

July 10, 2009

Addendum #1
ITB No. 037-09
Motorcycle Campaign / Movie Theater Advertisements

Dear Sir or Madam,

REMOVE PAGES: 15, 16, and 17 (07/01/09)

ADD PAGES: 15, 16, and 17 (07/10/09)

Please add the new pages to your copy of the Invitation to Bid, and remove the earlier version of the same pages issued prior to this Addendum # 1 as of July 10, 2009.

This addendum serves as notice to a change in the text of the website of the PSA, clarification that Panama City is the correct city, and that the campaign period is August 14, 2009 to September 11, 2009 with the PSA to air on any day of the week.

**NOTE: Addendum # 1 must be signed and returned with your proposal.
Failure to do so will cause your proposal to be deemed non-responsive.**

This addendum serves as notice that the following questions have been received on ITB 037-09.

Questions received from Sherman & Perlman LLC - Integrated Marketing & Public Relations:

Question 1: Could you please clarify whether the bid price is supposed to include the costs for the actual advertisements themselves? In other words, will our agency be paying for the ad placement and then be reimbursed with the bid's grant?

Answer to Question 1:

***The awarded vendor will submit their proposal for the total cost of the project.
The Department will pay the vendor upon successful completion of the project.***

Questions received from MVP, Inc.:

Question 2: Can an advance copy of the 15 second (incorrect PSA) be distributed to me?

Answer to Question 2:

A sub-1MB file of the PSA has been posted on the Bureau of Purchasing and Contracts website that can be found at: http://www.flhsmv.gov/purchasing/html/bid_log.html .

If you are unable to view this file, please email the Purchasing Agent, Karen Freytag at karenfreytag@flhsmv.gov and a copy of the file will be sent via email.

The awarded vendor will be provided with a high-resolution 143 MB .wmv file of the PSA on a DVD.

Questions received from Mad 4 Marketing:

Question 3: I just wanted some clarification on the file format for the spot. I know it says it will be either a .mov or .wmv, but depending on how that is built it may require varying amounts of editing time. Would you happen to know if the text that needs to be updated is on a solid color background, or across images? Is the file already hi-res?

Answer to Question 3:

The text is grey on a solid background. Please see answer provided under Question 2.

Questions received from Jennifer Berber:

Question 4: We would suggest that rather than awarding to the lowest overall cost provider, that the award be based on best value (i.e., lowest cost per spot so that we can secure more than the minimum number of spots and additional placement of value-added such as brochures, posters, etc. on display in the participating theater lobbies.) If this suggestion doesn't work for you, should we assume that the award will be based strictly on lowest cost for the minimums that you specified?

Answer to Question 4:

These are two valid suggestions, as per section 2.9 of the ITB. However, our intent is to have the PSA shown 51 times in each of the nine required cities. The award will be granted to the vendor with the lowest grand total cost securing the best value for the Department.

Section 1.38 (ADDITIONS/UPGRADES/DELETIONS) allows the Department to purchase more spots upon mutual written agreement by both parties. Section 4.0, Price Proposal Form has been amended to include the vendor's proposed price for additional placements of the PSA.

Question 5: When you specify 3 different movie theaters, do you mean all screens in 3 different locations?

Answer to Question 5:

Not necessarily. If our PSA is shown on all screens, we certainly won't complain, but what we are buying, being billed for, and paying for, is defined in sections 3.2. E, F, and G.

Question 6: The weekend is high traffic for movies. Why are you excluding it?

Answer to Question 6:

We were initially concerned about cost, but Section 3.2.E of the ITB has been amended to include weekends as well.

Question 7: In movie theaters, you cannot always hand-select movies. Sometimes you need to the whole complex which would include lesser grossing pictures. What are your thoughts on this? Also, are you referring to the top 10 grossing movies of the week prior, since we won't know in any given week what is highest.

Answer to Question 7:

Please see the answer provided under Question 5.

Yes, the top ten grossing movies of the previous week's revenues is intended.

Question 8: In some of your markets there are free-standing movie theaters that have the highest traffic in the market. Do we need to eliminate these since they are not in malls?

Answer to Question 8:

As per section 3.2.D of the ITB, the two acceptable venues are movie theatres located in a shopping mall, and multiplex movie theatres that have at least three separate screens. As such, they fit the acceptable criteria for movie theatres and are not excluded.

Question 9: As a revision to our question 1 previously, we would also suggest that best value not be lowest cost per spot, but based on lowest cost per impression perhaps combined with most impressions. This would allow you to also take into consideration the traffic at each given movie theater so it becomes more of a cost per exposure. Otherwise, since high traffic locations are more expensive than low traffic, there is no incentive to book at the better locations. Agencies will instead just try to secure the minimum number of spots at the lowest traffic locations in order to provide you with the lowest overall cost.

Answer to Question 9:

The intent of ITB 037-09 is to award the bid to the vendor that will provide the services required for the lowest total cost.

We have specified the criteria of top 10% grossing films and required cities to help achieve a higher rate of viewership.

