

RFP NPGAP2024.1 ADDENDUM 1

QUESTIONS AND ANSWERS

03/27/2024

TO ALL BIDDERS

FROM DAVID GEIER, BUYER

NEBRASKA COMMISSION ON PROBLEM GAMBLING

Following are the questions submitted in compliance with RFP Section I.D., page 3, and the agency's answers. All of these questions and answers are part of the Request for Proposal. Bidders should read all of them. It is the bidder's responsibility to check the State Purchasing Bureau website for addenda and amendments to the RFP.

1. RFP Section: I.Q., page 5

QUESTION: Will NE consider SDVOSH or 8a status for non-resident businesses in its evaluation of proposals?

ANSWER: Nebraska statute section 73-107 provides for preferences for resident disabled veterans and businesses designated under the Enterprise Zone Act. The Nebraska Commission on Problem Gambling has no connection to any federal program, nor any federal funding; SBA 8(a) certification does not apply to the Nebraska Gamblers Assistance Program.

2. RFP Section V.A., page 27

QUESTION: Are there multiple smaller campaigns within the overall year, or is this one long continuous campaign for the whole year?

ANSWER: The Commission anticipates a single contract with the awarded bidder that will provide a coordinated campaign throughout the fiscal year. The campaign may include different elements responding to the changing gambling and addiction services landscape based on the agreed strategic plan.

3. RFP Section V.A., page 27

QUESTION: Is the \$400,000-\$500,000 budget a total budget (including media buys and fees) or just the media buy budget?

ANSWER: The actual budget when adopted by the Commission and incorporated into the contract with the awarded bidder will include all elements of the campaign from creative through execution and media placement.

4. RFP Section V.C.3, pages 28-29

QUESTION: Will the media buys be contained to the borders of Nebraska only, or will they include bordering state areas from which research shows gamblers come?

ANSWER: Depending on the terms of the agreed strategic plan, media buys may include placements directed to audiences in abutting states.

5. RFP Section V.C.3-4, pages 28-29

QUESTION: Will the State of Nebraska accept invoicing from the contractor for media buys once the campaign plans have been approved by NPGAP leadership?

ANSWER: As provided in part IV, monthly invoices will be paid as required by the Nebraska Prompt Payment Act. Invoices are expected to cover all services and expenses for which payment is requested, including media buys as provided by the contract with the awarded bidder and the agreed strategic plan.

6. RFP Section V.C-D, pages 27-29

QUESTION: The scope of work says website hosting is required; where is the site currently hosted and would that need to change? Regarding website hosting, would that just mean managing where it is currently being hosted and supporting needs associated with hosting (down detection, update SSL, etc?)

ANSWER: The Program's website is currently hosted by ARCK Interactive of Portland, Oregon through agreement with the Program's current contractor. Any changes to the hosting agreement would be based on the terms of the contract with the awarded bidder and the agreed strategic marketing plan.

7. RFP Section V.C.3., pages 28-29

QUESTION: What percentage of the budget has traditionally been allocated to media buying vs. creative/agency services?

ANSWER: Allocation between these two elements has not been based on a fixed percentage of the overall budget. For example, in fiscal year 2021-22 the total contract amount for this activity was 452,418; the total included 296,000 for digital media buys. In fiscal year 2022-23 the total contract amount was 367,360; the total included 318,000 for digital media buys. In fiscal year 2023-24 the total contract amount was 625,200; the total included 342,000 for digital media, 100,000 for Husker Athletics partnership and 34,000 for tv ads on Big Ten network football broadcasts.

8. RFP Sections V.C., page 27, and V.C.1.c., page 28 and V.D.4., page 30

QUESTION: Regarding "website design" as part of the Scope of Work; is a new website required as part of this RFP? If not, what kind of website design or development requests will be required?

ANSWER: A new website is not necessarily required. Bidders should consider website design concepts that can be expected to optimize website functionality and promote the Commission's goal of educating the public about addiction to gambling and the services that the Program offers.

9. RFP Section V.C. page 27

QUESTION: Regarding "broadcast content development," does that refer to video ads that can play on broadcast or longer-form content for sponsored broadcast segments?

ANSWER: Depending on the contract with the awarded bidder and the agreed marketing plan and budget, broadcast content may include radio scripts, radio ads, television scripts and television ads.

10. RFP Section V.C.1.b., 2.h., page 28

QUESTION: Are there previous brand elements or materials that need to be redone or continued?

