

**EBMUD's 100th Anniversary Campaign**  
**(Marketing Communications and Video Production Services) RFP# 116-051923**

**Budget Questions**

Q: Do you have a not-to-exceed budget for each of the 4 parts, or for the project as a whole? Can you share what is the anticipated budget associated with the RFP?

**A:**

- Part I – PRODUCTION OF CENTENNIAL VIDEOS - Not to exceed budget of \$100,000.
- Part II – CENTENNIAL LOGO, STYLE GUIDE, TEMPLATES, AND POST- CENTENNIAL STYLE RECOMMENDATIONS - Not to exceed budget of \$50,000.
- Part III – HISTORICAL DIGITAL FLIPBOOK – \$70,000
- Part IV – CENTENNIAL MARKETING CAMPAIGN AND SOCIAL MEDIA PLAN  
Not To Exceed Budget Of \$100,000.

**Deadline Questions:**

Q: Can EBMUD extend the deadline a minimum of two weeks?

A: The deadline has been extended from April 5, 2022 to **April 8, 2022**. All bids must be received by no later than 5:00 p.m. on April 8, 2022.

**Application Questions:**

Q: Can bidders submit their own document based on the required documentation or do we need to use the PDF form sent out by EBMUD?

A: To evaluate all of proposals equally we request that all bidders use EBMUD documentation provided to present proposals.

Q: Do bidders need to apply to all parts of the RFP or can bidders bid one part?

A: Bidders may respond to all or any part (I, II, III, IV) of this RFP.

Q: Can bidders bidding on multiple parts of the RFP combine the RFP packet into one or provide a completely separate RFP packet will all components for each part?

## **RFP Questions and Answers**

**Posted 3/29/2022**

A: If multiplying on multiple parts, we ask that all bidders provide a separate RFP packet for each part.

### **Video Questions:**

Q: What is the topic of each video?

A: The first long form video is focused on creating a comprehensive overview of EBMUD's history including how we came to be established, key moments in our history from then to now and priorities for the future. The second video should be a synthesized version of the long form video to primarily share on social media and to present during meetings.

Q: Who is the target audience?

A: EBMUD's water and wastewater customers located in the East Bay service area as well as stakeholders including peer agencies, elected officials, government agencies and EBMUD employees.

Q: Where will each video be shown?

A: The long form video will be shown on our website and presented at in-person celebration events as well as shared on social media including YouTube and Facebook. The videos may also be shown on loop as part of an educational exhibit planned for the District's Administrative Building Lobby.

Q: What length did you envision for each program?

A:                   Long form video- Approximately 15 minutes  
                      Short form video – Approximately 3 minutes

Q: Video production budgets can encompass a very broad range. Do you have a (rough) target budget in mind?

A: Part I – PRODUCTION OF CENTENNIAL VIDEOS - Not to exceed budget of \$100,000.