



STATE OF ARKANSAS
OFFICE OF STATE PROCUREMENT
 1509 West 7th Street, Room 300
 Little Rock, Arkansas 72201-4222

ADDENDUM 1

TO: Vendors Addressed
 FROM: Angela Allman, Buyer
 DATE: September 30, 2016
 SUBJECT: SP-17-0033 Advertising, Marketing, and Public Relations Services

The following change(s) to the above-referenced RFQ have been made as designated below:

- Change of specification(s)
- Additional specification(s)
- Change of bid opening time and date
- Cancellation of bid
- Other-Revised Response Packet

BID OPENING DATE AND TIME

- Bid opening date and time shall remain unchanged.

REVISED RESPONSE PACKET

- Delete entire Response Packet and replace with *Revised Response Packet* dated 9/30/16.
- Revised Items: E.2.K; E.6.B.4; E.6.D.4; E.6.B.5; E.6.B.6; E.6.C.5; E.6.D.5; E.6.D.6; E.6.E.5; E.7.B.6; E.7.C.5; E.7.C.6

ADDITIONAL SPECIFICATIONS

- Add the following to Section 1.12—Subcontractors:
 - E. Any person, entity, or firm on which the vendor is currently relying to provide any immediate or future services or partial services outlined in this RFQ **must** be listed on the Proposed Subcontractor Form located in the Response Packet. The services provided by any subcontractor **must** be included in the Response Packet at Section E.2—*Qualifications and Experience*, Item A.
 - F. Throughout the contract duration, should a vendor wish to utilize a subcontractor not listed on the submitted Proposed Subcontractors Form, the vendor **must** receive approval from the OAL prior to engaging the subcontractor.
- Add the following to Section 2.2—Background and Current Environment:
 - J. Historically, the spring season, the holiday season, and anytime during high jackpot spikes have been the key marketing times during the year.
- Add the following to Section 2.3—Marketing and Advertising Objectives:
 - B. The OAL's primary demographic target audience is all adults age 18 and over. Secondary demographic target audiences **shall** vary depending on the campaign.

- C. Historically, the OAL has produced and/or translated flyers in Spanish. If requested by the OAL, the vendor **shall** provide Spanish translations for all mediums.
- D. One of the OAL's top marketing and advertising objectives is to reach all Arkansans ages 18 and over. Accordingly, the vendor **shall** use whatever medium available in order to reach the targeted audiences, which may change over time as technologies evolve.
- Add the following to Section 2.5—General Requirements

H. Any incompatibility between the OAL and one or more of the successful vendor's clients, which inhibits or has the potential to inhibit the successful vendor of this RFQ from placing the interests of the OAL first **must** be disclosed as a conflict of interest on an ongoing basis. The vendor **must** disclose any conflict of interest to the OAL in writing within 15 days of knowledge of such conflict.

 1. The vendor may use the list of competitors identified in the OAL's 5 Year Business Plan as a guide in determining potential conflicts of interest. However, the vendor **shall** identify all conflicts of interest whether they are identified in the OAL's 5 Year Business Plan or not.
 - Add the following to Section 2.6.A—Ongoing Service Requirements:
 1. Although the dedicated staff member is not required to dedicate all of their time to the OAL account, he/she **must** devote the amount of time necessary in order to achieve the goals and provide the services outlined in this RFQ.
 - Add the following to Section 2.8—Website Hosting:

G. Upon award, the vendor **shall** provide website hosting and content management for the OAL's existing website. However, a new OAL website may be developed during the term of this contract and the vendor **shall** provide website development if requested by the OAL. Any additional costs for the development of a new website will be negotiated at that time.

H. Though not currently allowed by Arkansas Law, should it become lawful to utilize an e-commerce platform for sales, if requested by the OAL, the vendor **shall** develop, or assist in developing this platform. Any additional costs associated with developing an e-commerce platform will be negotiated at that time.
 - Add the following to Section 2.11—Development and Production:

G. When requested by the OAL, the vendor **shall** use existing campaign material.

CHANGE OF SPECIFICATIONS

- Delete from Section 1.14—Prime Contractor Responsibility: Item D (no replacement).
- Delete from Section 1.19—Oral Presentations: Item D and replace with the following:

D. Approximately two weeks prior to Oral Presentations, qualifying vendors will receive official notification from the OAL regarding specific scheduling, presentation requirements, and any additional details relevant to their presentation.
- Delete from Section 2.4: Item B and Item D and replace with the following:

B. The vendor **must** be an advertising, marketing and public relations firm located in the United States and the required services outlined in this solicitation **must** be performed from within the United States.

D. The vendor **must** currently have a minimum of five (5) active advertising and marketing accounts, with at least two (2) accounts that each have annual billings exceeding \$1 million.

- Delete from Section 2.7: Item A.2 and replace with the following:

A.2. The vendor and /or the dedicated staff member assigned to the OAL account **shall** develop effective and cutting edge creative for television, radio, print, outdoor, direct, and digital advertising. Historically, the vendor has not procured point-of-sale materials and merchandising items. However, the vendor **shall** procure point-of-sale materials and merchandising items if requested by the OAL. Any additional costs associated with the purchase of point-of-sale materials and merchandising items will be negotiated at that time.

- Delete from Section 3.1—Response Score: Section D.2 and replace with the following:

D.2. The agency has assigned Weighted Percentages to each sub-section according to its significance.

Information for Evaluation Sub-Sections	Maximum Raw Points Possible	Sub-Section's Weighted Percentage	* Maximum Weighted Score Possible
<i>EVALUATION PART I—TECHNICAL PROPOSAL</i>			
E.1 Philosophy	10	5%	50
E.2 Qualifications and Experience	160	15%	150
E.3 Web Hosting	10	5%	50
E.4 Staffing	20	5%	50
E.5 Recognition and Certification	20	5%	50
E.6 Strategic Marketing Plan Sample Work Submission	180	25%	250
E.7 Strategic Public Relations Sample Work Submission	100	20%	200
<i>EVALUATION PART II—PRESENTATION</i>			
E.8 Oral Presentation	10	20%	200
Totals	510	100.0%	1,000

The specifications by virtue of this addendum become a permanent addition to the above referenced RFQ. Failure to return this signed addendum may result in rejection of your proposal.

If you have any questions please contact Angela Allman at angela.allman@dfa.arkansas.gov or (501) 371-6156.

Company: _____

Signature: _____

Date: _____