

ADDENDUM # 2 TO REQUEST FOR QUALIFICATIONS (RFQ)

Solicitation Name	Digital Marketing RFQ RFQ No. 2025.10.06 SRV
Date	10/17/2025
Addendum #	2
Purpose of Addendum	Posting additional questions and answers

Question:

1. Can you confirm whether the estimated annual funding of \$110,000 includes both vendor service fees and paid media spend, or if advertising budgets will be managed separately by the Library District?

A: The estimated annual funding of \$110,000 includes both the vendor service fees and paid media spend.

2. Will the selected vendor be responsible for producing creative assets (graphics, copy, video, etc.), or should proposals focus on strategy, management, and optimization of existing content?

A: The proposal should focus on strategy, management, and optimization of digital services. The Library District has existing creative assets and will produce new assets for social media advertising.

3. Are there any specific systems or platforms that the awarded vendor will be expected to work within?

A: The awarded vendor will be proficient in Google Adwords, Meta advertising platforms, and YouTube pre-roll. The vendor should bring expertise in executing digital services on the required platforms.

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4. Can you confirm whether any subcontracting or use of partner firms is permitted for specialized services such as video production or analytics reporting?

A: If video production is required, it will be completed outside the scope of the work. The Library District will procure a vendor for video production. The awarded bidder will be responsible for analytics reporting and should be included as part of the scope of the work.

5. Are there file size or attachment limits for proposal submissions via email to vendorsubmissions@sno-isle.org, and may online portfolio links be used in place of attached files?

A: Yes, an online portfolio link is acceptable. The file size limit that the Library District can accept in an email is 35 MB.

6. Will interviews take place virtually or in person, and is there an anticipated timeframe for those discussions following the October 28 submission deadline?

A: The Library District may or may not require an interview with bidders. If the Library District determines an interview is necessary, then it will schedule virtual interviews between October 28 and November 5.

7. Can you clarify the intended start date for the awarded contract, and whether there are any immediate campaigns or deliverables expected during the initial kickoff period?

A: The contract for the successful bidder is estimated to begin in January 2026. The Library District understands there will be an initial kick-off period to build the campaigns. The successful bidder and the Library District will align on campaign launch dates, and the campaign should be live no later than February 1, 2026.