



SOLICITATION ADDENDUM

Solicitation Number: RFP 17-11 Addendum #2 Page 1 of 2

Solicitation Due Date: September 13, 2016 2:00 p.m. (Local Time)

CITY OF GLENDALE
Materials Management
5850 W. Glendale Avenue
Suite 317
Glendale, AZ 85301
Phone: (623) 930-2865

RFP 17-11 BROADCAST TELEVISION SERVICES

The following questions and answers are provided as a result of the Pre-Offer held on September 1.

QUESTIONS and ANSWERS

1. What were attendance numbers and key target demographics for each individual event in 2015?

ANSWER:

Glitters – 75,000

Primary demographic – Females 25 – 54

Jingle Bell Rockin' Nights – 25,000

Primary demographic – Females 25 – 54

Winter Wonderland Weekend – 35,000

Primary demographic - Females 25 – 54

Spirit of Giving Weekend – 35,000

Primary demographic – Females 25 – 54

Glitter & Glow Block Party – 75,000

Primary demographic – Males and Females 18 – 49

Glendale Chocolate Affaire – 80,000

Primary demographic – Females 18 – 64



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- 2. What is your digital marketing strategy and could we include an additional digital strategy to compliment yours (pre-roll, mobile, display, etc.)?

ANSWER:

The City’s digital marketing strategy is to reach our respective target audiences through email, social media and mobile; Grow awareness and familiarity of our festival brands as strong entertainment options; Engage these audiences with relevant event information and photos; Increase our reach to these demographics through other social media pages; Increase social media followers with regular communication

The balance of the specifications and instructions remain the same. The Offeror must acknowledge receipt and acceptance of this addendum by returning the entire addendum with the proposal submittal.

Name of Company: _____

Address: _____

Authorized Signature: _____

Print Name and Title: _____