



**Agriculture & NYS
Horse Breeding
Development Fund**

RFP: 2017-02 Equine Marketing and Public Relations

VENDOR ACKNOWLEDGEMENT OF ADDENDUM

Amendment Number: Two (Includes Q & A Summary)

Date Issued: February 23, 2017

Summary:

Clarification to Night of Champions event (Section 3.1.B.2 (ii)):

Amendment One provided revised language relative to this event. This Amendment Two provides further clarification as follows: Rather than being held in the evening, the 2017 event will be held during the day preceding the Sire Stakes Finals, which will be held in conjunction with the International Trot. Based on this change in time for the event, rather than a cocktail party, the event will be a pre-race event; and, therefore, less formal. The responsibilities of the successful bidder related to this event as provided in Section 3.1.B.2 (ii), and amended by Addendum One, remain unchanged.

By signing below, the bidder attests to receiving and responding to the amendment number indicated above.

FIRM NAME: _____

REPRESENTATIVE SIGNATURE: _____



**Agriculture & NYS
Horse Breeding
Development Fund**

REQUEST FOR PROPOSALS
Equine Marketing and Public Relations
Round 2 – Questions and Answers
Release Date: February 23, 2017

Q.12: Will the Fund's annual report need to be produced as part of the promotional and marketing duties?

A.12: No. The Fund's Annual Report will be produced by the Fund. The successful bidder under the Request for Quotations for Equine Program Administrative Services (the "RFQ") will be responsible for providing relevant information throughout the year to the Fund. The successful bidder under this RFP will not have any responsibility regarding the Annual Report.

Q.13: Will producing the CF book be a requirement of the marketing and publicity contract?

A.13: No. Coordination of the development by the Fund, and printing and mailing of the county fair book by a printing vendor, will be a requirement under the contract resulting from the RFQ.

Q.14: How many stallion directories must be printed?

A.14: 1,800

Q.15: Will NYSS race replays need to be purchased and posted?

A.15: The re-plays will be paid for out of the Account Budget and it will be the responsibility of the successful bidder under this RFP to post the re-plays to the Fund website.

Q.16: Currently the NYSS points, earnings and starts appear to be entered through the admin program will this continue as part of the admin contractor duties or will the marketing/publicity contractor be posting them in a different format? If they will be posted in a different format, please clarify.

A.16: The successful bidder under the RFQ will be responsible for collecting the data and providing it, in an electronic format suitable for web posting, to the successful bidder under this RFP. The Fund's equine marketing and public relations contractor, awarded through this RFP, will be responsible for posting the information to the Fund's website.

It is anticipated that the successful bidder under the RFQ will provide a format that the equine marketing and public relations contractor can either access

through a link or other technological means that will provide the point standings and other relevant information and not have to be recreated in another database or reformatted. Given the frequent updating of points and information, it is necessary that the administrative contractor provide such information in a format that can be accessed from the Fund's website, which will be under the direction of the successful bidder under this RFP.

Q.17: Please provide a NYSS style guide for background on advertising specifics.

A.17: The NYSS Style Guide will be provided to the successful bidder under this RFP. Essentially, it will direct the color, font, etc. for materials developed representing the Fund.

Q.18: Part 3 Section 3.1(f) lists "New Owner" Seminar and in part 3 section B.3 on page 40 of 51 states in part; hold a new owner seminar at least once, at each of seven pari-mutuel tracks in New York during June, July and August. Please clarify if you are requested 7 seminars or a minimum of one in the 3 months at any of the seven tracks?

A.18: Section 3.1.B (3) is clarified as follows: there will be one owner seminar at each pari-mutuel track during the peak season months of June, July, and August, for a total of seven seminars.

Q.19: Can staffing for all events be included in the annual fixed fee?

A.19: No. Pricing must be proposed as provided in Attachment 2 – Pricing Proposal Form, as revised February 15, 2017 (Amendment One). The Pricing is separated into three deliverables: (1) Annual Fixed Fee; (2) Racing Sales, Horse Sales, Banquets; (3) Additional events. Only deliverable (1) is an annual fixed fee. Staffing under deliverable (2) is hourly based on each event for each year of the contract. Staffing under deliverable (3) is hourly based on each region for each year of the contract. Each of these deliverables is defined in Attachment 2 – Pricing Proposal Form.

As specified on the Form and in Section 4.6 of the RFP, bidders must use Attachment 2 for their pricing proposal; alternate forms or revisions to the Form will be consider non-responsive.