

Request for Proposals to Provide Agency of Record Services for a B2B Advertising Program (2026 – 2027)

Posted: January 16, 2026

This Addendum No. 1 shall be considered part of the RFP to Provide Agency of Record Services for a B2B Advertising Program (2026 – 2027) and is intended to correct, change, and/or add to the documents as described below. Please make sure to complete the *Addenda Acknowledgement* form included in the *Required Forms* (Exhibit B).

Listed below are questions received with answers from SWACO:

***Question #1:** What is the scale (budget) and the annual investment in fees and media that would be involved in this project?*

Answer: SWACO has budgeted \$100,000 for a one-year B2B marketing campaign. Our expectation is that most of the budgeted funds will be directed to the actual media buy with a smaller portion used for writing a marketing plan, purchasing media on SWACO’s behalf, creative development, and monitoring/reporting on the campaign’s performance each quarter. There is additional budgeting available for the development of Word Press landing pages to support a B2B project.

The deadline for questions relating to this RFP is 4:00 p.m., Friday, January 16, 2026.

Proposals are due no later than 1:30 p.m., Thursday, January 22, 2026.

++ This completes Addendum No. 1 ++