



818 S. FLORES ST. SAN ANTONIO, TEXAS 78204 www.saha.org

Procurement Department

## ADDENDUM #1

To: 1111-915-03-3658  
RFP for Public Relations Consulting Services  
Date: January 17, 2012

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**Question 1:** Can you provide us with a copy of your current strategic plan or direct us to where we can secure a copy?

**Answer 1:** The strategic planning process is just now getting underway.

**Question 2:** Will the selected agency be responsible for planning 75<sup>th</sup> Anniversary Event and executing materials to announce and promote the event?

**Answer 2:** Yes, in collaboration with staff.

**Question 3:** What rebranding effort is SAHA currently involved in and is there an agency already contracted to lead the rebranding effort?

**Answer 3:** No Contractor has been chosen. The rebranding effort is intended to result from the strategic planning process, which is just getting started later this month.

**Question 4:** Will the branding process already be in place prior to awarding the public relations contract?

**Answer 4:** No. We intend to brand the strategic planning effort, but not rebrand the agency until after the strategic planning process.

**Question 5:** Is there an agency already contracted to do the advertising and branding? If so, please name the agency.

**Answer 5:** There is an agency, Creative Civilization, on a short-term contract, which will expire in February.

**Question 6:** If any branding has been approved, please provide us with copies of logo, taglines, and colors or where we can go to find information.

**Answer 6:** No branding has been approved at this time.

By: Carl Bottoms  
Procurement Supervisor

Date: January 17, 2012