

## **Request for Proposals to Provide Agency of Record Services for a B2B Advertising Program (2026 – 2027)**

Posted: January 21, 2026

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This Addendum No. 3 shall be considered part of the RFP to Provide Agency of Record Services for a B2B Advertising Program (2026 – 2027) and is intended to correct, change, and/or add to the documents as described below. Please make sure to complete the *Addenda Acknowledgement* form included in the *Required Forms* (Exhibit B).

Listed below are additional questions received with answers from SWACO:

Question #47: *Is there a goal timeframe to be in the market??*

**Answer:** We would like to be in market in Q2 2026.

Question #48: *What is the geography for media targeting? We assume Franklin County but want to be sure.*

**Answer:** Yes, commercial businesses in SWACO's Solid Waste District are the target audience.

Question #49: *Will our team be developing concepts that align with the existing brand/campaign or are we just resizing existing creative for media needs?*

**Answer:** Developing new concepts that align with existing branding.

Question #50: *Are you open to strategic recommendations for updates to the landing pages in addition to just migrating them to WordPress?*

**Answer:** Yes.

Question #51: *We cannot place media on behalf of clients without receiving payment in advance. This is because we cannot float cash on behalf of our clients. We can provide proof of placement of all media. Will this be acceptable to SWACO?*

**Answer:** Our preference is that the selected agency would handle all aspects of negotiating, buying and monitoring of the media spend on SWACO's behalf, including covering the media costs upfront however, if that creates an obstacle for any firm to be able to submit a proposal for this work, SWACO would be willing to explore having staff handle this activity. Agency proposals should clearly state their desire for SWACO to contract with and pay advertising partners directly.

Question #52: *Page 3 of the RFP states that proposals should be no more than 30 pages, not including resumes and required documents. Do the graphic design, advertising and Word Press examples listed on page 14 count toward the 30-page limit?*

**Answer:** Yes.

*Question #53: To shape a sample budget that aligns with your goals, it would be helpful to understand the media spend range you're anticipating. If a firm number isn't available yet, even a directional range would allow us to build an accurate estimate.*

**Answer:** SWACO has budgeted \$100,000 for a one- (1)-year B2B marketing campaign. Our expectation is that most of the budgeted funds will be directed to the actual media buy with a smaller portion used for writing a marketing plan, purchasing media on SWACO's behalf, creative development, and monitoring/reporting on the campaign's performance each quarter. There is additional funding budgeted for the development of Word Press landing pages to support a B2B project.

*Question #54: What is the desired duration for the in-market campaign? For example, are you considering a 3-month or 6-month flight?*

**Answer:** Twelve (12) months.

*Question #55: Do you have any information on the key target audience—specifically who is responsible for making the decision and who influences it? Understanding primary decision-makers versus secondary influencers will help us tailor the approach.*

**Answer:** Part of the learnings we would like to achieve from this campaign is to better understand and to create a profile of our target audience. Historically, there have been a wide range of people asking to implement programs from admins to HR managers, accounting managers. In larger companies, it's usually a sustainability manager, facilities manager, or building manager.

*Question #56: Are there specific industries or business types you want to prioritize (e.g., manufacturing, food service, office-based companies)??*

**Answer:** No, any industry is welcome, though for the Food Waste Champions restaurants are a target.

*Question #57: Do you have any existing audience segmentation, CRM data, or lead quality benchmarks?*

**Answer:** Yes, we have CRM data and audience segmentation available. We also have case studies regarding successful Champions projects and lessons learned from past advertising.

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**The timeframe for questions relating to this RFP is now CLOSED**  
**Proposals are due no later than 1:30 p.m., January 22, 2026.**

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++ This completes Addendum No. 3 ++