ANSWER: Depending on the contract with the awarded bidder and the agreed marketing plan and budget, new or revised brand elements may be developed.

11. RFP Section V.C.1.c., page 28

QUESTION: Is the agency expected to make substantial changes on the website or does it hand off assets that are then posted by the State?

ANSWER: Whether substantial changes to the website will be expected depends on the terms of the contract with the awarded bidder and the agreed marketing plan and budget. Website content management is currently performed by the contractor in collaboration with NPGAP.

12. RFP Section V.C.1.c., page 28

QUESTION: Would the agency have access to the problemgambling.nebraska.gov website to make edits?

ANSWER: Yes.

13. RFP Section V.E., page 30

QUESTION: Regarding “The bidder is financially responsible for all costs associated with software security, updates or renewals to website platforms.”—does that include the costs for any renewals or costs on the problemgambling.nebraska.gov website? If so, what are those recurring costs currently?

ANSWER: NPGAP pays the current contractor \$50 per month for website hosting that is sub-contracted to ARCK Interactive. Content creation, revisions and edits performed by the contractor at NPGAP request is paid based on contract terms. Bidders should explain their expectations regarding payment for software associated with website creation, maintenance and content management, including distinctions between usual and ordinary cost of doing business and extraordinary cost associated with performance of the contract.

14. RFP Section VI.A.h., page 32

QUESTION: Regarding providing a summary matrix, that is separate from the three narrative project descriptions, correct? If separate, is there a format this matrix should be in or is that up to the bidder?

ANSWER: Bidders should develop their own format that responds to all of the elements in subsection h, summarizing the bidder’s corporate experience.

15. RFP Section VI.A.1.j., page 33

QUESTION: There could be video production that is subcontracted if higher end CGO or additional crew are needed. However, we would not know who those subcontractors would be until completing a competitive bid review. Additionally, we would not know if a subcontractor would be needed until a creative concept is chosen that may necessitate a subcontractor. How should that be handled for this portion? Is it just that if regular, ongoing work is subcontracted out that could be noted?

ANSWER: The RFP requires that subcontracted work that the bidder expects to utilize at the outset of the contract term should be described in the response to this subsection. The awarded bidder will be expected to provide the information specified in this subsection about subcontract work utilized later during the contract term.

16. RFP Section V.A., page 27; Attachment A Cost Proposal

QUESTION: The budget for the campaign in Year 1 is \$400,000-\$500,000. That would be inclusive of media, correct?

ANSWER: The range of the proposed budget referred to in the RFP would include media buys plus agency services.

17. RFP Section V.C.1., pages 27-28; Attachment A Cost Proposal

QUESTION: Regarding Media Planning, line item 1. Strategic Planning & Market Research – Development of Strategic Marketing Plan, is there one annual plan that is developed or are there other sub-campaigns or topical/timely campaigns that arise during the year?

ANSWER: Bidders should propose a unit cost for this item that will apply for the initial term of the contract. During the term of the contract the State may request change orders in response to NPGAP program needs, as provided in Section II, subsections H and I (pages 10-11).

18. RFP Attachment A Cost Proposal

QUESTION: If the budget is inclusive of media, then the cost proposal should be well under that budget to accommodate the future media buy, correct?

ANSWER: Yes.

19. RFP Attachment A Cost Proposal

QUESTION: There is no place for a media buying budget in the cost proposal. To confirm, we should not propose any media budget as part of this breakout?

ANSWER: A media buying budget is not required in the response to this RFP but it may be suggested. This item will be included in the contract with the awarded bidder, based on the terms of the agreed strategic marketing plan and the final budget approved by the Commission on Problem Gambling.

20. RFP Attachment A Cost Proposal

QUESTION: Regarding line item 3. Account Services and Management – should we communicate if it is a lump sum or if it is a monthly fee?

ANSWER: Either basis is acceptable.

21. RFP General NPGAP background

QUESTION: Is the Commission on Problem Gambling a Covered Entity or Business Associate under HIPAA?

ANSWER: The Commission on Problem Gambling is not a government-funded health plan as that concept is defined by CMS; does not provide direct service to individuals; does not collect or receive any medical or health records of any individual; and does not fit standard definitions of a Covered Entity under HIPAA. The Commission does have a Business Associate contract with Zoom Video Communications that provides confidential security for telehealth services supplied by contracted counselors.

