

AMENDMENT NO. ONE



REQUEST FOR PROPOSALS (RFP)

Marketing and Campaign Services

Amendment Date: December 23, 2025

RFP #2026-0156

RFP Release Date: 12/05/2025

Proposal Due Date: January 05, 2026

ELECTRONIC-ONLY PROPOSAL SUBMISSION

Request for Proposal # 2026-0156 is amended as described herein:

1. Change on page 4
Section I.C. Scope of Procurement

From:

C. SCOPE OF PROCUREMENT

This RFP will result in a single award for a professional services contract.

This procurement will result in a contractual agreement between two parties; the procurement may ONLY be used by those two parties exclusively. The contract will be for one year from the date of award with the option to extend up to three (3) additional years, on a year-by-year basis. This contract will not exceed four (4) years total.

There is no defined budget for these services. Historically, the annual cost for these services has ranged from \$500,000-\$750,000. ECECD expects the budget shall not exceed \$1,000,000 a year for this procurement. Offerors should submit a multi-year budget, sufficient to complete the deliverables indicated in the scope of work section using Appendix D: Cost Response Form. ECECD allows flexibility to reallocate funds based on performance and evolving needs with prior approval.

To:

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