

2017-01-18

**REQUEST FOR PROPOSAL
ADVERTISING AGENCY PARTNER FOR
2017 ANNUAL CAMPAIGN
RFP #37 (2016-12)
ADDENDUM #1**

This addendum shall be incorporated into, and form part of RFP 37 (2016-12) 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 two (2) page.

1. Question -Do you have a current Media Partner and/or are you seeking a partner in that capacity?

Answer - We are not seeking a media partner and our current partner is Zenith Optimedia.

2. Question - For context and scope, can you please provide budget information for the following – Advertising production and Media.

Answer - In 2016, the production budget was \$229,000 and the media budget was \$956,000. We anticipate it to be the same in 2017.

3. Question - You indicate a preference for Pro-Bono work. Are you preferring zero costs to client in relation to agency fees? Or are you open to a reduced pro-bono rate, where the agency covers costs, but doesn't profit?

Answer-We are open to a reduced pro-bone rate and this will be considered in the evaluation process.

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

RFP 37 (2017-01)
ADVERTISING AGENCY PARTNER FOR 2017 ANNUAL CAMPAIGN
ADDENDUM # 1

2017-01-18

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