

2014-03-26

REQUEST FOR PROPOSAL
MARKETING SERVICES – MEMBERSHIP ACQUISITION & RENEWAL PROGRAM
RFP #18 (2014-03)
ADDENDUM # 1

This addendum shall be incorporated into, and form part of the above and take precedence over all requirements of the previously issued bid documents including plans. This addendum must be signed by the bidder (signing officer) in the appropriate space and must be attached to the Form for submission by the bidder. This Addendum consists of three (3) pages.

1. Question - What is your response rate to the first effort and the second?

Answer - Depending on the year (what's new at the Zoo), 1st notice anywhere from 13% - 28%; 2nd notice anywhere from 18% - 40%.

2. Question - Have you ever had a longer series (ie. 3 or 4 efforts?) -

Answer – Currently, the Toronto Zoo does not attempt 3rd or 4th efforts.

3. Question -Have you tried telemarketing and would the Zoo be willing to test this?

Answer - The Toronto Zoo is open to all strategies including telemarketing for consideration however telemarketing and testing has not been included in the 2014 budget.

4. Question - Is the Toronto Zoo interested in maintaining their traditional print campaign or would they be interested in understanding some alternative options such as activation/roaming data collection at select events and at The Zoo for the purpose of this RFP?

Answer - The Zoo is not limited to the traditional print campaign and is open to all options as part of the membership acquisition campaign which would relate to the Zoo's demographic. Onsite activation may be entertained in a limited capacity.

5. Question - Who does the production of your renewals or is it done in house? And, if it is done in house, are you mailing first class?

Answer - The Membership renewal programs are currently administered in-house and all direct-mail related hard costs including renewal forms, business reply envelopes, #10 envelope and postage are budgeted within Membership Unit cost centre. Yes, all outbound mails are done first class.

6. Question - What the budget for the campaign meant to encompass? Are we to provide our own breakdown of what this budget would be used for?

Answer - The estimated budget for the Membership Acquisition campaign of \$30,000-\$45,000 is to cover all marketing services that are required - including creative writing, design, production, data and list management to develop and execute the requirements for the campaign.

7. Question - Would the membership renewal strategy involve taking over the existing direct mail & email campaigns, or would it be augmenting the existing efforts?

Answer - The membership renewal strategy requirement is expected to take over the existing two direct renewal mail notices and all the related hard costs including renewal forms and all required printed collaterals.

8. Question -Other than website promotion & email campaigns, have you done any other digital marketing promotions for either acquisition or renewal?

Answer - Yes, we have incorporated digital marketing as part of past strategies.

9. Question - What are the conservation club memberships, and is there a reason they've dropped so sharply in the past 3 years?

Answer - Conservation club memberships are packaged memberships and donations with members receiving partial tax credit for the donation portion of the conservation club membership fee. The membership package was removed from the list of available products to the public in 2009.

10. Question -Do you offer corporate rates, and if so what's the price, and how many corporate partners do you have?

Answer - Corporate membership is NOT an available product.

11. Question - You mentioned you have partnerships with other zoos and aquariums. Can you provide a list of those venues please?

Answer - Current list of participating zoos and aquariums for discounted admissions is available on the website at - <http://www.torontozoo.com/pdfs/RECIPROCAL%20Zoo%20Listing%2020140313.pdf>

12. Question - The price of an annual membership increases every year - what does the increase in price go towards (aka to cover costs, because of the cost of bringing special exhibitions, etc), and how is that increase communicated to members?

Answer - A Q&A webpage for 2014 pricing is available at - <http://www.torontozoo.com/pdfs/Q&A%20-%20Admission%20Fees%202014.pdf>

13. Question - If we were to offer discounts or add-ons to the membership, is this something you'd be open to or have done before?

Answer – Yes, we have offered both discounts and add-ons in previous campaign. We plan to assemble an offer for 2014.

14. Question - Do you have a database of people who have been members in the past but aren't currently members?

Answer – Yes we have a lapsed member database however lapsed members will not be part of this campaign.

15. Question - Do people get a tax credit for their memberships?

Answer - Toronto Zoo Membership fee is NOT eligible for tax credit

16. Question - Is the expectation that the completed marketing materials will be in-market by 2014-05-09 or is this when the final creative will be submitted to the printers and printing and mailing will begin?

Answer -It is the objective to have the campaign in-market by 2014-05-09 to capitalize on the upcoming Victoria long weekend (May 17-19).

17. Question - Is the expectation of the Toronto Zoo that the awarded agency will provide a strategic recommendation as well as a final creative product for the above date?

Answer - As per RFP timelines, it is the recommendation for a final acquisition program strategy report be presented on Friday, 2014-04-25.

18. Question - Can you please provide more details as to the fee structure information you are looking for.

Answer – Proponents will submit a fee structure to complete the work as described within the RFP.

Receipt of the Addendum shall be acknowledged as part of your submission.

The Board of Management of the Toronto Zoo reserves the right to reject any or all Quotations or to accept any quotation, should it deem such action to be in its interests.

If you have any queries regarding this matter, please contact Mr. Peter Vasilopoulos, Supervisor, Purchasing & Supply, at 416-392-5916.

Yours truly,

Peter Vasilopoulos
Supervisor, Purchasing & Supply

I/we hereby acknowledge receipt of this addendum and make allowance in my bid.

Signed (Must be Signing Officer of Firm)

Name of Firm

Date:
