

Office of the Illinois State Treasurer
Michael W. Frerichs

Request for Proposals
Marketing Services
370-800-24-025

Addendum 1
June 7, 2024

The Request for Proposals Marketing Services 370-800-24-025 (“RFP”) published by the Treasurer on May 23, 2024 is hereby amended as follows:

1. Sections IV.B.7 and IV.B.8 of the RFP are hereby deleted and replaced with the following:
 7. Please provide a list of previous and current clients or accounts for which Respondent provided or is providing services that are similar in nature to the Services, including details regarding the campaign development process, work performed, execution and media planning, links or hard-copy examples of media (campaign materials, video, social media sites), and details of the impact, reach and outcomes of the campaign(s). If possible, please provide at least three (3) representative clients.
 8. Does Respondent currently have or has Respondent had in the past ten (10) years any contracts that contain services similar to the Services with respect to size, scope, and complexity? If possible, please provide at least three (3) such similar contracts. For each, provide the following information:
 - a. The entity for which Respondent is providing or has provided services and a brief description of such entity.
 - b. The contract term; and
 - c. A description of the services Respondent is providing or has provided under the contract.
2. The following paragraph is added to the end of Section IV.C of the RFP:

In addition to submitting a completed Appendix A, Respondents may also submit alternative cost proposals that may outline an approach that differs from that included as Appendix A. However, such Respondents must also provide a cost proposal in the format included as Appendix A, and should explain the reason for and benefit of the alternative cost proposal. The Treasurer’s Office may review, but is under no obligation to agree to, any such alternative cost proposal.

3. All other terms of the RFP remain unchanged.