

**NEVADA CASA ASSOCIATION**  
REQUEST FOR PROPOSAL – MARKETING  
**QUESTIONS AND ANSWERS**  
NOVEMBER 2, 2023

**Website**

1. Will the website need to integrate with Optima, like many other CASA websites?  
**RESPONSE: It would be ideal to have a link to Optima displayed on the website.**
  
2. Are you asking for a full website redesign? (define revamp)  
**RESPONSE: Yes, we are looking for a full website redesign.**
  
3. Where is the website hosted currently?  
**RESPONSE: The website is currently hosted with Firespring.**
  
4. “Edited content based on NVCASA’s current site” — does this mean only edit current content, no net new content?  
**RESPONSE: The understanding is that some content on the current site continues to be relevant and new content may also be necessary.**
  
5. What do you mean by: “Social media integration and data capture functionality”?  
**RESPONSE: The expectation is that social media platforms such as Facebook and Instagram will be utilized to reach markets in the north and rural areas. Metrics monitoring performance of social media efforts are expected to be demonstrated by way of regular reporting.**

**Budget**

1. Clarifying that \$150,000 is the total annual marketing budget, minus website hosting maintenance?  
**RESPONSE: \$150,000 is the amount currently earmarked for the initial marketing budget.**
  
2. Do all the marketing efforts outlined in Appendix E have their own marketing budget outside of the \$150,000 project budget?  
**RESPONSE: The efforts outlined in Appendix E are inclusive of the \$150,000 marketing budget. Website hosting and maintenance is considered “out of scope.” However, vendors may produce a separate quote for website hosting and maintenance (apart from the \$150,000 marketing budget).**

**Submission**

1. Can we submit the information in Appendix C (Company Background / Client Relationships) at a different part in the proposal and just make reference to where to find it in Appendix C?  
**RESPONSE: The information requested in Appendix C is expected as outlined in the RFP. Vendors should make every effort to ensure requested information is easy to identify and is provided as described in the RFP.**
  
2. What are you looking for us to provide in Appendix D?  
**RESPONSE: Appendix D should describe a breakdown of how the \$150,000 would be allocated for all aspects of the marketing plan. Vendors may produce a separate quote for website hosting and maintenance (apart from the \$150,000 marketing budget).**

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3. What reference info are you looking for? Is this just contact info?  
**RESPONSE: Contact information for references (requested in Appendix C, under “Client Relationships”) should include for each: name, title, company, telephone number and email address.**

**Brand**

1. Why are you wanting a new logo and brand standards? Don't we have to stay within national guidelines?  
**RESPONSE: The logo and brand standards will be within National CASA guidelines and the vendor will be expected to rely heavily on National CASA branding materials and slogans.**
2. What is your current “slogan”?  
**RESPONSE: From time to time, the organization may utilize various CASA slogans trademarked by National CASA.**

**Other**

1. “Refreshed photography and videos” — are you looking for net-new photography and videography to be developed?  
**RESPONSE: National CASA and other CASA programs have photos and videos that may be utilized with permission at little to no additional cost to NV CASA Association. The vendor will be expected to rely heavily on National CASA marketing materials, including photos and videos.**
2. Are there any key regions CASA would like to focus on, or should ad dollars/marketing efforts be split evenly based on population density?  
**RESPONSE: The focused regions will include northern Nevada and the rural areas. Metrics monitoring performance of efforts are expected to be demonstrated by way of regular reporting.**
3. Does CASA have an existing Google Ad Grants account?  
**RESPONSE: NV CASA Association does not currently have an active Google Ad Grants account.**
4. How do you envision the selected vendor working with the Local CASA Programs Marketing vendors outlined in Appendix E?  
**RESPONSE: Information outlined in Appendix E is provided for reference. Each program that shows marketing efforts will manage their own marketing plan. The NV CASA Association marketing plan will primarily address those programs that currently have no marketing efforts (highlighted in yellow).**