

ADVERTISEMENT INFORMATION ONLY

Solicitation Type and Name: **Request for Proposals – Citywide On-Call Marketing & Communications Services**

Solicitation Number: RFP 25-046; RFx 6100018972

Description: The City seeks to establish a contract with qualified firms to provide on-call professional services for marketing and communication. These services will support various initiatives across City departments utilizing their own budgets. The selected firm(s) will be expected to deliver high-quality, creative, and effective advertising, engagement, graphic design, marketing, public relations and video production services, ensuring all materials are translated into both English and Spanish, as necessary, and reflective of the City's brand.

Applicable Product Categories:

- 03752 – Novelties and Advertising Specialty Products, Including Biodegradable
- 03778 – Souvenirs: Promotional, Advertising, etc.
- 55762 – Signage, Advertising Type (Interior and Exterior)
- 55970 – Signage (Includes Destination, Routing and Advertising)
- 80158 – Signs: Billboard, Advertising, etc.
- 91501 – Advertising Agency Services
- 91502 – Advertising (Notice of Bid Solicitation)
- 91503 – Advertising/Public Relations (Incl. Skywriting)
- 91504 – Advertising, Outdoor Billboard, etc.
- 91571 – Newspaper and Publication Advertising
- 91807 – Advertising Consulting
- 91522 – Communications Marketing Services
- 91876 – Marketing Consulting
- 96153 – Marketing Services (Incl. Distribution, Research, Sales Promotions, etc.)
- 96546 – Graphic Design Services for Printing
- 91548 – Graphic Arts Services (Not Printing)
- 91509 – Audio/Video Production Services Complete
- 91582 – Video Production
- 92591 – Video Design and Engineering Services
- 91802 – Audio/Visual Consulting Services

Date Issued: September 17, 2025

Due Date & Time: November 10, 2025, 11:00 a.m. Central Time

Pre-Submittal Conference: Pre-Submittal Conference will be held at 10:00 a.m., Central Time, on September 24, 2025, via WebEx. Attendance at the Pre-Submittal Conference is optional, but highly encouraged.

Respondents may call the toll-free number listed below and enter access code to participate the day of the conference.

Dial-In Number: 1-415-655-0001 | **Access Code:** 2345 387 8461 | **Meeting Password:** OCMCS25



Join from the meeting link:

<https://sanantonio.webex.com/sanantonio/j.php?MTID=m9e534f70adc526d8b9af7918d1cd5bb5>

Staff Contact Person: Steve Garcia, Procurement Specialist III, Steven.Garcia6@sanantonio.gov

Evaluation Committee Voting Members:

Jeff Coyle, Assistant City Manager, City Manager's Office

Alanna Reed, Director, Communications & Engagement Department

Catherine Hernandez, Director, Transportation Department

Jesse Salame, Deputy Chief, San Antonio Police Department

Sonia Gonzales, Public Health Administrator, San Antonio Metropolitan Health District

Melanie Morales, Operations Strategist, Communications & Engagement Department

Marcus Lee, Marketing Manager, Solid Waste Management Department

Stacey Norton, Sales & Marketing Administrator, Art & Culture Department

Jennifer Guerrero, Assistant City Attorney, Office of the City Attorney

Victoria Roeder, Deputy Finance Director, Finance Department

The following restrictions on communications apply to City solicitations. Respondents are prohibited from contacting 1) City officials, as defined by §2-62 of the City Code of the City of San Antonio, regarding the proposal/bid from the time the solicitation has been released until the contract is posted for consideration as an agenda item at a City Council "A" session or a City Manager Contract Approval Review meeting; 2) City employees from the time the proposal/bid has been released until the contract is approved at a City Council "A" session or by City Manager.

Exceptions to the Restrictions on Communications:

Respondents may submit written questions concerning this RFP to the Staff Contact Person listed below until **4:00 p.m., Central Time, on September 26, 2025**. Questions received after the stated deadline will not be answered. All questions shall be sent by e-mail. Questions submitted and the City's responses will be posted with this solicitation.

Steve Garcia, Procurement Specialist III

City of San Antonio, Finance Department – Procurement Division

Steven.Garcia6@sanantonio.gov

To view this solicitation, go to the SAePS portal; <https://supplierservice.sanantonio.gov/irj/portal>. If you have not completed the City's SAePS Vendor Registration, you must do so in order to view the solicitation and submit a response. Once you have logged on to the SAePS portal, click on "My Bids" (first), if not viewable then click "Other Bids" (to view all already published competitive bids). Vendor Guides & Support can be accessed from this link:

<https://www.sa.gov/Directory/Departments/Finance/About/Divisions/Procurement/Resources/Guides-Support>

TO REGISTER: You will need to complete the vendor registration by accessing the SAePS Vendor Registration at

<https://www.sa.gov/Directory/Departments/Finance/About/Divisions/Procurement/Become-a-Vendor>.

Questions regarding registration may be submitted to Vendor Support at (210) 207-0118 or by email at vendors@sanantonio.gov with "SAePS Portal" on the subject line so this can be expedited.

