents in the form of clarification, addition, deletion or revision to the contract specifications.

Proposers' questions/issues and District answers. (District answers are italicized.):

- Q1. Do we need to be present for this? Thanks!
March 15, 2023 Evaluation Committee Meeting
Review and Scoring of Written Proposals
10:00 AM local time
2855 Colonial Blvd.
Fort Myers, Florida 33966-1012
- A1. *This is not a required meeting for Proposers.***
- Q2. Could you let us know what the budget is for agency services and media buys?
- A2. *Approximately \$250,000.00.***
- Q3. Could you let us know what the length of the engagement/contract is to be?
- A3. *This information can be found in the Specifications, Item 5 – Contract Term.***
- Q4. Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?
- A4. *Our services on occasion require marketing staff to provide in-person services. We are open to an out-of-area company that can accommodate in-person support at their own cost.***

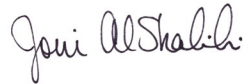
(continued)

Q5. We understand that we are to provide our rates to yourself as part of our submission, is this correct or would you rather prefer retainer or blended rates?

A5. *If possible, a monthly retainer with cost of services would be great.*

There are no other changes at this time. Please acknowledge this addendum via Fillable Forms, Attachment B - Addenda Acknowledgement Form, in your submittal.

Thank you for your interest in The School District of Lee County.



Joni Al-Shabibi
Procurement Agent