

Addendum #2

From: Irgvdc
Sent:
To:
Subject: RE: Explore RGV RFP

Good Morning,

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

1. We noticed the Budget section did not allocate a specific budget \$ amount. Is there a budget allocated that our partner agencies could plan against?

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.

2. Secondly, is there a current media budget allocated for this initiative and will it be part of a separate RFP or inclusive of the above?

The LRGVDC currently has no project which can be referenced.

Thank you,
Lower Rio Grande Valley Development Council