

From: Irgvdc
Sent:
To:
Subject: RE: Questions - Professional Marketing Services For Explore RGV

Good Afternoon,

Thank you for your interest in the RFP-LRGVDC Professional Marketing Services for Explore RGV
Below are the answers in Red.

1. What is the name of the incumbent (previous) vendor for this service?
There is no incumbent for this service as this is a new project for LRGVDC. The media as they stand now were developed by in-house efforts and an app development team but not necessarily with a marketing reach in mind.
2. What was the dollar value of their contract?
Not applicable. Please refer to previous question.
3. Is there an estimated budget value for this currently requested service?
The LRGVDC is looking for a campaign for the Rio Grande Valley which can be broken down by target market segments (i.e. beach, bird watching, foodies). There should also be a variety of prices for advertising campaigns which should include budget for videos, graphics, and other digital assets. Please refer to section 2.4 for additional detail.

Thank you,
Lower Rio Grande Valley Development Council