

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

Posted: January 22, 2026

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This Addendum No. 4 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).

**Please note the following change:**

The timeline for the RFP to Provide Agency of Record Services for a B2B Advertising Program (2026 – 2027) has been changed. Section II (H) has been modified as follows:

Advertised .....	January 6, 2026
Deadline for questions or clarification.....	4:00 p.m., January 16, 2026
Proposals due .....	1:30 p.m., January <del>22</del> <b>26</b> , 2026
Potential award timeframe .....	February 2026

Proposals for this Project are to be submitted no later than 1:30 p.m., Monday, January 26, 2026.

**Any Proposer that has already uploaded their Proposal has until 1:30 p.m., Monday, January 26, 2026, to make any changes and resubmit their Proposal.** However, when uploading a revised Proposal, please note in the document that it is the final Proposal.

- If you do not want to revise your Proposal, then no action is required.

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**The timeframe for questions relating to this RFP is now CLOSED**  
**Proposals are due no later than 1:30 p.m., Monday, January 26, 2026.**

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++ This completes Addendum No. 4 ++