Question 10: Many, if not all, movie theaters will not allow us to limit the hours or the days of week. Should we eliminate those theaters if they won't agree to the limitations even if those are high traffic locations? What if there are no theaters in the market that will agree to the time limitation? Similarly, what if there are no theaters in the market that will agree to running only in specific movies as opposed to all movies playing at the location?

Answer to Question 10:

Please see the answer provided under Question 5.

Question 11: Would you consider adding a component in your evaluation criteria that reflects negotiating skills and planning intelligence? In other words, credit for the ability to reframe negotiations to get you better value - a better overall deal than perhaps but you may have originally requested?

Answer to Question 11:

Please see the answer provided under Question 9.

Questions received from Cinema Adman

Question 12: In the Cinema Advertising business, campaigns start on Friday and end on a Thursday. Is there any way you would entertain bids for August 14 through September 10? This shaves off just one day and could potentially save you a great deal of money.

Answer to Question 12:

The first date of the campaign is August 14, 2009 and the last date for the PSA to air is September 10, 2009.

Questions received from Eli Del Carmen

Question 13: Is it possible to see a copy of either the MOV or the WMV files of the current public service announcement before we submit our bid?

Answer to Question 13:

Please see the answer provided under Question 2.

Question 14: What is the current quality of the MOV and WMV files?

Answer to Question 14:

Please see the answer provided under Question 2.

Questions received from Intellilink Marketing, Inc.

Question 15: Does every theater in the campaign need to run the PSA for the entire 4 week flight?

Answer to Question 15:

Yes, the PSA is to air in each of the nine cities for the entire 4 week campaign.

Question 16: The "Letter of Certification of Placement" referred to, is this the placement contract or is there a particular designated form from the state?

Answer to Question 16:

This may actually be referred to as an Affidavit of Performance. It is a letter certifying that the terms of the contract were carried out, the time frame they were carried out, and a list of theatres where the clips were shown. This letter is signed by the campaign manager, or his/her designated advertising manager, in the presence of a notary.

Question 17: The traditional "Affidavits of Performance" to accompany the invoice usually take about 10 days to receive from cinema providers. Can the invoice be submitted within time frame of 6 days and then followed later with affidavits?

Answer to Question 17:

The affidavit must be received with the vendor's invoice. However, it can be emailed to the Contact Manager as a scanned document, but it MUST be followed up with the original paper document for our permanent records.

Question 18: How long after proper documentation of invoice and affidavits does it typically take to get paid the invoice amount?

Answer to Question 18:

Payment will be made in accordance with section 215.422 and 287.0585 of the Florida Statutes, see Section 2.7, Invoices.

Question 19: How long does it take to get the bid bond or CD returned?

Answer to Question 19:

The Proposal (Bid) Bond will be returned to the non-winning vendors after the bid award, receipt should be within 7 to 10 days. The awarded vendor's bid bond will be returned upon successful completion of the project.

Question 20: In the PSA video, what is the current background under the current web address?

Does the text appear over a plain white box, or black box, or over the video? Will we be able to get the original video on a beta tape, dv tape, or original files on dvd in order to edit this properly?

Answer to Question 20:

Please see answers provided under Questions 2 and 3.

Question 21: This web address listed on the bid appears to be non functional? However, this web address appears to be functional <http://motorcycles.flhsmv.gov/>. My question is just to clarify the discrepancy.

Answer to Question 21:

The address that is currently functional, <http://motorcycles.flhsmv.gov/> is our permanent address, and is to be used for this project, and all future projects. Section 3.2 A of the ITB is amended to reflect the change.

Questions received from Poller & Jordan Advertising

Question 22: Can we assume the city names used in this ITB refer to the recognized media markets, not the actual city limits? For example, the Panama City theater may be two blocks outside the city limits, but still within the recognized media market.

Answer to Question 22:

Yes, the recognized media market is what is intended.

Question 23: Please confirm "Pensacola" in 3.1 on page 15 should be replaced with "Panama City" so it matches 3.2C

Answer to Question 23:

Pensacola is the correct location. Section 3.1 of the ITB is amended.

Question 24: Please confirm "August 14, 2009 - September 11, 2009" as used in this ITB means "to" not "through" Sept 11th 2009.

Answer to Question 24:
Please see the answer provided under Question 12.

Question 25: Will the contract manager accept an emailed copy of the revised commercial for approval to save time?

Answer to Question 25:
Yes, the revised PSA may be emailed to the Contract Manager for approval.

Questions received from Take One Productions

Question 26: In regards to the edit of the existing PSA is the text currently on the video movie clip overlaying a black background or video?

Answer to Question 26:
Please see answers provided under Questions 2 and 3.

Questions received from Republica

Question 27: Please clarify which of the following markets (Pensacola or Panama City) is to be included in your list of nine cities.

Answer to Question 27:
Please see the answer provided under Question 23.

End of Questions and Answers.

All dates and terms and conditions remain the same in this Invitation to Bid.

**NOTE: Addendum # 1 must be signed and returned with your proposal.
Failure to do so will cause your proposal to be deemed non-responsive.**

Failure to file a protest within the time prescribed in Section 120.57(3), Florida Statutes, shall constitute a waiver of proceedings under Chapter 120, Florida Statutes. Any notice of protest or protest to this solicitation which was filed prior to this notice is null and void.

