

Following are the questions submitted regarding the Advertising and Marketing RFQ, along with the corresponding answers.

**Question:** Does the \$20k-\$30k need to include everything involved with creating and implementing marketing and PR campaigns for a full calendar year? ie. Research, planning, creative production, media buying, press releases, media outreach, etc.?

**Answer:** Yes, the \$20K-\$30K budget is inclusive of all services and media buys. CDH and the awarded agency will coordinate on the most appropriate breakdown of services and advertising buys. CDH has some in-house capabilities that may lend to creative work efforts or earned media.

**Question:** Is the \$20k-\$30k budget the full amount available for one calendar year or will there be opportunities for CDHD to apply for grants or special funding that could expand that budget for marketing purposes?

**Answer:** At this time, CDH is not seeking any grants or special funding specific to marketing, and at the time of this RFQ, there are no known upcoming opportunities for pursuit. Should opportunities for grant or special funding arise that align with CDH's marketing objectives, there is a possibility we would apply for such funding.

**Question:** Would the contract be renewable in future years without going out to bid again?

**Answer:** Idaho State Purchasing Policy allows for one-year extensions on this contract for up to four years as long as the total does not exceed \$99,999. If the total (including possible extensions) exceeds this amount, a formal bid would be necessary. Future extensions will depend on availability of CDH funds.