

**Q&A Clarification Number 4
University of Arkansas
Marketing Services
RFP R584431**

This document responds to questions specifically submitted by vendors related to RFP R584431. All answers, information and responses will become part of the bid file and the evaluation process.

Posted: November 23, 2015

Question 1: BRANDING – How extensive? Brand audit/position statement or all the way to new logo, palette, etc.?

Answer 1: Design services aren't intended to be part of the scope of this contract.

Question 2: IMPACT REPORT – Estimated document length? 50 pages? 200 pages? What is the preferred format: written report or slide deck or something else?

Answer 2: Document length and format will be determined in collaboration with TSC.

Question 3: WEBSITE – Ideally, we would recommend building a new site from scratch. Is this option? Should we offer a budget for both updates to the current site and a full redesign?

Answer 3: TSC's request is for a vendor who will be able to provide updated content for TSC website to reflect the new branding and content, working with TSC creative team to streamline and update website.

Question 4: OVERALL – The identified scope is very broad. Is it ok to give a minimum contract amount and a hourly rate/budget range for additional pieces?

Answer 4: Yes.