



City of New London

Department of Finance-Purchasing Agent
13 Masonic Street • New London, CT 06320 • Phone (860) 447-5215 • Fax (860) 447-5297

Request for Proposals

ADDENDUM 1

Proposal No.: 2021-06

Addendum No.: 1

Date Issued: November 9, 2020

Social Media Services

Opening Date and Time: November 16, 2020 at 2:00PM

Bidders Notes: This addendum is issued to provide all potential bidders with answers to questions submitted.

All other terms and conditions remain the same.

This Addendum cover page must be signed and returned with your bid.

Authorized Signature of Bidder

Company Name

Return Bid To:

Julie Chapman
City of New London
13 Masonic Street
New London, CT 06320

Bids cannot be accepted after the Bid Opening Date and Time indicated above

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Question 1: It seems [this](#) is the official New London Facebook Page, is that correct?

Answer 1: It's going to be DevelopNewLondon and the use of New London's Facebook page will be more for tourism. It is not currently in use.

Question 2: What is the Instagram account run by the city?

Answer 2: New London is the account but has not been active for over a year. Those will be deactivated with new vendor.

Question 3: Is [this](#) the main website the city's social media efforts would be working in tandem with?

Answer 3: There will be an effort to weave the city's main page (NewlondonCT.org), DevelopNewLondon.com and a new tourism page together.

Question 4: In the pricing and costs section, you mentioned a max of 10k over a 10-month period. Is that for the social media agencies retainer or is that for additional charges?

Answer 4: The total contract value will not exceed 10k

Question 5: Would we be running your paid media on social or do Quinn and Harry handle that?

Answer 5: Yes

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Question 6: Do you have a social media ad budget in mind or are you looking for a recommendation?

Answer 6: There is a separate budget for that, managed by Q/H

Question 7: Have you ever run ads in the past?

Answer 7: Yes

Question 8: In this proposal are you looking for pricing on content creation in regards to photography and video content to promote the city or is that handled by another agency?

Answer 8: Video content will be separate contract

Question 9: A question regarding Number 11 discussing Guaranty or Surety. The clause notes "...Bid bonds, performance bonds, and labor and material bonds will be required as specified below...." My question, will a Guaranty or Surety bond be required for this bid proposal?

Answer 9: No bonds will not be required for this project.

Question 10: It looks as though the opening date and closing date of the proposal are the 16th, so I'm assuming we need to submit on that day?

Answer 10: Correct, by or before November 16, 2020 at 2:00PM

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Question 11: Budget is \$10,000 for the 10-month period - does this include anything set aside for boosting posts and any potential influencer marketing?

Answer 11: that cost is in a separate budget that will be managed by Quinn & Hary. They will work with vendor on the 'what' and 'how much' content/posts will be financially boosted.

Question 12: Will this be for the City of New London social media pages or the Develop New London social media pages, or both?

Answer 12: The City has established Facebook, Twitter and Instagram pages. The vendor would be given admin rights to help manage those networks and share/create content.