22. RFP General NPGAP background

QUESTION: We see ourselves as an extension of our client’s marketing departments; what types of intangibles do you look for in an agency partnership?

ANSWER: Mutual respect for expertise; flexibility; curiosity; energy and enthusiasm; professionalism – the characteristics of a successful partnership.

23. RFP General NPGAP background

QUESTION: What is the largest challenge you are facing today regarding your marketing efforts?

ANSWER: Gaining broader public recognition that addiction to gambling is a disorder that can affect anybody, and that NPGAP provides a free service to help Nebraskans with this disorder.

24. RFP General NPGAP background

QUESTION: What do you see as the most successful/least successful initiatives in your current creative and marketing plan?

ANSWER: As is true of other public health entities that serve people with addictions, it is difficult to verify success, either in the delivery of care or increasing awareness of the services we offer. Our goal has been to disseminate memorable messages to the broadest audience that our resources allow.

25. RFP General NPGAP background

QUESTION: Do you have any existing research regarding the audience that the chosen agency would be privy to? If so, what type is it?

ANSWER: In 2023 the Commission on Problem Gambling contracted with Elite Research of Irving, Texas, to perform a survey of prevalence of gambling behavior among Nebraskans. Responses from 3,781 individuals were tabulated in a report that the Commission received in February. In 2018 the National Council on Problem Gambling conducted a study of gambling attitudes and experiences, which included a sample of 500 Nebraska adults. Reports from these surveys will be available to the awarded bidder.

26. RFP General NPGAP background

QUESTION: What is the impetus behind this review?

ANSWER: Nebraska state law requires that service contracts be re-bid when the contract term ends. The contract with the current agency ends on June 30, 2024, and this request

for bids is timed to allow evaluation of bids and award of a new contract to be effective on July 1, 2024.

27. RFP General NPGAP background

QUESTION: In the last five years, have you had any relationships with an agency? If so, which one?

ANSWER: Our current contract with Agent Branding of Lincoln began on July 1, 2017, and ends on June 30, 2024.

28. RFP Section V.E., page 30

QUESTION: If NPGAP is holding the contractor financially responsible for “all costs associated with software security, updates, or renewals to website platform,” we are assuming that the contractor can earmark, in their cost proposal, the necessary budget to cover all potential contingencies that meet that requirement. Is that correct?

ANSWER: Yes.

29. RFP Section V.C.1., pages 27-28

QUESTION: In scoping the marketing plan, this information would be useful: What has been the average number of calls per month the gambling helpline over the past 6 months, and how does that compare to the same six month period the previous year?

ANSWER: Gamblers Assistance helpline answers voice calls asking for immediate help and information specific to addiction to gambling, such as self-exclusion from casinos and Gamblers Anonymous meeting times. Immediate past six-month average was 13 per month; same period a year ago, average was 11 per month.

30. RFP Section V.C.2.h., page 28, Attachment A Cost Proposal, Media Production line 2.

QUESTION: In order to accurately scope this request, this information would be useful: What assets are you expecting to be included in the “branding toolkit” for use in brochures, training manuals, etc. Are you wanting a logo/wordmark for NPGAP? Typefaces, colors? Any other assets?

ANSWER: Bidders should develop their proposals in response to the language in the RFP.

31. RFP Section V.C.3

QUESTION: Would any media buys/placements be negotiated directly by NPGAP separately outside of the media plan presented by the contractor?

ANSWER: State of Nebraska contracts for services explicitly provide that “the State reserves the right to contract for the same or similar services from other sources now or in the future.” It is not the present intention of NPGAP to negotiate outside the media plan incorporated into the contract with the awarded bidder, but this is not ruled out.

32. RFP General NPGAP background

QUESTION: Do you have/can you share existing research regarding gambling use and addiction in Nebraska?

ANSWER: See the answer to question 25.

33. RFP Section V.C.1.c., page 28, Attachment A Cost Proposal

QUESTION: Will the project require the creation of a new website?

ANSWER: Not necessarily. This will depend on the terms of the agreed strategic marketing plan reflected in the contract with the awarded bidder. Bidders should refer to the existing website: problemgambling.nebraska.gov.

34. RFP Section V.C.1.c., page 28, Attachment A Cost Proposal

QUESTION: Can you please identify how often and what type of content the contractor will be expected to provide for the website?

