

**Allegheny County
Department of Human Services
Task Order: Design Services
Caregiving Programs Promotion**

April 26, 2022

1. *"We have allocated \$150,000 to spend on the creation and implementation of a marketing campaign for caregiving programs. All funding must be spent by June 30, but there is no expiration date on the need for awareness, so we're looking for the campaign to last at least nine months to a year."*

With this in mind, does this mean that all of our deliverables must be complete by June 30, and we deliver it for your office to distribute? Or does this mean that the money will be spent, but we will continue developing content, buying media and providing other services after June 30?

Yes, the money will need to be spent by June 30, but it is our hope the advertising will continue beyond then. DHS will consider all proposed costs for reasonableness and negotiate the final terms with the Successful Applicant.

2. As we finalize our proposal for this Task Order, can you please provide some clarity around the budget?

Under the Expectations Headline:

We have allocated \$150,000 to spend on the creation and implementation of a marketing campaign for caregiving programs. All funding must be spent by June 30, but there is no expiration date on the need for awareness, so we're looking for the campaign to last at least nine months to a year.

Does this mean that the total budget of \$150,000 will need to be invoiced no later than June 30th even though there may be advertising that is scheduled to run for the next 9-11 months?

Please explain a bit more so that we can better outline the plan and budget.

Please refer to question one.

April 27, 2022

3. From what we can tell, this task order is only for the branding and design, all creative deliverables. Please confirm there are no production deliverables included in the proposal (printed literature, etc).

No. Production costs should be reflected in your proposed budget.