



Request For Proposals Addendum

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

Date: 12/17/2024

**RFP 27-DSP-0125 Demand Side Platform**

To: All Prospective Vendors

**No questions were asked for this RFP**

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

End of Addendum

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

Pre-Bid Meeting

December 13,2024 @ 10:00 AM CST

Humberto Hinojosa, Procurement Analyst

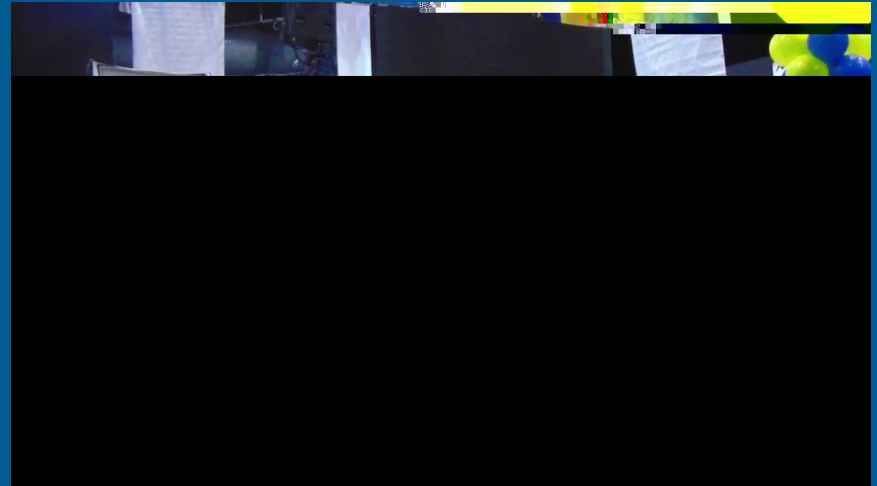
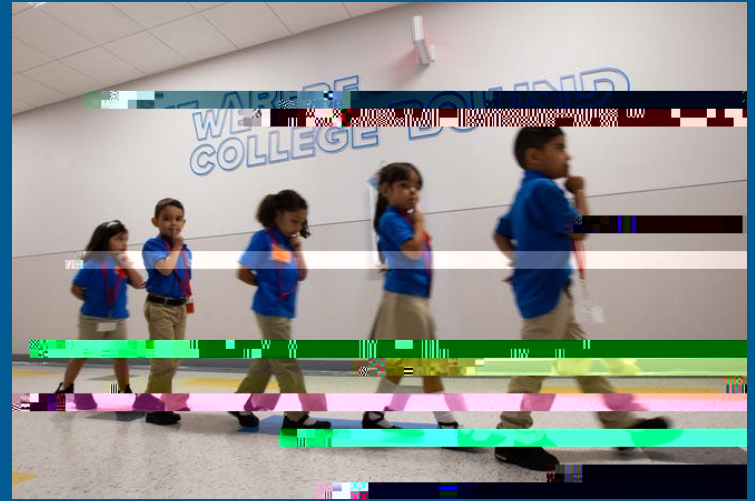


This meeting will be recorded and transcribed for future reference

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, December 11, 2024
<b>Pre-Proposal Conference</b>	Friday, December 13, 2024, at 10:00 AM (CST)
<b>Respondent Question Cut-Off Date</b>	Monday, December 16, 2024, at 4:00 PM (CST)
<b>Addendum Issue Date</b>	Tuesday, December 17, 2024
<b>Solicitation Due Date &amp; Time</b>	Thursday, December 19, 2024, at 2:00 PM (CST)
<b>Evaluation Period:</b>	January 6 - 10, 2025
<b>Board Meetings:</b>	Last week of January 2025



# Submittal Procedures

Due: Thursday, December 19, 2024 @ 2:00 PM CST

Texas







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

## Q&A

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

# 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

