

October 2, 2023

ADDENDUM #1

**REQUEST FOR PROPOSAL:
Communications Professional or Firm to provide Communications Services**

To All Interested Parties:

PLEASE BE ADVISED that the New Jersey Sports and Exposition Authority (NJSEA) is providing this addendum to the Request for Proposal ("RFP") for the purpose of providing responses to questions from Interested Parties.

The NJSEA is providing the following written responses to questions submitted by various Interested Parties:

Q1: Is there an incumbent individual/agency?

A1: There is no incumbent individual or agency.

Q2: If there is no incumbent, how did the NJSEA previously handle public/media relations?

A2: The NJSEA currently handles public/media relations using NJSEA staff.

Q3: Will the successful candidate be primarily focused on the NJSEA as an organization, or will there also be responsibilities related to the NJSEA's venues and related events?

A3: The services provided by the successful candidate will be focused on the work of the NJSEA, which will include public relations and communications services related to the events and programs held at NJSEA properties or otherwise sponsored or supported by the NJSEA. The selected firm will not be expected to provide event planning or event management services.

Q4: Based on the scope of services outlined can you identify your top priorities?

A4: The Authority's priority is to work with an experienced communications partner in order to advance its policies and objectives.

Q5: Can you identify the key target audiences that we would need to focus on?

A5: Some key target audiences would be stakeholders in the sports and entertainment industry, environmental stakeholders, stakeholders in the business community, and the general public visiting NJSEA properties (including its parks and the Sports Complex).

Q6: What upcoming news items does NJSEA have?

A6: Some upcoming projects include, but are not limited to, preparation for sporting and entertainment events, annual report development, promotion of public events, and promotion of the parks and environmental aspects of the Meadowlands.

Q7: As stated, the on-call fixed fee/lump sum should be based on approximately 25 hours of work, what happens if the work exceeds 25 hours?

A7: This is a fixed fee arrangement in which the Authority desires to pay a lump sum monthly fee for services rather than receive hourly billing statements. Twenty-five hours is an internal estimate based upon our present need, which has been provided to assist respondents in developing a pricing proposal.

Q8: Can you share the budget or budget range for this RFP?

A8: The Authority will evaluate all proposals and determine whether there is a responsive proposal that meets the NJSEA's financial and operational needs.

Q9: Are there KPIs that the NJSEA is looking to achieve?

A9: There are no specific Key Performance Indicators that the NJSEA can share at present.

Q10: What are some of the challenges that the NJSEA is facing?

A10: Increasing public awareness of NJSEA programs, the natural resources of the region and the economic advantages of major sporting and entertainment events.

Q11: Typically, how many press releases are issued annually?

A11: The number of press releases varies, but we intend to increase our media outreach.

Q12: Can you share the name of the incumbent?

A12: See response to Question #1.

Q13: What does success look like for NJSEA in working with a communications firm?

A13: A successful relationship with a communications firm would be one in which the firm has a strong understanding of the Authority's mission and is able to help the Authority with a comprehensive communications strategy.

Q14: Is it required / desired that the selected communications firm have sports related experience?

A14: It is not required, but prior experience in that area may be considered in the evaluation process as further explained in the RFP.

Q15: On page 3, it is mentioned that the hired agency is expected to prepare materials for public events, including environmental, scientific, sporting and entertaining, up to and including international sporting and entertaining events. What assets are you looking to have created in particular?

A15: Materials could include, but are not limited to, annual reports, press releases, media statements, talking points, and marketing materials.

Q16: On page 3 bullet point number 4: Can you identify other instances of copywriting needs outside of press releases, social media content and website content development?

A16: Other instances include, but are not limited to, talking points and reports.

Q17: On page 3 bullet point number 8: Can you provide more clarity on the agency's role as it relates to stakeholder engagement?

A17: See response to Question #5.

Q18: What do you feel is currently working for your social media strategy?

A18: The selected firm will be expected to help expand and improve the Authority's social media presence and develop a social media strategy to better leverage the various platforms.

Q19: What are the targeted platforms and cadence as it relates to the social media strategy?

A19: See response to Question #18.

Q20: What opportunities for success do you envision as it relates to social media?

A20: See response to Question #18.

Q21: Is this the first time this RFP for this scope of work has been offered? If not, who was the incumbent agency and when was the last time it was competed?

A21: This is the first time an RFP of this kind has been offered. See response to Question #1.

This addendum modifies applicable sections of the RFP. It is the responsibility of the Interest Party to ensure that all changes are incorporated into the original RFP. All documents distributed as part of this procurement are available in the Public Notice section of the NJSEA website: <https://www.njsea.com/public-notices/>.