



**TENNESSEE HOUSING DEVELOPMENT AGENCY  
REQUEST FOR PROPOSALS # 31620-00820  
FOR  
ADVERTISING AGENCY  
FOR COMMUNICATIONS DIVISION  
AMENDMENT ONE**

**DATE: August 16, 2024**  
**RFP# 31620-00820**

- A. Please find an amended 6.3 Cost Sheet attached to this document as Exhibit A. The total in the Cost Sheet should reflect \$2.4 million.
- B. Please see below the Answers to the Questions submitted regarding the RFP:

No.	Questions	Answer
1	Will this be the first campaign of its kind? If not, are there learnings and creative from past campaigns?	No, THDA has engaged in paid advertising for the Great Choice loan products for a minimum of 5 years. During that time, the campaign execution has evolved with changing media trends of the target market.
2	How is <a href="http://greatchoicetn.com">greatchoicetn.com</a> managed? Ex: in-house vs. outsourced	The site is managed in house.
3	Are there specific goals as it relates to the campaign? Reach, Website traffic, Leads, etc.	We have some metrics that we can build upon but that can be discussed.
4	What is the desired action once someone visits <a href="http://greatchoicetn.com">greatchoicetn.com</a> ?	To gain information about THDA mortgage products and seek a lender for one of our products.
5	Is there an existing creative concept or campaign in place that we should build from, or should we start fresh?	Agency branding and color palette will need to remain but fresh ideas on creative concepts would be ideal.
6	Are there existing brand standards?	The style guide is a separate attachment to the same email for your reference.
7.	What do we know about the market size of these audiences?	The primary target market is identified as potential homebuyers within the state of Tennessee, ages 21-49 with HHI \$35-100K
8.	Should page 27 be revised to \$2.4 million to reflect the 2-year contract?	Yes, it should be amended to \$2.4.
9.	Is there a seasonality with regard to home buying to be considered in this campaign plan?	No.

**COST PROPOSAL & SCORING GUIDE**

**NOTICE: THIS COST PROPOSAL MUST BE COMPLETED EXACTLY AS REQUIRED**

**COST PROPOSAL SCHEDULE—** The Cost Proposal, detailed below, shall indicate the proposed price for goods or services defined in the Scope of Services of the RFP Attachment 6.6., *Pro Forma* Contract and for the entire contract period. The Cost Proposal shall remain valid for at least one hundred twenty (120) days subsequent to the date of the Cost Proposal opening and thereafter in accordance with any contract resulting from this RFP. All monetary amounts shall be in U.S. currency and limited to two (2) places to the right of the decimal point.

**NOTICE:** The Evaluation Factor associated with each cost item is for evaluation purposes only. The evaluation factors do NOT and should NOT be construed as any type of volume guarantee or minimum purchase quantity. The evaluation factors shall NOT create rights, interests, or claims of entitlement in the Respondent.

Notwithstanding the cost items herein, pursuant to the second paragraph of the *Pro Forma* Contract section C.1. (refer to RFP Attachment 6.6.), the State is under no obligation to request work from the Contractor in any specific dollar amounts or to request any work at all from the Contractor during any period of this Contract.

This Cost Proposal must be signed, in the space below, by an individual empowered to bind the Respondent to the provisions of this RFP and any contract awarded pursuant to it. If said individual is not the *President* or *Chief Executive Officer*, this document must attach evidence showing the individual's authority to legally bind the Respondent.

<b>RESPONDENT SIGNATURE:</b>			
<b>PRINTED NAME &amp; TITLE:</b>			
<b>DATE:</b>			
<b>RESPONDENT LEGAL ENTITY NAME:</b>			
<b>Cost Item Description</b>	<b>Proposed Cost</b>	<b>State Use Only</b>	
		<b>Evaluation Factor</b>	<b>Evaluation Cost (cost x factor)</b>
Contractor Fee for Services Under the Contract indicated as both a <b>DOLLAR AMOUNT AND</b> as a <b>PERCENT</b> of contract maximum liability of \$2.4 Million.	\$ _____ _____ Percent	1	
<b>EVALUATION COST AMOUNT</b> (sum of evaluation costs above): The Solicitation Coordinator will use this sum and the formula below to calculate the Cost Proposal Score. Numbers rounded to two (2) places to the right of the decimal point will be standard for calculations.			
<b>lowest evaluation cost amount from <u>all</u> proposals</b>	<b>x 20</b> (maximum section score)	<b>=</b>	
_____		<b>SCORE:</b>	
<b>evaluation cost amount being evaluated</b>			

**RFP ATTACHMENT 6.3. (continued)**

<b>RESPONDENT LEGAL ENTITY NAME:</b>			
<b>Cost Item Description</b>	<b>Proposed Cost</b>	<b>State Use Only</b>	
		<b>Evaluation Factor</b>	<b>Evaluation Cost</b> (cost x factor)
<i>State Use – Solicitation Coordinator Signature, Printed Name &amp; Date:</i>			