



## **Answers to Questions Received for Brand USA's Travel Marketing and Public Relations Services in India 2017 RFP (Request for Proposal)**

**Thank you to everyone who submitted questions regarding Brand USA's Influencer Programs RFP. The following are answers to questions received for Brand USA's Travel Marketing and Public Relations Services in India 2017 RFP, issued February 23, 2017.**

**Please note: We have condensed and edited the questions received for space, or clarity. In addition, we have removed company names and other identifying information of those who posed questions.**

**Proposers Questions: Submitted by March 01, 2017**

### **1. Does the Total Budget include Partnership Revenue?**

*Revenue is not connected to this budget. The budget represents staff time, overhead, and activation that helps Brand USA achieve its mission.*

### **2. The Partnership Revenue ... from the industry would be generated directly by us ... or do the partners make some mandatory contribution?**

*The Partnership revenue is neither generated by the Representation firm, nor is there a mandatory contribution.*

### **3. If a Partner has a separate office in India, can we pitch to them for joint Partnership programmes?**

*The representation firm's work on partnership opportunities between Brand USA and its U.S. travel industry partners will be done at the direction of Brand USA HQ.*

**4. The Partnership Revenue would mean extra costs and resources? Can we claim a percentage of the revenue for such costs?**

*The representation firm's compensation is fixed in the retainer portion of the budget. Should Brand USA suggest that the representation firm execute a particular project that is not contemplated in staff time or hard costs, the parties will work to develop an additional, mutually agreed upon Scope of Work and budget for that particular project.*

**5. Please advise if it is mandatory to pre-select the subcontractors for each project, the usual practice is to select the subcontractor on case-to-case basis depending on their competitive pricing and professional competence to handle that specific project?**

**REF. Page 12 under Subcontractors:**

**It reads, "The proposer should identify all proposed subcontractors for work that exceeds \$5,000 per fiscal year and document the portions of service that will be performed by subcontractors and their ability to perform the work. Please provide the name and background of each subcontractor company, if applicable, as well as the resumes of proposed subcontractors' key personnel, including those conducting day-to-day work."**

*It is reasonable to select subcontractors on the basis of specific need and area of expertise. Brand USA requires to be notified ahead of time of any subcontractor hiring and provide resumes of experience.*

**6. Please advise if we could propose sample content for any two months during the contract period or it should be specific to first two-months of the contract period (i.e. June & July 2017)?**

**REF. Page 13 under SUBMISSION DELIVERABLES & SCHEDULE; Market Intelligence:**

**It reads: "A 2-month (6-8 posts per month) schedule of possible social media content relevant to your market and consistent with Brand USA messaging."**

*A sample of any two months during the contract period would be acceptable.*

**7. This section doesn't include any section for the new projects and promotions during the contract period to be proposed by the Representative Firm. Please advise if we need to include these plans at the time of submission of our written proposal or this would be part of the Finalist Presentations/Interviews on April 17, 2017?**

**REF. Page 13 & 14 under SUBMISSION DELIVERABLES & SCHEDULE.**

*It is at your discretion when you would like to propose any new projects or promotions.*

**8. Please advise if it is mandatory to provide this information in this format and include “Hourly Rate” for the respective staff? Please also advise if this is a supplement to the Financial Budget Sheet (Attachment 4)?**

**REF. Last Page attachment on Sample Staffing Form.**

*Yes, it is mandatory to provide in this format and include ‘Hourly Rate’ for respective staff. Yes, it is supplemental to the sample Financial Budget Sheet.*