

Questions and answers for
RFP 21-418-1003-00006-00 Strategic Marketing & Cooperative Program
Administration
(Answers in bold)

1. *Is the anticipated contract start date April 1, 2021? If not, what is the anticipated contract start date?*

Please refer to Sec. II.B.12. Award date will be dependent on several factors of the procurement and program needs.

2. *With regard to the following statement under C. GENERAL REQUIREMENTS 3. Prime Contractor Responsibility, please confirm that this includes all payments for cooperative advertising media buys. "The state agency entering into a contractual agreement with a vendor will make payments to only the prime contractor."*

The process for payment to direct media outlets by either the awarded contractor or the agency is open for negotiation. Typically, NMTD will prefer to pay for this type of service as a reimbursement to the contractor.

3. *Under B. TECHNICAL SPECIFICATIONS, 1. Organizational Experience, are the following references to "public relations services" (as underlined below) in error?*

"The narrative must thoroughly describe how the Offeror has supplied expertise for similar contracts and must include the extent of their experience, expertise and knowledge as a provider of public relations services."

All public relations services provided to private sector will also be considered."

This statement was made in error. On February 12, 2021 NMTD will send the answers to these questions to the distribution list and follow with an amendment to the RFP 21-418-1003-00006-00. This will reflect the replacement of "public relations services" to "Strategic Marketing & Cooperative Program Administration services".

4. *Whether companies from Outside USA can apply for this?
(like from India or Canada)*

Please refer to Sec. IV.B.5

5. *Whether we need to come over there for meetings?*

It is the expectation of NMTD that most meetings will take place via virtual platform until we are clear of our current pandemic based on established and mandated restrictions. However once pandemic restrictions are lifted, occasional in-person meetings may be required.

6. *Can we perform the tasks (related to RFP) outside USA?
(like, from India or Canada)*

Please refer to Sec. IV.B.5

7. *Can we submit the proposals via email?*

Please refer to Sec. I.D.2 and Sec. II.B.6

8. *On the Campaign Contribution Disclosure Form it says that, "The state agency or local public body that procures the services or items of tangible personal property shall indicate on the form the name or names of every applicable public official, if any, for which disclosure is required by a prospective contractor."*

Could I get the list of applicable public officials?

Please refer to Appendix B.