ANSWERS: The RFP indicates the type of content that will be expected. Bidders should refer to the NPGAP website, problemgambling.nebraska.gov, for examples of content currently posted. NPGAP expects the website to be frequently refreshed and updated as events indicate, and as the agreed strategic marketing plan provides in the contract with the awarded bidder.

35. RFP NPGAP General background

QUESTION: Is there a current or incumbent firm the Nebraska Commission on Problem Gambling works with?

ANSWER: The incumbent firm is Agent Branding of Lincoln, Nebraska.

36. RFP NPGAP General background

QUESTION: Are there current social media platforms owned by the Nebraska Commission on Problem Gambling?

ANSWER: No.

37. RFP NPGAP General background

QUESTION: Does the Nebraska Commission on Problem Gambling have a Google Adwords account?

ANSWER: Yes, arranged by the current media buyer.

38. RFP Section V.C.1.c., page 28, Attachment A Cost Proposal

QUESTION: Can you please confirm if this project needs a brand new website, or if we are just refreshing content and design on the current site? In either case, are we responsible for managing the website?

ANSWER: The extent and nature of changes to the current website will depend on the terms of the strategic marketing plan and contract with the awarded bidder. Managing the website is a shared responsibility of NPGAP and the awarded bidder.

39. RFP Section V.C.3., pages 28-29

QUESTION: Are you looking for statewide coverage throughout Nebraska? What kind of flight duration (3 months, 6 months/12 months) would be looking to promote your message?

QUESTION: Geographical distribution and frequency and duration of media buys will be based on the terms of the strategic marketing plan incorporated into the contract with the awarded bidder. NPGAP expects as much coverage as possible within the scope of the approved budget.

40. RFP NPGAP General background

QUESTION: Can the Commission on Problem Gambling share who is currently providing advertising and marketing support for the established statewide campaign referenced in the RFP?

ANSWER: Agency services provided by Agent Branding of Lincoln, Nebraska, with media placement by MediaSpark of Omaha, Nebraska.

41. RFP NPGAP General background

QUESTION: Please provide detail on who the audience is for the current statewide campaign, including any details on demographic segmentation or priority sub-segments. Relatedly, is the main focus of the campaign on individuals who suffer from Gambling Disorder, their loved ones, or both?

ANSWER: Social media ads are targeted using a variety of terms that address individuals demonstrating behavior related to gambling, problems connected to gambling, money problems, and other similar behaviors. Messages have been presented to audiences at University of Nebraska athletic events and radio television audiences for football broadcasts. The focus is on all Nebraskans who may be adversely affected by gambling.

42. RFP Scope of Service, page i.

QUESTION: Please confirm the period of performance will be base of July 1, 2024 through June 30, 2026, option period 1 or July 1, 2026 – June 30, 2028, and option period 2 of July 1, 2028 – June 30, 2030.

ANSWER: This is correct. The initial term of two years will begin on July 1, 2024 or such other start date as agreed with the awarded bidder, and two options to renew for two years each will be included.

43. RFP Section V.C., pages 27-29

QUESTION: Can the Commission share any budget ceilings for each of the 4 main components of the project SOW initial term (Media Planning, Media Production, Media Buys, Account Services and Management)?

ANSWER: No budget ceilings have been established. The final budget will not be known until the Commission’s budget meeting in May, 2024.

44. RFP Section V.A., page 27

QUESTION: Is the \$400,000-\$500,00 estimated budget also inclusive of the media spend? If so, how much of the budget is anticipated towards the media spend?

ANSWER: The projected budget would include media spend. Because the NPGAP budget is affected by government receipts from gambling which are difficult to predict, the amount of media spend cannot now be specified. The projection is based on known facts about revenue directed to the Program. Bidders should be aware that NPGAP budget includes administration of 5% of the State Lottery Division advertising budget that by law must be devoted to “problem gambling prevention, education, and awareness messages” as required by Section 9-831, Nebraska Revised Statutes. In fiscal year 2021-22, this budget item was \$313,578; in fiscal year 2022-23, it was \$384,867; in the first half of fiscal

year 2023-24, it has been \$207,516. The Commission has devoted revenue from other sources to add to the statutory allocation from the state lottery. Bidders may assume that NPGAP will be responsible for administering a budget of \$300,000 or more for this activity in future years, based on this recent history.

45. RFP NPGAP General information

QUESTION: Are there any clearance processes required to access the website to assess web metrics for analysis/reporting, provide recommendations, and testing/implementation of web content/design changes, if required?

