



**Agriculture & NYS
Horse Breeding
Development Fund**

RFP: 2022-01 Equine Marketing and Public Relations

VENDOR ACKNOWLEDGEMENT OF ADDENDUM

Amendment Number: Two
Date Issued: July 14, 2022
Summary: Questions and Answers

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

FIRM NAME: _____

REPRESENTATIVE SIGNATURE: _____

Questions and Answers

- Q.1: There is a "Document Checklist", but I did not find a proposal checklist. Can you please provide a list of things the proposal must have? (the requirements mentioned in this RFP are scattered and we do not want to miss anything)
- A.1: RFP Attachment 3 is labeled as "Document Submittal Checklist" and is the correct document referenced throughout the RFP as "Technical Proposal Submittal Checklist". Please submit the documents with your proposal that are identified as "With Proposal" under the Submittal Requirements field. Any additional documents that may be necessary will be requested upon award to the Successful Bidder.**
- Q.2: Would there be a renewal after 2023 is done?
- A.2: Pursuant to RFP Section 2.6 – Term of Contract, the agreement will be effective from January 1, 2023 through December 31, 2025, with two optional one-year renewals.**
- Q.3: On your adverting budget and giveaways, what type of advertising have you done in the past? and what kind of giveaways have you given in the past?
- A.3: The Fund handles a variety of promotional activities at the direction of the Fund Board which is based on an amount approved by the Board in the Fund's Annual Budget. In the past, that included give-aways for the Night of Champions, hats, etc.**
- Q.4: Will the bidder be selected based on qualifications or budget?
- A.4: Award will be made based on Best Value, which is a combination of technical and pricing scores. Details of the scoring methodology can be found in RFP Section 5.5 – Evaluation & Selection Criteria.**
- Q.5: After the due date will you make a public announcement of who bid for this contract and who won it?
- A.5: All bidders will be directly notified of the award. Publication of the award will be made on the New York State Contract Reporter website at NYSCR.NY.GOV.**