

Solicitation 1600000056- Previously Received Questions

1. Is the website and catalog promoting Oklahoma Branded Products using the State Branding, or is it promoting Made in Oklahoma Products from Oklahoma Businesses?
  - a. We are looking to sell Oklahoma branded merchandise, modeled by public school teachers, with proceeds going to fund in-classroom grants. This could include t-shirts, hats, yeti cups, etc. This emphasizes Oklahoma Branded Products using the State Branding; although adding MIO products could be a possibility at a later date.
2. What are the existing assets as mentioned in Attachment A (D.1)?
  - a. We currently have video assets in 15-, 30- and 90-second formats.
3. What is the requested format/completion of the VPAT mentioned in 8.2.H? Typically, this is something done during development and finished after development
  - a. If an information technology VPAT is required, the URL link to the Bidder's VPAT shall be inserted in section 8 at a Bid Packet page referencing the VPAT.
4. Are there any preferred vendors that the State requests?
  - a. We will discuss vendor availability and compatibility upon selection of a partner.
5. Do we choose the amount of print product promotion needed in preparation for the website/catalog launch?
  - a. We are open to all promotional strategies and will look to finalize such in collaboration with the chosen bidder.
6. Is the state handling the cost of producing the actual print product promotion items, marketing materials, and Oklahoma branded assets?
  - a. We have identified a few "print-on-demand" vendors that will be able to fulfill at the time of ordering. At this point, we do not anticipate any up-front costs for fulfillment aside from initial set up fees.
7. Is the e-commerce website going to be an addition to the existing Oklahoma Department of Commerce website or a new website? If new, has the state secured the domain and website hosting?
  - a. The Oklahoma Department of Commerce website will not be changing. We have not secured a domain.
8. Where should costs for the fulfillment, shopping, printing, and stakeholder engagement be presented?
  - a. We anticipate using a "print-on-demand" vendor for fulfillment. Please present all other costs in section 8.1