ANSWER: No.

46. RFP NPGAP Scope of Service, p. i.

QUESTION: On page one, the first paragraph notes that this will not be an exclusive contract – can the Commission please clarify if that means there may be more than one contract awarded under this effort?

ANSWER: This is standard State of Nebraska contract language. The Commission does not anticipate more than one contract at a time for this service, nor has it done so since 2013.

47. RFP Cost Proposal

QUESTION: For Attachment A: Cost proposal, are Contractors allowed to propose an escalation for the second year of the Initial Term, given that the initial term is a two-year period?

ANSWER: Bidders may formulate the cost proposal on their preferred terms. Bidders should take into consideration section II.F., page 10.

48. RFP Section I.E., page 3

QUESTION: Please clarify – Is the Contractor required to be registered in the State of Nebraska?

ANSWER: Yes.

49. RFP Section I.T., pages 6-7

QUESTION: Is the Commission willing to limit the reference check to electronic communications? An in-person visit may pose an unnecessary burden to the Contractor's clients and potentially impact the goodwill cultivated. We believe electronic interactions will be equally effective in obtaining the insights needed, while respecting our clients' time and privacy.

ANSWER: This clause is mandatory and non-negotiable. Methods of conducting these reference and credit checks will be determined by the Commission.

50. RFP Section V.C., pages 27-28

QUESTION: Can further details and expectations be shared on the Media Production scope concerning the "recording on location, live shows or events as needed?" For example, any more information on the approximate schedule and location and how many recordings will be helpful.

ANSWER: These details will be incorporated into the strategic marketing plan and budget as agreed with the awarded bidder. Bidders should propose any suggestions on these topics.

51. RFP Section V.C.2., page 28

QUESTION: Media production scope and development of creative content including talent, narration, sound and music – What are the terms and licensing requirements for the talent, music and sound?

ANSWER: NPGAP requires the awarded bidder to comply with all laws and regulations regarding licensing and intellectual property rights.

52. RFP Section III.D., page 18

QUESTION: Can the Commission please provide an example of when a Contractor may be required to compromise Contractor’s intellectual property or proprietary information?

ANSWER: The contract with the awarded bidder will not require the contractor to make such compromises.

53. RFP Section V.C., pages 27-29

QUESTION: What are the technical requirements for “website hosting” services?

ANSWER: The contracted website host should provide adequate bandwidth, content management capabilities, security, and other features generally accepted for a government website with comparable features.

54. RFP NPGAP General information

QUESTION: What is the current method or tool for collecting metrics (ex. Google Analytics)?

ANSWER: Google analytics is the only method currently in use for collecting metrics from the digital media campaign. Other data about Nebraskans with addiction to gambling is gathered from reports filed by counselors.

55. RFP Section V.D., page 29

QUESTION: On page 29, the marketing plan is expected by July 31, however earlier on page 27, the RFP indicates that the awarded agency will need to complete market research and analysis to inform the marketing plan. Is the Commission amenable to allowing the agency one month to conduct that research to inform the marketing plan and shifting the due date of the marketing plan and other deliverables contingent on the plan out by one month (e.g. Marketing plan due by Aug 31; Marketing Budget due by Aug 31; Creative Proposals by Sept 30, Website content by Sept 30.)?

ANSWER: The due dates in these subsections may be specified by written agreement with the awarded bidder.

56. RFP Section V.D., pages 29-30

QUESTION: While offerors may be able to meet the timing requirements laid out on pages 29 and 30 of the RFP, can the Commission share when the new campaign is expected to

launch, so offerors might consider how to propose alternative timing without veering from the key launch date expectations?

ANSWER: The due dates in these subsections may be specified by written agreement with the awarded bidder.

57. RFP Section VI.i., pages 32-33

QUESTION: Would the Commission be willing to forego the requirement of providing personal references for each proposed team member and rely on the reputation of the bidding agencies to validate the staff being proposed? It is industry standard and our agency's standard to employ a rigorous staff screening and recruiting procedure that includes reference checks. The staff we offer to our clients are fully vetted and represent the strongest talent in the industry.

ANSWER: This is a standard requirement in State of Nebraska service contract requests for proposals.

58. RFP Section VI, page 31

QUESTION: Are financial statements required, as the language states "should" and not "shall?"

ANSWER: Financial statements are not required, however bidders should note that responses to this section of the RFP are relevant to the scoring of corporate overview in the evaluation criteria document that is posted with the RFP on the state website.

