



**Sacramento County Airport System**  
G. Hardy Acree, Director of Airports

**County Executive**  
Terry Schutten

## County of Sacramento

September 25, 2009

**To:** Potential Respondents

**From:** Cheryl Marcell, Deputy Director of Marketing and Public Relations  
Sacramento County Airport System

**Subject:** Questions Posed by Potential Respondents to the Sacramento County Airport System  
Advertising and Creative Services Consultant Request for Qualifications

1. Is it possible to see examples of any current creative or campaign messages?
  - a. A few samples have been posted on the Web site, <http://www.sacairports.org/int/opportunities/index.html>, for all to see.
2. What media markets has the Sacramento County Airport System targeted in the past?
  - a. The Sacramento County Airport System has specifically targeted the Tahoe and Vacaville/Napa/Sonoma areas in the past. Both areas, as mentioned in the RFQ, are key secondary markets beyond the six-county Sacramento region primary market.
3. Under section H.3., what do you consider "Northern California" - any specific boundaries?
  - a. The RFQ states the following in section H.3: "Successful respondent shall not have Northern California or Northern Nevada airports as existing clients." This simply means that a respondent cannot have an airport that is a competitor of one of the Sacramento County Airport System's airports as a client.
4. In section c, the second bullet, you mention ..."Execute advertising campaigns...specifically for the concessionaires at Sacramento International Airport." And again, in section K. Fee Structure, you refer to an additional \$300,000 per year to support concessionaires at Sacramento International Airport. Would these be co-op ads, jointly funded by the SCAS and the concessionaire? Or, is this lease required advertising? Do you have samples of a similar effort that would could share with us? [sic]
  - a. The concessionaire advertising program is a separate fund – the Marketing and Advertising Program fund - that is funded exclusively by the concessionaires at Sacramento International Airport. The concessionaires direct how and when these funds will be expended to directly benefit their businesses. Samples of such products have been added to the Web site, <http://www.sacairports.org/int/opportunities/index.html>, for all to see.