

Champaign Unit 4 Schools – Request for Proposals for Comprehensive Marketing Campaign  
Response to Questions Received by District  
April 16, 2018

1. Can companies from Outside USA (from India or Canada) apply for this?

Response: Yes.

2. Do we need to come over there for a meeting?

Response: Yes.

3. Can we perform the tasks (related to RFP) outside USA (from India or Canada)?

Response: No.

4. Can we submit the proposals via email?

Response: Yes.

5. How many social platforms does each campus participate in?

Response: Different groups at each campus adopt their own social media platforms at different times. This can range from the school itself to individual staff members, student organizations, PTAs, etc.

6. Are they the same platforms for each campus?

Response: See #5 above.

7. What will the marketing budget be for this Scope of Work outlined in the RFP?

Response: \$40,000 per year is allocated for marketing efforts in the five-year grant. Specific yearly allocations will depend on District need.

8. The RFP mentions “producing” brochures and signage. Do firms need to include print production cost in their proposed budgets?

Response: Yes.