



## City of San Antonio

### ADVERTISEMENT INFORMATION ONLY

**Solicitation Type and Name:** Request for Proposals – Marketing Services

**Solicitation Number:** RFP 17-004, 6100008184

**Description:**

The City is seeking a full-service bi-lingual advertising and marketing agency and/or an agency who can manage a set of specialized agencies that will be able to collaborate with Animal Care Services (ACS) on impactful outreach awareness that encourages responsible pet ownership and the humane treatment of our community's pets.

With the cooperation, advice and written consent of ACS, the successful Agency shall perform and/or manage the performance of all:

- Requested strategic planning
- Project management/account management
- Marketing across all channels (including but not limited to print, TV, radio, digital, online and social media) as determined by ACS
- Creative concepts and production
- Media planning
- Media buying and evaluation
- All related accounting and reporting requirements

**Applicable Product NIGP Categories:** N/A – Media Buying & Production  
91522 – Communications Marketing Services  
96546 – Graphic Design Services for Printing  
96625 – Digital Printing  
96658 – Offset Printing, General, Large Press Work

**Date Issued:** Tuesday, November 2, 2016

**Due Date & Time:** Friday, December 2, 2016, at 11:00 A.M. CST

**Pre-Submittal Conference:** The Pre-Submittal Conference will be held at the City of San Antonio Animal Care Facility Annex located at 4710 State Highway 151, San Antonio, Texas 78227 at 9:00 a.m., **Central Time, on Wednesday, November 9, 2016.** Attendance at the Pre-Submittal Conference is optional, but highly encouraged.

**Staff Contact Person:** Charisma Esparza, Procurement Specialist III, [Charisma.Esparza@sanantonio.gov](mailto:Charisma.Esparza@sanantonio.gov).

**Evaluation Committee Voting Members:**

Claudia Pena, Department Fiscal Administrator, Animal Care Services  
Lisa Norwood, Public Relations & Outreach Manager, Animal Care Services  
Ryan Evans, Contracts Coordinator, Animal Care Services  
Michael Rodriguez, Assistant to the Director, Animal Care Services  
Thea Setterbo, Public Engagement Officer, Government & Public Affairs Department  
Brandis Davis, Management Analyst, Human Resources  
Javier Flores, Assistant Marketing Manager, Department of Culture & Creative Development

Pursuant to Section 011 – Restriction on Communications, Respondents are prohibited from communicating with: 1) elected City officials and their staff regarding the RFP or proposals from the time the RFP has been released until the contract is posted as a City Council agenda item; and 2) City employees from the time the RFP has been released until the contract is awarded.

Exceptions to the Restrictions on Communications:

Respondents may submit written questions concerning this RFP to the Staff Contact Person listed below until 2:00 p.m., Local Time, on Tuesday, November 15, 2016. Questions received after the stated deadline will not be answered. All questions shall be sent by e-mail.

Charisma Esparza, Procurement Specialist III  
City of San Antonio, Finance Department – Purchasing Division  
[Charisma.Esparza@sanantonio.gov](mailto:Charisma.Esparza@sanantonio.gov)

Questions submitted and the City's responses will be posted with this solicitation on the City of Antonio's Bidding and Contracting Portal.

To view this solicitation, go to <https://supplierservice.sanantonio.gov/irj/portal>.