

# Trust

---

## Alaska Mental Health Trust Authority

### PUBLIC RELATIONS AND MARKETING

RFP 27-003M

#### Amendment #1

ISSUED June 5, 2026

**This amendment is being issued to make corrections to the RFP  
and answer questions submitted by potential offerors.**

**Important Note to Offerors:** You must sign and return this page of the amendment document with your proposal. Failure to do so may result in the rejection of your proposal. Only the RFP terms and conditions referenced in this amendment are being changed. All other terms and conditions of the RFP remain the same.



Valette Keller  
Procurement Officer  
907.269.6039  
valette.keller@alaska.gov

---

COMPANY SUBMITTING PROPOSAL

---

AUTHORIZED SIGNATURE

---

DATE

## **Questions submitted by potential offerors and answers from the Trust:**

**Question 1:** This is a time-and-materials contract scored on lowest total cost, but the work is demand-driven and there's no stated annual level of effort. So that everyone's pricing the same thing, will the Trust publish an assumed annual hours or staffing model to price against, or should each offeror propose its own estimated annual hours under the \$535,000 ceiling?

**Answer:** Submittal Form G – Cost Proposal includes estimated hours for each role for the sole purpose of evaluating cost proposals. The combined total on the Submittal Form is the number that will be evaluation according to Section 5.08 Contract Cost (Cost Proposal) on pages 20-21 of the RFP. The actual hours spent will be project dependent, and the total contract will not exceed \$535,000 per year.

---

**Question 2:** Sec. 4.04 requires two video samples and says hosted links won't be accepted, but email submission is capped at 20 MB and proposals go in as PDF. How would you like video delivered? Is the mailed USB drive the only compliant path, or can we send video through Alaska ZendTo alongside the PDF proposal?

**Answer:** Work samples may be provided by any of the methods outlined in Section 1.07 Return Instructions on page 5 of the RFP. If submitting by email, multiple emails may be necessary, but keep in mind that all files must be received by the time listed in Section 1.03 Deadline for Receipt of Proposals on page 4 of the RFP.

---

**Question 3:** Sec. 1.04 requires three similar contracts in the last five years at \$50,000+/year, and Sec. 3.10 confirms subcontractor experience counts. Two things: do the three need to be with three different entities, or do renewed or separate engagements with one client count separately? And for a multi-year contract, does "within the last five years" mean active in that window, or started within it?

**Answer:** There is no requirement that the 3 similar contracts be with different entities, but they do need to be separate contracts. "Within the last five years" means active in that window.

---

**Question 4:** Are you planning to award this RFP to one vendor?

**Answer:** Yes, this RFP will be awarded to one successful offeror.

---

**Question 5:** In regards to subcontracting, we have a number of 1099's on our team. Is that acceptable?

**Answer:** 1099 employees are considered subcontractors, and subcontractors are allowed on this contract.

---

**Question 6:** Can you please share more information about the incumbent, if any?

**Answer:** The incumbent is Brilliant Media Services.

---

**Question 7:** Are there allocations in mind for media buying?

**Answer:** The amount of media purchased will vary year by year, based on active campaigns and other needs. No specific amount is planned for FY27.

---

**Question 8:** Can you share whether the Trust has a typical or historical annual budget allocation / percentage-split across major categories such as paid media, PR, creative production, strategy, and analytics/reporting? Or, if there is no standard allocation, are there categories you expect will require heavier support in the first contract year?

**Answer:** We have not had a “typical” allocation historically. Budget allocations have varied depending on the need to develop new creative materials, special projects, direction from our board of trustees, etc. We expect the largest component of the budget will be campaign content production/associated ad buys. We also anticipate budget allocation to social media, our annual report, graphics support, public relations support, and website support. As an entity with a single communications staff, we often rely heavily on our contractor to meet communication objectives.

---

**Question 9:** Is media commission allowed under this contract?

**Answer:** Media commission is not allowed under this contract. The contractor may include an administrative markup on expenses not to exceed 10%.

