



REQUEST FOR PROPOSAL

Graphic Design Services
RFP # 2011-007-540

ADDENDUM A

April 26, 2011

1. PURPOSE

The purpose of this addendum is to include additional information that would prove beneficial to assist candidates in preparing their proposals. The addendum offers answers to questions raised since the RFP was issued.

2. REVISIONS

Replace the following sentence located in Section 7B on page 11:

"The proposal response is limited to no more than **36 single sided pages (or 18 double sided pages)**, not including a cover letter, tab separators, the Offeror's response to Appendix A, or any forms required by Loudoun Water."

with

"The proposal response is limited to no more than **36 single sided pages (or 18 double sided pages)**, not including a cover letter, tab separators, or any forms required by Loudoun Water."

3. RESPONSES TO QUESTIONS

Q. When producing photography for Loudoun Water (LW) and the photography copyright remains with photographer, will a fair reuse fee be acceptable as alternate terms to "photographs produced shall become property of Loudoun Water" as stated in item 6-B of the Contract Conditions? Will we be able to add this clause to the RPF without penalty?

A. Refer to Section 6B Ownership of Designs. Also, refer to Section 7B6 Rates; specify all rates in your response under the "Rates" section of your response.

Q. Ownership of portraits of individual persons will be granted to Loudoun Water and electronic files will be provided, it is our standard and ongoing agreement with Loudoun Water that our firm owns photography rights and charges Loudoun Water a very reasonable fair re-use fee for photography. Will continuing these terms be acceptable moving forward under the RFP without penalty?

A. Refer To Section 6B Ownership of Designs. Also, refer to Section 7B6 Rates; specify all rates in your response under the "Rates" section of your response.

Q. Stock photography purchased under license from outside agencies as royalty free or rights managed prohibits purchasing agents from transferring ownership of purchased photography. Will we be able to add this clause to the RPF without penalty?

A. Refer To Section 6B Ownership of Designs. Also, refer to Section 7B6 Rates; specify all rates in your response under the "Rates" section of your response.

- Q. Will letters in printed email form be acceptable to LW, or will you require letters on referrers' letterhead?
- A. Refer to Section 7B3 Experience. Yes, Loudoun Water will accept printed emails as letters of recommendation providing all of the required information is included in said email.
- Q. Will including more than 3 portfolio samples be accepted without penalty?
- A. Refer to 7B, No other material may be attached. Also, refer to Section 7B5 Portfolio/Samples, Loudoun Water requests three (3) samples.
- Q. Will we be able to get samples back at our own cost, as some samples are in short supply?
- A. Refer to Section 7B5 Portfolio/Samples, no samples will be returned.
- Q. Will our insurance company provider, policy holder information and Policy# with coverage limits typed in proposal be sufficient. Or will Loudoun Water require copies of policy as addendum?
- A. Refer to Section 6K4, Coverage Provisions. Proof of coverage must be submitted fifteen (15) days prior to the commencement of work.
- Q. Will lack of adequate business insurance coverage disqualify candidates from award?
- A. Refer to Section 6K4 Coverage Provisions. Yes.
- Q. Do you have any demographic or psychographic research about your customers and their perception of Loudoun Water? If so, could you please post that online for Offeror's to view?
- A. Here's the demographic link for Loudoun County:
<http://biz.loudoun.gov/LinkClick.aspx?fileticket=HUvKn71FgWc%3d&tabid=79> .
- Q. Do you have high-resolution artwork of your Loudoun Water logo that you could email to me or post online?
- A. Yes, Loudoun Water has high-resolution artwork; however, the artwork will be made available to the successful vendor after a contract has been awarded.
- Q. What is your annual media budget?
- A. Loudoun Water has budgeted \$35,000 for public relation materials; however, these funds are not allocated solely for graphic design products.
- Q. You mention packaging in Section 1B of your Request for RFPs. What kind of packaging would you need a graphic design company to develop on your behalf?
- A. There may be a need to create media packets or event packets.

Q. Do you intend to continue using your "Water You Thinking" campaign for the foreseeable future or are you looking to change this campaign?

A. Loudoun Water will continue to use the "Water You Thinking" campaign. The "Water You Thinking" has been trademarked.

Q. Do you accept invoices via email?

A. Yes.

ACKNOWLEDGEMENT OF ADDENDUM A

The undersigned acknowledges that Addendum A for RFP No # , RFP Title, has been received by the undersigned and will be incorporated in all copies of said specifications in the possession of the undersigned.

It is understood that all proposal submitted in response to this project will be presumed to be based upon full knowledge of the contents of Addendum A.

Firm Name: _____

Authorized Signature: _____ Date: _____

Name and Title (Typed): _____

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