



# City of Sonora

Administration  
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*Notice of Request for Proposal (RFP) for Marketing Services to Conduct  
Recruiting Marketing and Advertising Services for the Sonora Police Department*

## *Questions and Answers*

RFP Issue Date: November 28, 2023

Closing Date: December 19, 2023, at 3:30 pm

1. *Who is paying for the ad buys?*
  - a. *Preference for the Bidder to Pay*
2. *What are the specific hiring needs of police and fire?*
  - a. *Full Service: Develop a brand and marketing strategy, collateral production including videos, social media, website, photography, fliers, complete digital recruiting efforts.*
  - b. *Fire Department: 10 positions over the next 6 months*
  - c. *Police Department: 8 positions immediately*
3. *What is the recruitment closure rate?*
  - a. *Below 10%*
4. *In regards to fabrication of the job fair booths, are there examples or any other specifics you can share in terms of design?*
  - a. *We do not have best practice examples. Looking for standard event booth with personalized graphic design. Most importantly, looking for best practice model for event marketing, promotions and give aways.*
5. *How many months of the digital campaign?*
  - a. *Up to 6 months.*