



Responses to Questions Received in Reference to Connecticut Port Authority (CPA) Request for Proposal (RFP) CPA0000-1804

1. Can Respondents bid on a single aspect of the RFP (e.g. bid only on Services outlined in Section 3.1.3?)

Yes – While it is the preference of the Authority to select a single communications and marketing firm to provide the full scope of services, listed below, the selected firm(s) may respond to any OR all of the Services included in Sections 3.1.1, 3.1.2 and 3.1.3.

2. Are the services being requested specific to the creative side i.e. branding, taglines, logos, etc. or is that a media buy that exists in conjunction with these services? Or is the media side to be done holistically by the chosen vendor?

The CPA has existing branding, including taglines, logos, etc. We do not wish to alter those at this time. Creative services are primarily focused on layouts/design of promotional materials outlined in Section 3.1.1(g) II-XV. CPA ad buys are managed in-house by the Manager of Business Development and Special Projects.

3. If there is a media buy is there an associated budget?

CPA ad buys are managed in-house by the Manager of Business Development and Special Projects.

4. It seems that there is a specific need for branding, is there currently any work that has already been done in this effort? Or will the chosen vendor be creating the whole brand and campaign?

CPA branding already exists. Creative services are primarily focused on layouts/design of promotional materials outlined in Section 3.1.1(g) II-XV.

5. In the RFP there is no mention of Place of Performance? Will the work be performed at CPA or can it be done at contractor facilities?

It is anticipated that the contractor has their own workspace, independent from CPA. Section 3.1.4 clarifies CPA's expectations regarding attendance at all scheduled public meetings of the Board of Directors of the Authority and other meetings as requested by the Authority from time to time.

6. Does CPA have an estimated budget range that they can discuss/reveal?

No.

7. Is there a requirement regarding primary location of the contractor (e.g. in-state/out-of-state)?

No – however Section 3.1.4 clarifies CPA's expectations regarding attendance at all scheduled public meetings of the Board of Directors of the Authority and other meetings as requested by the Authority from time to time.

8. Can we submit the proposals via email?

Please review Section 6.

CONNECTICUT PORT AUTHORITY

455 Boston Post Road Suite 204 | Old Saybrook, CT 06475 | P: 860-577-5174 | CTPortAuthority.com