---

**Question 10:** For the work with the Trust Land Office, will the contractor be working through the Trust’s project manager or will there be a separate point of contact at the TLO?

**Answer:** All work under this contract will be done through the Trust’s Chief Communications Officer.

---

**Question 11:** What do you see as the biggest challenges for the Trust in regards to communications?

**Answer:** We anticipate proceeding with business as usual, with the exception of the need to maintain clear communication with our partners and stakeholders as we operationalize our new strategic plan. A standing communications opportunity for the Trust is to increase the understanding of our unique organization.

---

**Question 12:** What cadence are your meetings with your existing vendor? And are they with the Trust's Chief Communications Officer?

**Answer:** Currently our meetings are weekly and can vary in length depending on the projects underway. The meetings are with the Trust's Chief Communications Officer and Administrative Manager.

---

**Question 13:** Does the communications contractor host and maintain the Trust's website?

**Answer:** The hosting for the Trust's website is currently managed internally, and the maintenance is handled by the communications contractor. Trust staff have the ability to make small changes to the website.

---

### **Changes to the RFP:**

**Change 1:** On the cover page of the RFP, change the RFP number from 23-003M to 27-003M.

---

**Change 2:** Remove Section 1.02 Budget on page 4 of the RFP and replace it with the following:

The Trust estimates a budget of \$535,000 for each year of this project. Proposals priced at more than \$535,000 will be considered non-responsive.

Payment for the contract is subject to funds already appropriated and identified.

---

**Change 3:** Remove Section 4.04 Experience and Qualifications (Submittal Form B) on page 16 of the RFP and replace it with the following:

Offerors must provide a description of their firm's structure, size, and capabilities in terms of personnel and equipment.

Offerors must provide detail on the personnel assigned to accomplish the work called for in this RFP; illustrate the lines of authority; designate the individual responsible and accountable for the completion of each component and deliverable of the RFP.

Offerors must provide a narrative description of the organization of the project team and a personnel roster that identifies each person who will actually work on the contract along with their titles and location(s) where work will be performed.

Offerors must also provide reference names and phone numbers for similar projects the offeror's firm has completed.

Offerors must include resumes for each person working on the contract as attachments to the submittal forms.

SPECIAL NOTE: The offeror shall not disclose their costs in this Submittal Form.

In addition to the submittal form, offerors must include the following work samples as part of their proposal. The following narrative information must be included for each sample: brief description, date of project completion, key personnel, main target audience, budget range, and results. The narrative information may be included as an attachment to the Submittal Form and will not be counted toward the page limits. Samples must be in a common file format; links to prior work samples hosted elsewhere will not be accepted.

- annual report (1 sample)
- collateral (2 samples, not to exceed 3 pages each)
- social media posts and graphics (3 samples)
- video (1 sample under 3 minutes, and 1 sample under 1 minute)
- writing sample (minimum of two, not to exceed 5 pages total)
- earned media (2 samples pertinent to human services and/or lands issues)

---

**Change 4:** Remove Section 4.06 Methodology Used for the Project (Submittal Form D) on page 16 of the RFP and replace with the following:

Offerors must provide comprehensive narrative statements that set out the methodology they intend to employ and illustrate how the methodology will serve to accomplish the work and meet the Trust's project schedule.

SPECIAL NOTE: The offeror shall not disclose their costs in this Submittal Form.

---

**Change 5:** In Section 5.02 Evaluation Criteria on page 18 of the RFP, remove the Cost Criteria and Preference Criteria tables and replace them with the following:

| Cost Criteria |                    | Weight |
|---------------|--------------------|--------|
| Cost Proposal | (Submittal Form G) | 40     |
| Total         |                    | 40     |

| Preference Criteria                       |  | Weight |
|-------------------------------------------|--|--------|
| Alaska Offeror Preference (if applicable) |  | 10     |
| Total                                     |  | 10     |