

Addendum #1 to RFP #09302011
Brand Visual Identity
McHenry County College

This Addendum is in response to the inquiries from potential bidders. This Addendum constitutes changes to the specifications as sent out in the original RFP and other pertinent information shared with all vendors. All changes and information listed on this Addendum should be considered as the official modifications to the specifications and should be included in your proposal with these in mind.

Please acknowledge your receipt of this addendum by attaching a signed copy of the addendum with your proposal response.

Received and acknowledged by: _____

1. Given the breadth and depth of deliverables outlined in the RFP, the budget for this program of work could approach \$250,000 unless MCC's marketing partner is given budget parameters to work within. Has a broad budget range (or a not-to-exceed amount) been identified for this project within which our proposal should fall?

MCC's budget for this phase of work is \$75,000.

2. Which deliverables outlined in the proposal might reasonably be assigned to MCC's in-house creative team with guidance from your marketing partner (making the in-house team primarily responsible for execution)?

We are looking for the creative direction, which includes concepts and suggested templates for each of the deliverables outlined. MCC's in-house creative team will be responsible for building out/execution of each of the deliverables. Here are a few examples:

Example 1: MCC Website. Agency deliverable: recommended creative/design of homepage and one secondary page. MCC team: responsible for developing and programming entire website based on that recommendation.

Example 2: MCC Letterhead. Agency deliverable: design one central letterhead with matching envelope templates for College. MCC team: responsible for developing any related items, including alternate size envelopes, change in design of forms, stationary, etc.

3. For the athletics visual identity portion, is the College looking to completely change from its current identity (Scots)? Or is a refresh of the current identity desired?

That is up to the recommendation of the firm selected for this work. If a refresh/repositioning of the current identity is all that is needed, we would be comfortable with that.

***Special Note from MCC: Please price out work, excluding any creative for campus signage. If you would like to bid on creative for signage design, please list this as a separate line item. Design of signage may be treated as a separate effort, in conjunction with the College's facilities planning.**