



# REQUEST FOR PROPOSALS # 32506-2023-01 AMENDMENT # 2 FOR Digital Marketing Strategies for Pick Tennessee Products Campaign

DATE: 3/31/2023

RFP # 32506-2023-01 IS AMENDED AS FOLLOWS:

1. This RFP Schedule of Events updates and confirms scheduled RFP dates. Any event, time, or date containing revised or new text is highlighted.

EVENT	TIME (central time zone)	DATE
1. RFP Issued		February 22, 2023
2. Disability Accommodation Request Deadline	2:00 p.m.	March 1, 2023
3. Notice of Intent to Respond Deadline	2:00 p.m.	March 8, 2023
4. Written "Questions & Comments" Deadline	2:00 p.m.	March 13, 2023
5. State Response to Written "Questions & Comments"		March 24, 2023
6. Response Deadline	2:00 p.m.	April 3, 2023
7. State Completion of Technical Response Evaluations		April 10, 2023
8. State Opening & Scoring of Cost Proposals	2:00 p.m.	April 11, 2023
9. Negotiations (optional)		April 12-13, 2023
10. State Notice of Intent to Award Released <u>and</u> RFP Files Opened for Public Inspection	2:00 p.m.	April 17, 2023
11. End of Open File Period		April 24, 2023
12. State sends contract to Contractor for signature		April 25, 2023
13. Contractor Signature Deadline	2:00 p.m.	April 28, 2023

2. Delete RFP Footer 32501-2023-01 in its entirety and insert the following in its place (any sentence or paragraph containing revised or new text is highlighted):

32506-2023-01

3. Delete RFP Section 3.2 in its entirety and insert the following in its place (any sentence or paragraph containing revised or new text is highlighted):

3.2. Response Delivery

3.2.1. A Respondent must ensure that both the original Technical Response and Cost Proposal documents meet all form and content requirements, including all required signatures, as detailed within this RFP, as may be amended.

3.2.2. A Respondent must submit original Technical Response and Cost Proposal documents and copies as specified below.

3.2.2.1. One (1) original Technical Response paper document labeled:

**“RFP # 32506-2023-01 TECHNICAL RESPONSE ORIGINAL”**

and three (3) digital copies of the Technical Response each in the form of one (1) digital document in “PDF” format properly recorded on its own otherwise blank, standard CD-R recordable disc or USB flash drive labeled:

**“RFP # 32506-2023-01 TECHNICAL RESPONSE COPY”**

The digital copies should not include copies of sealed customer references, however any other discrepancy between the paper Technical Response document and any digital copies may result in the State rejecting the proposal as non-responsive.

3.2.2.2. One (1) original Cost Proposal paper document labeled:

**“RFP # 32506-2023-01 COST PROPOSAL ORIGINAL”**

and one (1) copy in the form of a digital document in “PDF/XLS” format properly recorded on separate, blank, standard CD-R recordable disc or USB flash drive labeled:

**“RFP # 32506-2023-01 COST PROPOSAL COPY”**

In the event of a discrepancy between the original Cost Proposal document and the digital copy, the original, signed document will take precedence.

3.2.3. A Respondent must separate, seal, package, and label the documents and copies for delivery as follows:

3.2.3.1. The Technical Response original document and digital copies must be placed in a sealed package that is clearly labeled:

**“DO NOT OPEN... RFP # 32506-2023-01 TECHNICAL RESPONSE FROM [RESPONDENT LEGAL ENTITY NAME]”**

3.2.3.2. The Cost Proposal original document and digital copy must be placed in a separate, that is clearly labeled:

**“DO NOT OPEN... RFP # 32506-01-2023 COST PROPOSAL FROM [RESPONDENT LEGAL ENTITY NAME]”**

3.2.3.3. The separately, sealed Technical Response and Cost Proposal components may be enclosed in a larger package for mailing or delivery, provided that the outermost package is clearly labeled:

**“RFP # 32506-2023-01 SEALED TECHNICAL RESPONSE & SEALED COST PROPOSAL FROM [RESPONDENT LEGAL ENTITY NAME]”**

3.2.4. A Respondent must ensure that the State receives a response no later than the Response Deadline time and date detailed in the RFP Section 2, Schedule of Events at the following address:

Josh Polk  
Tennessee Department of General Services 312 Rosa L. Parks Ave  
Nashville, TN 37243  
[Joshua.Polk@tn.gov](mailto:Joshua.Polk@tn.gov)

4. **Delete RFP Attachment 6.1, Statement of Certifications and Assurances Title in its entirety and insert the following in its place (any sentence or paragraph containing revised or new text is highlighted):**

**RFP # 32506-2023-01 STATEMENT OF CERTIFICATIONS AND ASSURANCES**

The Respondent must sign and complete the Statement of Certifications and Assurances below as required, and it must be included in the Technical Response (as required by RFP Attachment 6.2., Technical Response & Evaluation Guide, Section A, Item A.1.).

5. **Delete RFP Attachment 6.6, Pro Forma Contract Title in its entirety and insert the following in its place (any sentence or paragraph containing revised or new text is highlighted):**

**RFP # 32506-2023-01 PRO FORMA CONTRACT**

The *Pro Forma* Contract detailed in following pages of this exhibit contains some “blanks” (signified by descriptions in capital letters) that will be completed with appropriate information in the final contract resulting from the RFP.

6. **RFP Amendment Effective Date.** The revisions set forth herein shall be effective upon release. All other terms and conditions of this RFP not expressly amended herein shall remain in full force and effect.