

From: McMahon, Mike
To: Netto, Lindsey (RCD-MTN); Minor, Terry
Cc: Dean, Tasha (RCD-MTN)
Subject: RE: Bids Request for Governor's Welcome
Date: Monday, May 9, 2022 2:47:04 PM
Attachments: [image002.png](#)
[image003.png](#)

Thank you Lindsey for the consideration.

Mike McMahon / 804-545-5522 / c: 804-869-5781

From: Netto, Lindsey (RCD-MTN) <Lindsey.Netto@martinagency.com>
Sent: Monday, May 9, 2022 11:38 AM
To: Minor, Terry <TMinor@virginia.org>
Cc: McMahon, Mike <mmcmahon@virginia.org>; Dean, Tasha (RCD-MTN) <Tasha.Dean@martinagency.com>
Subject: Re: Bids Request for Governor's Welcome

Hello,

Thank you so much for considering The Martin Agency for this work. Unfortunately, we will not be able to participate in this bid, as reflected in the attached.

For context, the required project timeline is too short to deliver on the creative assignment given the workload we are already committed to developing for the next VTC Brand Campaign. We're expecting to receive the brief for that assignment the week of May 16.

Additionally, to respond to this request in full, in absence of a creative concept or execution we'd have to request bids and select a production partner to sub-contract with to produce the deliverables outlined. That is not achievable by the deadline provided for a response on May 12.

We wish you the best on your search for a partner, excited to see what you come up with.

Thanks,
Lindsey

Martin.

ADWEEK

2020 & 2021 Agency of the Year

Lindsey Netto (She / Her)
VP, Group Account Director
M 310.714.3670
martinagency.com