



South Korea Destination Marketing Services
GVB RFP 2025-009

GVB RESPONSE TO QUESTIONS
and
AMENDMENT NO. 1

April 18, 2025

GVB OFFICIAL RESPONSE TO QUESTIONS RECEIVED ON OR BEFORE APRIL 17, 2025:

1. Is there a required format for submitting the proposal? Would both PowerPoint and Word formats be acceptable?

GVB RESPONSE: The submission requirements are detailed in Section 1.3 of the RFP. Further, please be guided by the Instructions in Appendix A: proposal outline and contents.

2. Are there any guidelines regarding font type, size, or page limits that we should follow?

GVB RESPONSE: No.

3. Should the agency fee be included within the \$4,000,000 fiscal year budget allocated for the South Korea market?

GVB RESPONSE: No. Please refer to Section 3.8(d) Submission of Cost or Pricing Data.

4. Do you have a baseline or reference guide for agency fee expectations?

GVB RESPONSE: No. Please refer to Section 1.8. Offeror's Responsibilities.



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To allow for adequate time for potential offerors to read through the entire request for proposal package to submit their best proposal in response to this solicitation, GVB hereby issues this Amendment No. 1 to revise the deadline for submission of proposals:

FROM: Original Deadline: 12PM on May 5, 2025

TO: NEW DEADLINE: 12PM on May 12, 2025

It is highly recommended that all potential offerors read through the entire Request for Proposals to fully understand what is required for this service.

RUDD E. GUDMALIN
Acting President and CEO

*** NOTHING FOLLOWS ***