NOTICE TO BIDDERS
ADDENDUM #1
RFQ 201-16 Branding and Marketing Consultant

Palomar Community College District

The following changes, additions, deletions, clarifications or corrections shall become part of the Bid & Contract Documents for the above listed project. This Addendum #1 forms a part of the contract document and modifies the original bidding documents. Acknowledge receipt of Addendum #1 in the space provided on the bid form. Failure to do so may subject bidder to disqualification.

CORRECTIONS

The following segment located at the bottom of Page (7) seven is to be replaced:

DEVELOPMENT OF STYLE GUIDE
Following the adoption of brand concept, provide to the College in written form a style guide for brand, current logo and usage. Style guide should be provided in word format for client markup and include, but not be limited to; permissible uses of logo and variations, size, spacing, color and typography; examples of incorrect usage; and trademark registration as well as editorial, broadcast and web style guides.

1. Development of short- and long-term marketing recommendations

2. Following the College adoption of brand concept, provide to College staff in a written report outlining short and long-term strategic recommendations for maximizing the brand's value to the College.

3. Recommendations should be delineated based on target audiences and should also take into consideration limited funding, with funding resources and recommendations outlined as relevant. Specific recommendations related to measurement of strategies and tracking of brand’s effectiveness should also be included.

Replacement Segment:

DEVELOPMENT OF STYLE GUIDE
Following the adoption of brand concept, provide to the College in written form a style guide for brand, current logo and usage. Style guide should be provided in word format for client markup and include, but not be limited to; permissible uses of logo and variations, size, spacing, color and typography; examples of incorrect usage; and trademark registration as well as editorial, broadcast and web style guides.

DEVELOPMENT OF SHORT- AND LONG-TERM MARKETING RECOMMENDATIONS

1. Following the College adoption of brand concept, provide to College staff in a written
report outlining short and long-term strategic recommendations for maximizing the brand's value to the College.

2. Recommendations should be delineated based on target audiences and should also take into consideration limited funding, with funding resources and recommendations outlined as relevant. Specific recommendations related to measurement of strategies and tracking of brand's effectiveness should also be included.

**PRE-BID REQUESTS FOR INFORMATION QUESTIONS AND RESPONSES**

1. **QUESTION:** Are jump drives acceptable instead of a CD?
   
   **RESPONSE:** Either is acceptable.

2. **QUESTION:** What specifically are you referring to when you list "media references?"
   
   **RESPONSE:** Experience working with TV, Radio, Print, or new media in relation to marketing/advertising.

3. **QUESTION:** Conflict of Interest Section: Is there a form to be filled out?
   
   **RESPONSE:** No forms needed or to filled out.

4. **QUESTION:** How does Sole Property play a role in the RFQ?
   
   **RESPONSE:** Sole property will be addressed in the Contract development portion of the RFQ.

5. **QUESTION:** What protections can Palomar College offer with regards to confidentiality?
   
   **RESPONSE:** We are a public entity/institution subject to both Federal and State Public Information Disclosure requirements and both apply.

6. **QUESTION:** We are located in San Diego, Orange or Riverside County. Would we be considered if we partnered with a firm located in one of those locations?
   
   **RESPONSE:** You do not need or require a local presence.

7. **QUESTION:** No RFQ access – Could you please send me the information or send me a link to a location?
   
   **RESPONSE:** All RFQ response information is available on the website: [http://www.palomar.edu/businessservices/BID%20Docs/RFQ%20201-16%20Advertising%20Agency.pdf](http://www.palomar.edu/businessservices/BID%20Docs/RFQ%20201-16%20Advertising%20Agency.pdf)

**END OF ADDENDUM #1**

Date Issued: April 19, 2016

Ron E. Ballesteros-Peral,
Assistant Superintendent/Vice President, Finance & Administrative Services
Palomar Community College District

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