



**Massachusetts Housing Partnership  
Question and Answers Related to Request for Proposals  
Homeownership Marketing and Advertising Consultant**

**I. Question: What are the requirements for the response?**

**Answer:** The response can take many different forms, including a narrative Word or PDF, a PowerPoint presentation, etc. Please note that file sizes over 10 MB may not be received by our email accounts. There are no requirements pertaining to font, page size, and/or length of response.

**II. Question: Is the first budget/contract year from June 2024 to June 2025?**

**Answer:** The first year budget is from July 1, 2024 to June 30, 2025, and there's an option of starting the initial campaign in June 2024 with remaining funds from the previous year's budget.

**III. Question: What kinds of funds are expected for a potential year-3 of the contract?**

**Answer:** The annual budget is fairly consistent from year-to-year with the potential to increase up to 20% in any given year, depending on the funding sources and revenue.

**IV. Question: What are your expectations for the audience research or concept testing given the budget?**

**Answer:** MHP has done some audience testing in the past including focus groups and market research. While we are open to such efforts as part of this proposal, we'd also consider leveraging our partner's knowledge and expertise given the relative budget.

**V. Question: What is the expected launch date of the campaign given that work will begin in June 2024?**

**Answer:** While we'd like to begin the initial phase of an marketing/advertising campaign in June, we understand that July might be more realistic and are open to considering that possibility.

**VI. Question: When will additional languages (e.g. Traditional Chinese, Simplified Chinese, Brazilian Portuguese) be required?**

**Answer:** While we're uncertain of which exact languages we'll want/need to add (though these three are the most likely), it's ok if we don't incorporate them initially. Fall 2024 or Spring 2025 would be a likely timeline once we've had more time to gain insights into what may work best.