



**Addendum: Request for Qualifications (RFQ)  
Communication & Promotion,  
& Graphic Design Consulting Services  
May 11, 2009**

**Responses to Questions**

*Please note: questions may be edited for clarity and to maintain confidentiality.*

**Question 1: In providing portfolio samples, can we consider multiple pieces from the same campaign as a single sample or are we limited to one piece of creative per sample? For example, a relevant social marketing campaign may include several ad executions, along with related collateral (brochures, website, etc) all with the same look and feel—ideally these materials would be considered collectively as a single campaign sample.**

*CIF Response:* You are not limited to one piece per portfolio example. It is expected that you may wish to use one campaign exhibiting several pieces. Given the size limitation of uploading documents you may wish to provide a link to a website where the firm's portfolio is shown. Section 4.4 Area of Expertise (page 4 in the RFQ) states:

3. Provide three examples from the firm's portfolio of recent and applicable communications and promotions projects and, or design work. If the firm's website has samples of work, a link to the website can be provided instead.

**Question 2: 25% of the selection criteria are for the qualifications and experience of key staff; where on the form are we to provide this information?**

*CIF Response:* Your question is referring to Section 4.4 Areas of Expertise, and the instruction under this section, which states: "6. Using the Consultant Selection Criteria as a reference describe your firm's knowledge, experience and ability to deliver the relevant services." Responses to this are to be placed in the text box below Table 1: Consultant Selection Criteria.