



**Request for Proposal to Provide Branding and  
Graphic Design Services  
ADDENDUM**

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Contact:

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**Answers to Questions Posed:**

• **Deadline clarity**

- "Is the May 9, 2022 deadline for the logo and merchandise design & specs completion a hard deadline?"
- "What is the timeframe from award decision to final artwork files required? I can see the RFP says "logo & merch design specs due May 7" but I am unsure if that means final file format ready to be sent to printers, suppliers, etc. - or what exactly you mean by "design specs"."
- **ANSWER:**  
*May 9<sup>th</sup> was set as a goal deadline. The driver for that is the grand opening celebration of the WSP itself which is set for June 21, 2022. As long as a.) a final design is agreed to so that b.) merchandise can be sourced, ordered and received by June 20, then the goal will be met.*

• **Budget clarity**

- "Do you have a "not to exceed" budget for this project?"
- "Is there an estimate on the price range that we may consider within our proposal, or is this not available?"
- "Do you have a budget range?"
- **ANSWER:**  
*The City has set a not-to-exceed budget of \$5k.*

• **Applicant clarity**

- "Do we have to be residents of Ketchum to be considered for this RFP?"
- "Are you considering non-Idaho based Agencies/Graphic Designers?"
- "Whether companies from Outside USA can apply for this?"
- "Whether we need to come over there for meetings?"
- "Can we perform the tasks (related to RFP) outside USA?"
- **ANSWER:**  
*Firms from outside of the area are welcome to apply; physical attendance to meetings is not*

*required.*

- **Design clarity**

- “Do you have an existing Creative Brief for the logo design, or do you require Designer assistance/discussion to establish the Brief?”
- “Do you have a specific list of Merchandise items you are looking to order, or are you looking more for Agency/Designer recommendations?”
- **ANSWER:**  
*No – we do not have an established creative brief, please visit [warmspringspreserve.org](http://warmspringspreserve.org) to get a ‘feel’ for the space.*  
*Regarding merchandise, we are open to recommendations!*

- **Other**

- “Do you have any personal tips and advice on how we can optimize our chances for being chosen for this project?”  
**ANSWER:** *No.*
- “Can we submit the proposals via email?”  
**ANSWER:** *Yes.*