

2015-06-02

**REQUEST FOR PROPOSAL
ADVERTISING AGENCY PARTNER FOR 2015 SUMMER CAMPAIGN
RFP 27 (2015-05)
ADDENDUM #1**

This addendum shall be incorporated into, and form part of RFP 27 (2015-05) 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 one (1) page.

Q1: You have the contractual time period stated as June through December 2015. Post the campaign launch in July, what additional support do you anticipate needing through the end of the calendar year?

A1: We may require support of targeted contests or promotions and new features or animal births (including possible giant panda) which may open at the Zoo during this time.

Q2: Would you be able to provide both a list of specific or representative materials (i.e. posters, digital assets, radio, TV, OOH, etc.) and the total budget envelope available for the hard costs associated with production of these assets? We want to ensure that the strategy we develop best leverages the total dollars available for production

A2: We currently have a budget of \$175,000 for production. We are currently looking at OOH (transit shelters and horizontal billboards), digital assets, radio and possibly tv.

Q3: Do you want the agency to provide PR support as well (inclusive of social media)?

A3: No, PR support is not required at this time.

Q4: Would we have access to, and be able to leverage, all of your existing marketing channels (ex. paid advertising, special events, website, magazine, etc.)?

A4: We are just looking at outbound tactics at this time. However, our website would be available for campaign integration.

Q5: Can you share how many proponents you anticipate submitting?

A5: As the RFP closes on June 5, 2015, we are unable to provide this information.

Q6: You said the goal was 1.4 million visitors this year. Are you able to share where you are sitting now, in relation to that goal?

A6: As of May 31, 2015 we have had 301,426 visitors. For perspective, the budget numbers through the end of April represent only 17.0% of the full year attendance budget. The bulk of our visitors attend the Zoo between June and September.

Q7: I have a quick question regarding your Advertising Agency RFP. Would you consider working with a partner that donated their services in part to the Toronto Zoo (I.e. 70% pro-bono, 30% paid by the Zoo)?

A7: Yes, we would and this would certainly factor into our decision through our evaluation criteria as outlined in section 4 of 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:

END OF ADDENDUM 1