



## Request For Proposals Addendum

### **Addendum #1: RFP Vendor Questions & Answers/ Pre-Proposal Presentation**

Date: 11/22/2024

### **RFP 11-DSP-0125 Demand Side Platform**

To: All Prospective Vendors

The following questions were sent in response to the referenced Solicitation for further clarification. Questions and Answers are listed below.

**Question 1:** Is there an estimated budget for this project or not at this time?

**Answer:** Currently, our estimated budget for 12 months is \$1,000,000.

**Attachments:** Pre-Proposal Meeting PPT slides

End of Addendum

IDEA Public Schools  
Request for Proposal (RFP)  
For  
#11-DSP-0125 Texas  
Demand Side Platform

Pre-Bid Meeting

November 19, 2024 @ 10:00 AM CST

Humberto Hinojosa, Procurement Analyst

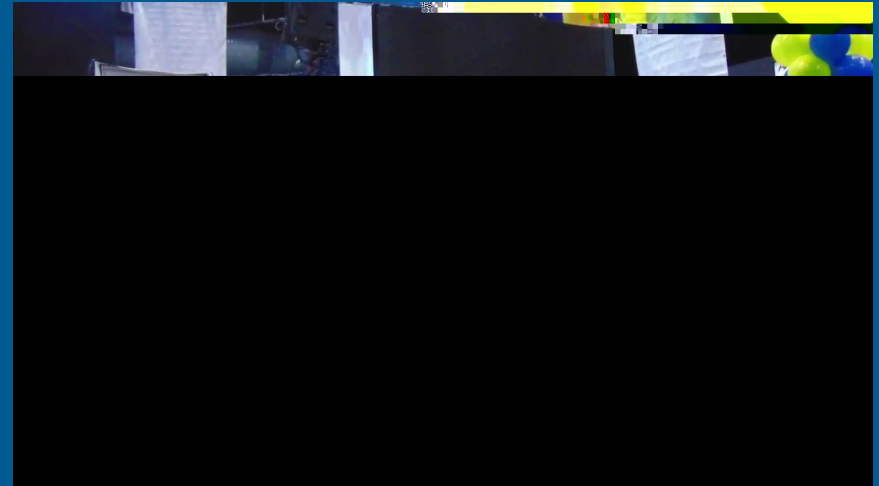
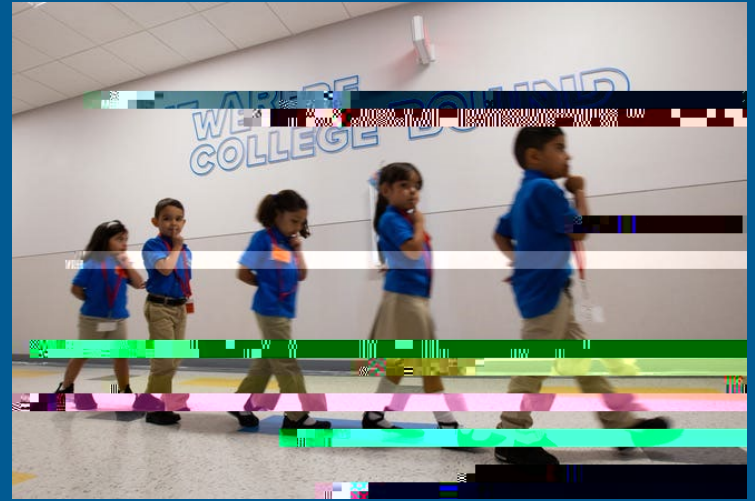


This meeting will be recorded and transcribed for future reference

Please type your name, title, phone number, email address, and organization in the chat

# Pre-Bid Agenda

- Welcome
- Agenda & Solicitation Overview
- Bid Proposal Submission & Selection
- Project Scope and Overview
- Q&A
- Wrap-up





This Document serves to aid interested vendors doing business with IDEA. This Document does not constitute legal advice or bind IDEA in any manner. Anything stated at this pre

# Solicitation Overview

IDEA is seeking Proposals from qualified Respondents or individuals in response to this Request for Proposal (RFP) for a self-service Demand-Side Platform (DSP) for managing advertising in Texas, specifically for student and staff recruitment efforts. This platform should enable efficient planning, scheduling, and management of digital ad campaigns.

The detailed scope of services and vendor requirements can be found [Part II: SCOPE AND SPECIFICATIONS OF THE PROPOSAL](#)

# Request for Proposal Tentative Timeline

<b>RFP Issue Date:</b>	Wednesday, November 13, 2024
<b>Pre-Proposal Conference</b>	Tuesday, November 19, 2024, at 10:00 AM (CST)
<b>Respondent Question Cut-Off Date</b>	Thursday, November 21, 2024, at 4:00 PM (CST)
<b>Addendum Issue Date</b>	Friday, November 22, 2024
<b>Solicitation Due Date &amp; Time</b>	Tuesday, December 3, 2024, at 2:00 PM (CST)
<b>Evaluation Period:</b>	December 5 - 10, 2024
<b>Board Meetings:</b>	Last week of January 2025



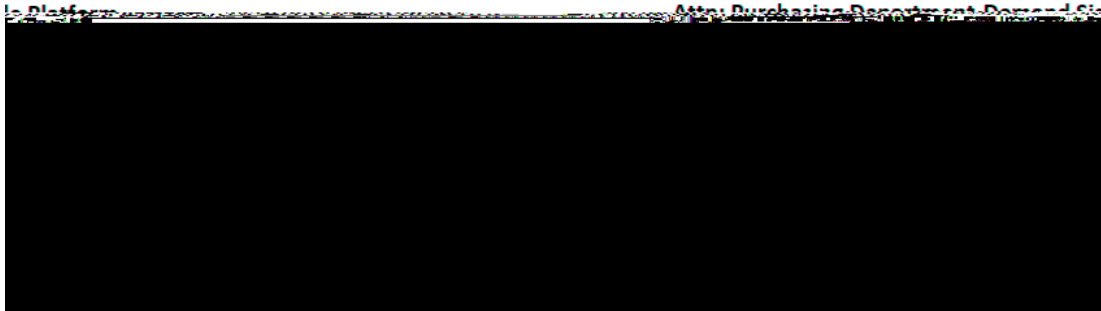
# Submittal Procedures

Due: Tuesday, December 3, 2024 @ 2:00 PM CST

## Texas

**Proposal Submission:** Proposals may be submitted using the [Public Purchase](#) or [Self-Service](#) website, or by

IDEA Public Schools  
RFP # 11-DSP-0125 Texas









## Q&A

- Questions relevant to projects & solicitation process
- Questions and responses will be posted as an addendum



Use "Raise hand" button via Teams when you have a question

# Closing

- Agenda, notes, and power point slides will be posted as an addendum
- Final attendee list: If you haven't already, please type name, title, and org in the chat

