



REQUEST FOR QUOTES

GRAPHIC DESIGN SERVICES

Below are questions VRE received as of June 20, 2024, with responses. Whenever possible, questions are presented as originally asked. Otherwise, the questions or inquiries are presented to capture the main thrust or idea.

1. Can you elaborate on the process and timeline for approval and revisions of submitted designs? (Section 3, Scope of Work, 3.B.4)

There is no typical process on project timeline and revisions.

2. On average, how many rounds or revision requests can be anticipated per asset? (Section 3, Scope of Work, 3.B.4)

There is no set number of revisions for assets. It depends on the project and the asset itself.

3. How will the projects be prioritized and communicated to our team? (Section 3, Scope of Work, 3.C.1)

VRE will prioritize projects based on urgency and their impact on VRE's overall needs. To communicate project details, VRE will use a combination of emails, phone calls, and/or virtual meetings. High-priority projects will be clearly identified by VRE and communicated with specific deadlines.

4. How regular do you anticipate the meetings or check-ins will be between VRE and our team to discuss ongoing and upcoming projects? (Section 3, Scope of Work, 3.C.1)

The frequency of VRE check-ins will be flexible based on project needs. For high-priority or complex projects, expect more frequent communication (daily, weekly).

5. What is the frequency of requests per month? (Section 3, Scope of Work, 3.B.1)

It is not easy to pin down the frequency of requests to a specific number per month. It depends on various factors. Therefore, expect the number of requests to fluctuate.

6. Are there any changes to your brand that would impact the look/feel of the creative? (Section 3, Scope of Work, 3.B.2)

No.

7. How many creative reviews, approvers, and stakeholders are typically in this process? (Section 3, Scope of Work, 3.B.4)

One review is typical, usually by the VRE Marketing Communications Manager. However, it can vary based on the specific request.

8. What types of additional requests fall outside of these standard examples provided? (Section 3, Scope of Work, 3.B.8.)

Although rare, some requests will fall outside of the standard examples provided, but all requests will fit squarely within graphic design.

9. How does VRE measure the success of its graphic design initiatives? (Section 3, Scope of Work, 3.B.2)

Success is measured according to project responsiveness, the delivery of impactful design, and adherence to design best practices.

10. Are there any upcoming campaigns or major projects that we should be aware of and prepare for? (Section 3, Scope of Work, 3.B.2)

Yes, this information will be communicated to the vendor who is awarded a Blanket Purchase Order by VRE as a result of this Request for Quotes.

11. What is the long-term vision for VRE's branding and visual communication? (Section 3, Scope of Work, 3.B.2)

We are currently developing the long-term vision for VRE's branding and visual communication.

12. Since we are submitting via email, are you looking for just the quote form? Or are we able to add a short narrative about the team, our experience, qualifications, etc.?

For this solicitation, we are only looking to receive the Quote Form. However, the apparent low quoter will be required to provide a sample package within 2 calendar days of VRE's request (refer to Section B.9 of the Scope of Work of the RFQ). No other documents will be used for evaluation purposes.

13. What other documentation should we submit in addition to Attachment 1 - Quote Form provided by VRE?

See the response to Question #12.

14. How many sample projects would you like to see as proof of our expertise?

Five.

15. Is there a current or previous contractor providing these graphic design services? If so, can you share the name of the incumbent contractor?

Services are currently being provided via a Blanket Purchase Order with Eleventh Creative, which expires later this month.

16. Are there existing workflows or processes the incumbent establishes that the new contractor should integrate with or be aware of?

No.

17. How will updates or addenda to the RFQ be communicated to interested vendors?

Updates to the RFQ will be posted to VRE's website.

18. Is there a preference for local vendors or are vendors from out of state open to apply?

There is no local preference. All qualified vendors are encouraged to submit a quote.

19. Just to confirm, the only item needed for the RFQ is "Attachment 1 - Quote Form.xlsx"? Then if a contractor is shortlisted, a request will be sent for work samples from the firm?

See the response to Question #12.

20. Are there any preferences given for Women Owned or Small Business firms?

There is no preference given for this specific solicitation.