

Addendum No. 1

Date: **June 29th, 2023**

Re: **Athletic Marketing and Media Program**

IFB No.: **124-1-7-6**

The following information becomes part and parcel of Request for Proposals (RFP) #124-1-7-6 effective this date. Firms must acknowledge receipt of this addendum in their solicitation response.

The listed items add to, modify, or otherwise alter the specifications and become part of the solicitation documents. Where a portion of the original specifications are added to, modified, or also altered, the portion not so affected shall remain. Firms may have the right to protest this addendum.

Inquiries/ District Responses

Before the solicitation inquiry deadline of June 29th, 2023, the District received inquiries regarding this solicitation. The District's response to each question follows in **bold** font.

1. Is this a new contract or was there a previous vendor?
 - a. **This is a new project for the District**
2. If there was a previous vendor, who was it?
 - a. **N/A**
3. If there was a previous vendor, can you, please also send over the details of their proposal?
 - a. **N/A**
4. As stated in the Request for Proposals the marketing and media programming should be done at no extra cost. Can you please provide some more details into what this would apply to? Also, would it be for each school in the district or the district in whole?
 - a. **This is a revenue generating contract for the District as a whole. The award vendor, in partnership with the District, work to secure sponsors, advertising, and software/programs that assist with generating revenue for the Athletic Department.**
5. How do the middle and elementary schools integrate into that?
 - a. **Elementary Schools do not have athletic programs, and middle schools do not have many revenue generating athletic events so they would be assisted on an as needed basis.**

End of Section – Inquiries/District Responses

All other terms and conditions remain unchanged and in force.

Thank you for your interest in the District.

Matt Pettit
Director of Procurement