



# City of Santa Fe, New Mexico

200 Lincoln Avenue, P.O. Box 909, Santa Fe, NM 87504-0909  
www.santafenm.gov

*Alan Webber, Mayor*

Councilors:

Signe I. Lindell, Mayor Pro Tem, District 1

Renee Villarreal, District 1

Peter N. Ives, District 2

Carol Romero-Wirth, District 2

Roman "Tiger" Abeyta, District 3

Chris Rivera, District 3

Mike Harris, District 4

JoAnne Vigil Coppler, District 4

December 13, 2018

## NOTE TO PROPONENTS

### ADDENDA #3 TO RFP # 19/18/P

#### Visual Art and Museum marketing Program

Reason for Addendum:

- Questionnaire

## COMMUNICATIONS/ADVERTISING/SOCIAL MEDIA CONTRACT QUESTIONNAIRE

1. Company Name:

Phone Number:

Address:

Email Address:

Name of Owner:

2. Date of first occupation license applying to the business



# City of Santa Fe, New Mexico

200 Lincoln Avenue, P.O. Box 909, Santa Fe, NM 87504-0909

[www.santafenm.gov](http://www.santafenm.gov)

*Alan Webber, Mayor*

Councilors:

Signe I. Lindell, Mayor Pro Tem, District 1

Renee Villarreal, District 1

Peter N. Ives, District 2

Carol Romero-Wirth, District 2

Roman "Tiger" Abeyta, District 3

Chris Rivera, District 3

Mike Harris, District 4

JoAnne Vigil Coppler, District 4

3. Business organization of which your agency is a member. (List local, state, regional and national). List other community involvement.

4. Three-year history of largest advertising contract budget handled:

\$ \_\_\_\_\_

For whom (name of business) \_\_\_\_\_

Largest advertising budget ever handled:

\$ \_\_\_\_\_

For whom \_\_\_\_\_ Year \_\_\_\_\_

What were you total billings last year?

\$ \_\_\_\_\_

5. In-house capacity of your agency:

Copywriting \_\_\_\_\_  
Photography \_\_\_\_\_  
Graphic Design \_\_\_\_\_  
Production Art \_\_\_\_\_  
Direct Mail \_\_\_\_\_

Market Research \_\_\_\_\_  
Media Analysis \_\_\_\_\_  
Media Placement \_\_\_\_\_  
A/V Production \_\_\_\_\_

Other (Please list other capabilities)



# City of Santa Fe, New Mexico

200 Lincoln Avenue, P.O. Box 909, Santa Fe, NM 87504-0909

[www.santafenm.gov](http://www.santafenm.gov)

*Alan Webber, Mayor*

Councilors:

Signe I. Lindell, Mayor Pro Tem, District 1

Renee Villarreal, District 1

Peter N. Ives, District 2

Carol Romero-Wirth, District 2

Roman "Tiger" Abeyta, District 3

Chris Rivera, District 3

Mike Harris, District 4

JoAnne Vigil Coppler, District 4

6. How will you provide written estimates for client approval before buying media or starting production?

7. Do you plan on charging for storyboards, layouts and rough etc., which are not used?

8. Describe your social media capabilities?

9. How do you propose to charge for services?

Commissions \_\_\_\_\_  
Charges \_\_\_\_\_

Straight \_\_\_\_\_  
Retainer \_\_\_\_\_

Combination of the above? Please specify.

10. What are your methods of measuring advertising results?





# City of Santa Fe, New Mexico

200 Lincoln Avenue, P.O. Box 909, Santa Fe, NM 87504-0909

[www.santafenm.gov](http://www.santafenm.gov)

*Alan Webber, Mayor*

Councilors:

Signe I. Lindell, Mayor Pro Tem, District 1

Renee Villarreal, District 1

Peter N. Ives, District 2

Carol Romero-Wirth, District 2

Roman "Tiger" Abeyta, District 3

Chris Rivera, District 3

Mike Harris, District 4

JoAnne Vigil Coppler, District 4

TV \_\_\_\_\_

Print \_\_\_\_\_

Digital \_\_\_\_\_

Outdoor \_\_\_\_\_

16. List awards and accolades from the last 5 years; please identify award, organization and year.

The undersigned authorizes and requests that any person, firm, or corporation to furnish any information requested by the owner in verification of the recitals comprising this statement of proponent qualifications.

DATE AT \_\_\_\_\_

THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 20\_\_\_\_

\_\_\_\_\_  
PROPONENT

BY: \_\_\_\_\_

TITLE: \_\_\_\_\_



# City of Santa Fe, New Mexico

200 Lincoln Avenue, P.O. Box 909, Santa Fe, NM 87504-0909

[www.santafenm.gov](http://www.santafenm.gov)

*Alan Webber, Mayor*

Councilors:

Signe I. Lindell, Mayor Pro Tem, District 1

Renee Villarreal, District 1

Peter N. Ives, District 2

Carol Romero-Wirth, District 2

Roman "Tiger" Abeyta, District 3

Chris Rivera, District 3

Mike Harris, District 4

JoAnne Vigil Coppler, District 4

All other pertinent information for RFP # 19/18/P will remain the same.

---

RECEIPT ACKNOWLEDGE BY PROPONENT