

Addendum 2
October 18, 2023
South Jersey Port Corporation (SJPC)
Request for Proposals

SJPC 23-69-MA (Marketing Consultant)

NOTICE

This Addendum is considered part of the Request for Proposals and must be acknowledged with your submission.

QUESTIONS FROM POTENTIAL PROPOSERS

The below questions are in reference to Section 2.0 Scope of Services, Part 2. Duties.

- Q1. Regarding letter J, will we manage your social media directly through our social media tools or help with creatives only?
- A1. The contracted firm will be doing a mixture of both.
- Q2. Regarding letter A, Will we attend meetings in person or via Zoom?
- A2. Meetings may be attended either in person or via Zoom, at the discretion of SJPC.
- Q3. Regarding letter H for development and promotion of special events, will we be coordinating and planning special events, or are we assisting and promoting the event?
- A3. For the most part, the Marketing Consultant will assist with certain events but occasionally will be required to coordinate and plan special events.
- Q4. Regarding letter G, do you have your own list of community organizations and leaders for outreach, or will we be providing our list?
- A4. SJPC has its own list, but is open to additional suggestions from the Marketing Consultant.
- Q5. Regarding letter E, will the PR media contact and relations be local, regional, national, and/or global?
- A5. All of the aforementioned.