



**REQUEST FOR PROPOSALS DEVELOPMENT AND IMPLEMENTATION
OF A MULTIMEDIA ADVERTISING CAMPAIGN TO PROMOTE
WINNIPEG'S NEW WINTER PARKING BY-LAW**

ISSUED: July 29, 2011
BY: Carmen Sorby
TELEPHONE NO. (204) 986-3855

URGENT

**PLEASE FORWARD THIS DOCUMENT TO
WHOEVER IS IN POSSESSION OF THE
REQUEST FOR PROPOSAL**

**THIS ADDENDUM SHALL BE INCORPORATED
INTO THE REQUEST FOR PROPOSAL AND
SHALL FORM A PART OF THE CONTRACT
DOCUMENTS**

Template Version: Ar20070420

Please note the following and attached changes, corrections, additions, deletions, information and/or instructions in connection with the Request for Proposal, and be governed accordingly. Failure to acknowledge receipt of this Addendum in Paragraph 9 of Form A: Proposal may render your Proposal non-responsive.

PART B – BIDDING PROCEDURES

Revise: B13.3(f) to read:

- (f) Social Media or any other media as recommended by the contractor. Any Social Media developed for the City of Winnipeg must be done **using City Social Media mechanisms and processes which can be viewed at the following link: <http://www.winnipeg.ca/interhom/socialmedia/>.**

PART D – SUPPLEMENTAL CONDITIONS

Revise: D2.2(d) to read:

- (d) Develop a comprehensive media plan for the City's approval which may include: media buy of Television, Radio, Print, Direct Mail, and may also include Outdoor, bus boards, Social Media or any other media as recommended by the Contractor and approved by the Contract Administrator. Any Social Media developed for the City of Winnipeg must be done **using City Social Media mechanisms and processes which can be viewed at the following link: <http://www.winnipeg.ca/interhom/socialmedia/>.**

Clarifications

The budget for this contract of \$200,000, plus GST, as stated on Form B: Prices. The remaining \$50,000 of the \$250,000 stated in Appendix A is being held in reserve to cover additional internal City costs such as French translation, IT requirements, etc, plus any additional communications that may be required during specific snow events or plowing operations this winter.

The Lump Sum Price as stated in B11.1 and Form B: Prices shall include PST but not include GST.

The budget of \$200,000 shall include hard costs, for example: filming and editing of television ads, printing costs for direct mail pieces or outdoor billboards.

The budget of \$200,000 shall include media placement spend, for example, purchasing space for print and online ads, purchasing time for TV and radio.

The budget of \$200,000 shall include distribution hard costs including mailing costs.