

Request For Proposals Addendum

Addendum #1: Extension - Addendum Issue Date

Date: Monday, May 19, 2025

RFP 37-MKRTAG-0625 Texas – Marketing Media Strategy & Buying Services

To: All Prospective Vendors

The addendum issuance date for RFP 37-MKRTAG-0625 Texas – Marketing Media Strategy & Buying Services has been extended from Monday, May 19, 2025, to Friday, April 23, 2025. All other scheduled dates and times remain unchanged.

Timeline:

All dates and times are tentative and subject to change.

First Advertisement Date/Issue Date:	Wednesday, April 30, 2025
Second Advertisement Date:	Wednesday, May 07, 2025
Pre-Proposal Meeting:	Tuesday, May 06, 2025, @ 10:30 AM CST
Respondent Question Cut-Off Date:	Tuesday, May 13, 2025, NO Later than 12:00 PM CST
Questions Response from IDEA:	Friday, May 23, 2025
Proposals Due by Date & Time:	Wednesday, May 28, 2025, NO Later than 2:00 PM CST
Anticipated Evaluation Period:	May 29, 2025 – June 04, 2025
Invitation for Request to Demo:	Friday, June 06, 2025
Demo Presentations:	Wednesday, June 11, 2025
Anticipated Board Meeting & Approval:	June 2025
Initial Proposed Contract Term:	July 1, 2025 - June 30, 2027
Renewal option #1:	July 1, 2027 - June 30, 2028

END OF ADDENDUM