59. RFP Section V.A.

QUESTION: Is your media spend included in the \$481,800 estimated budget? If yes, what percentage of the media spend is that? If no, what is your media spend?

ANSWER: The answer to question 7 provides detail that answers this question.

60. RFP Section V.B.

QUESTION: Is there a requirement to be officed in Lincoln or only need the ability to travel in frequently?

ANSWER: An office in Lincoln is not required.

61. RFP Section V.C., pages 27-29

QUESTION: How many avg campaigns were ran in 2023 or past years?

ANSWER: Campaigns in one form or another have run continuously since the Commission was created in 2013.

62. RFP Section V., pages 27-30

QUESTION: Does Agency and Staff coordinate together on content calendar post launch or is there a preset calendar for things like live shows, recording on location, etc?

ANSWER: The calendar will be determined based on the agreed strategic marketing plan.

63. RFP Section V.C.2., page 28

QUESTION: Avg number of content pieces for Print Media Production? Can be quantified in total, weekly, monthly, etc.

ANSWER: This will be determined based on the agreed strategic marketing plan. In recent years print production has been minimal.

64. RFP Section V.C.2., page 28

QUESTION: Avg content pieces for Video Media Production? Can be quantified in total, weekly, monthly, etc.

ANSWER: Video production will be determined based on the agreed strategic marketing plan.

65. RFP Section V.C.2., page 28

QUESTION: Avg content pieces for Audio Media Production? Can be quantified in total, weekly, monthly, etc?

ANSWER: Audio production will be determined based on the agreed strategic marketing plan.

66. RFP Section V.C.2., page 28

QUESTION: Avg content pieces for Digital and Social Media Production? Can be quantified in total, weekly, monthly, etc.

ANSWER: Digital and social media production will be determined based on the agreed strategic marketing plan.

67. RFP Section V., pages 27-30

QUESTION: Do you provide contact information for media placement in the State of Nebraska?

ANSWER: Not as a general rule; this would be determined by the awarded bidder.

68. RFP Section V.C., pages 27-28

QUESTION: Can we contract with a 3rd party software like Qualtrics to conduct quantitative survey outreach?

ANSWER: Yes, if it is included in the approved strategic marketing plan and contract with the awarded bidder.

69. RFP Section V.C.2.h., page 28; Attachment A Cost Proposal

QUESTION: Does NPGAP have an existing branding toolkit that needs to be evolved or none exists and one needs to be created from scratch?

ANSWER: NPGAP does not have an existing branding toolkit.

70. RFP Section V.C.3., pages 28-29

QUESTION: Assuming agency decides to use Google Ads and since Google regulates advertising addiction treatment services, is NPGAP LegitScript Certified per Google's advertising policy?

ANSWER: NPGAP has made Google ad buys through its current media buyer for several years without LegitScript certification.

71. RFP Section V.C.3., pages 28-29

QUESTION: What is the source of the payment for the media buy? Does the agency pay for this upfront and invoices client for the cost?

ANSWER: Nebraska law does not allow agencies to prepay for goods or services. The Nebraska Prompt Payment Act requires payment within 45 days of billing. Vendors submit invoices to NPGAP monthly and are usually paid within 2-3 weeks.

72. RFP Attachment A Cost Proposal

QUESTION: Regarding media production, individual cost for each item of video/television production can vary widely based on quality. A \$1,500, \$10,000, or a \$50,000 spot can be made depending on budget on client priorities on creative production quality vs. media investment. Would it be acceptable to put a range or is this asking for a minimum recommendation?

ANSWER: Our preference for this item is a unit price. Bidders may add optional prices based on proposed quality.

73. RFP Attachment A Cost Proposal

QUESTION: Regarding Media Production line item 2. Branding Toolkit -- is there an existing toolkit that would be updated, a whole new brand created, or creating a toolkit based on existing brand elements and expanding as needed?

ANSWER: NPGAP does not have an existing toolkit. This would be new. Bidders should describe their proposal in response to the terms of the RFP.

74. RFP Section V. pages 27-28

QUESTION: Media production scope and development of creative content including talent, narration, sound and music – What are the terms and licensing requirements for the talent, music and sound?

ANSWER: Awarded bidder is expected to arrange recommended talent, music and sound in compliance with licensing, copyright, trademark, and other intellectual property rights following generally accepted methods.