



Q & A
Image and Branding Services
Foundation for Puerto Rico
2022-0627

- Do you have plans, briefs, research or a photo library that you intend to use to expedite onboarding/discovery?

We have the Destination Plan for Naguabo/Ceiba that includes information regarding the Municipality of Naguabo. We also have general photos of the community for reference.

- The current timeline of 6-7 weeks – from onboarding to completion – may not allow much time for discovery with stakeholders, destination familiarization, concept development, revisions, market research and local acceptance. Is this a fixed timeline for project completion? Do you see the winning partner as one who tailors the effort to the proposed timeline?

Yes. The partner may propose a new timeline, but the final deliverables should not be completed later than the end of October 2022.

- Is there a budget or budget range that you have identified for this effort?

Yes. Between \$8K and \$10K.

- Will you be considering ongoing marketing services (digital advertising, social media, trade marketing etc) beyond the current RFP?

No. The community leaders will be responsible for managing their social media.

- Will firms outside of Puerto Rico be given equal consideration for this project?

Yes, firms outside Puerto Rico will be given equal consideration and the received proposals will be part of the evaluation process.

- Would you like for us to include a Spanish version of our proposal?

No need to include a Spanish version of the proposal.