Sincerely,



Stacy Arias, Chief
Bureau of Purchasing and Contracts

cc: Jared Kennedy, Contract Manager

<u>Complete and Sign below:</u>	
Authorized Signature:	_____
Printed Name, Title:	_____
Firm:	_____
Date:	_____

**Failure to return this addendum signed with your bid response
will cause your bid to be considered non-responsive.**

3.0 SCOPE OF WORK

3.1 OBJECTIVE: The objective is to further the public awareness of the training and driver license endorsements required to legally operate a motorcycle in the State of Florida. The "Get Licensed, Get Endorsed!" public service announcement will be shown as on-screen theater advertisement to promote this message to the public.

Awarded vendor will edit the 15 second public service announcement to correct the text that displays the Department's website address for motorcycle safety to read: <http://motorcycles.flhsmv.gov/> .

The public awareness campaign is scheduled from August 14, 2009 to September 11, 2009.

Vendor will secure advertisements at three separate movie theaters in each of the following cities; Jacksonville, Miami/Ft. Lauderdale, Naples, Orlando, Sarasota and Tampa. The PSA is to air a minimum of 17 times at each theater.

In cities where there are not three separate movie theaters (Panama City, Tallahassee, West Palm Beach), the vendor will air the public service announcements on three separate screens. PSA's must air 51 times in each city.

The minimum acceptable amount of times the "Get Licensed, Get Endorsed!" public service announcement is to be shown is 459 for the entire campaign.

3.2 SCOPE OF WORK:

A. Required editing of the "Get Licensed, Get Endorsed!" movie video clip

- The current "Get Licensed, Get Endorsed" public service announcement will be provided to the vendor in the following digital formats: .mov or .wmv .
- The required edit is to change the website address listed on the clip. The website address is listed at the 10 second mark of the clip through the end of the 15 second clip.
- The correct text of the website is <http://motorcycles.flhsmv.gov/> .
- Vendor must make the edit in a seamless manner, utilizing the same font, color and size as in current version. The vendor must edit the text of the website only.
- Contract Manager must approve the edited version of the PSA.
- The final edited version is due to the Contract Manager (Section 1.4) by July 30, 2009 (may be submitted earlier).

B. Timeline of Contract

- The final edited version of the video clip is due to the Contract Manager (Section 1.4) by July 30, 2009.
- Schedule of placements to be submitted to Contract Manager for review and approval by August 7, 2009.
- Vendor must place ads from August 14, 2009 to September 11, 2009.
- Vendor must provide a "Letter of Certification of Placement" with their invoice that lists the dates of airing for each theater in each city.
- Final invoice is due to Contract Manager no later than September 18, 2009 (may be submitted earlier) or payment will be forfeited.

C. Required Cities for Placement of Ads

- Jacksonville
- Miami / Ft. Lauderdale
- Naples
- Orlando
- Panama City
- Sarasota
- Tallahassee
- Tampa
- West Palm Beach

D. Acceptable Criteria for Movie Theaters

- Movie Theater located in a shopping mall or a Multiplex Movie Theater that has at least three separate screens.

E. Required Times of Placement

- Time of Day: 6:00 PM through 10:00 PM.

F. Types of Movie

- Vendor must place the advertisement with first run movies that are in the box office top ten grossing movies for the week.

G. Placement of Advertisements

- Vendor must show the "Get Licensed, Get Endorsed!" Public service announcement a minimum of 17 times at each of the 27 separate theater screens at the nine cities indicated.
- The minimum number of airings is 459 (17 airing per theater X 27 separate theaters = 459).

3.3 SELECTION OF AWARD: Successful bidder shall be the bidder who has the lowest total project price.

3.4 OWNERSHIP: DHSMV and DOT approved PSA, "Get Licensed, Get Endorsed!", provided upon contract award shall remain the property of the Department. The successful bidder shall return the media to the Department at the end of the contract period. Further use of PSA, "Get Licensed, Get Endorsed!" is not authorized.

4.0 PRICE PROPOSAL FORM

A.) Price to edit the "Get Licensed, Get Endorsed!" Public Service Announcement:

\$ _____

B.) Price to place the "Get Licensed, Get Endorsed!" PSA as on-screen advertisements for the entire campaign (459 separate screenings):

\$ _____

Price A + Price B = \$ _____ Grand Total Cost

Award will be made to proposer with lowest Grand Total Price.
Total price must not exceed \$50,000 or bid will be considered non-responsive.
Proposal (Bid) Bond, Section 2.3 must accompany the bidder's proposal or bid will be considered non-responsive.

Supplemental Cost: Price C **WILL NOT** be considered in the award of the bid.

C) Cost to place additional individual PSA's during the Media Campaign (August 14, 2009 to September 11, 2009) \$ _____ EACH__

Complete and Sign below. Unsigned offers will not be considered.
 As the person authorized to sign this statement, I certify that this firm complies with all requirements of ITB 037-09.

RESPONDENT: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP _____

AUTHORIZED SIGNATURE: _____

TITLE: _____