

Request For Proposals Addendum

Addendum #3: Extension – Evaluation Period

Date: Wednesday, June 04, 2025

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

To: All Prospective Vendors

The evaluation period for RFP 37-MKRTAG-0625 Texas – Marketing Media Strategy & Buying Services has been extended from May 29, 2025 – June 04, 2025 to **May 29, 2025 - June 06, 2025.**

Finalist vendors will be contacted directly and provided with a new date and time for the demonstration presentations once all proposals have been reviewed and scored.

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 06, 2025
Anticipated Invitation for Request to Demo:	Monday, June 09, 2025
Anticipated Demo Presentations:	Friday, June 13, 2025
Anticipated Board Meeting & Approval:	July 2025
Initial Proposed Contract Term:	July 1, 2025 - June 30, 2027
Renewal option #1:	July 1, 2027 - June 30, 2028

END OF ADDENDUM