



# Amendment of Solicitation

**Date of Issuance:** November 26, 2019

**Solicitation No.** 0900000418 – SW0135

**Requisition No.** 0900013530

**Amendment No.** 1

Hour and date specified for receipt of offers is changed:  No  Yes, to: \_\_\_\_\_ 3:00 PM CDT

Pursuant to OAC 260:115-7-30(d), this document shall serve as official notice of amendment to the solicitation identified above. Such notice is being provided to all suppliers to which the original solicitation was sent.

Suppliers submitting bids or quotations shall acknowledge receipt of this solicitation amendment prior to the hour and date specified in the solicitation as follows:

- (1) Sign and return a copy of this amendment with the solicitation response being submitted; or,
- (2) If the supplier has already submitted a response, this acknowledgement must be signed and returned prior to the solicitation deadline. All amendment acknowledgements submitted separately shall have the solicitation number and bid opening date printed clearly on the front of the envelope.

**ISSUED BY and RETURN TO:**

**U.S. Postal Delivery:**  
 Office of Management and Enterprise Services  
 Central Purchasing  
 5005 N. Lincoln Blvd., Ste. 300  
 Oklahoma, OK 73105 -

Linda Lechtenberg  
 Contracting Officer  
405 - 522 - 0436  
 Phone Number

or  
**Personal or Common Carrier Delivery:**  
 Office of Management and Enterprise Services  
 Central Purchasing  
 5005 N. Lincoln Blvd., Ste. 300  
 Oklahoma City, OK 73105 -

Linda.Lechtenberg@omes.ok.gov  
 E-Mail Address

**Description of Amendment:**

a. This is to incorporate the following:

**Questions and Answers**

**Question:** We had a question about section C.6.2 and C.10.2.2.1 – this is the provision that indicates that a supplier must have 36 months experience in the advertising and marketing industry.

Our company, will be 19 months old when the bid is due, but the founders (myself and my partner) have decades of industry experience with other firms. Would this preclude us from participating? Is the 36 months in regard to the length that the entity has existed or the experience of those involved?

**Answer:** C.6.2 states a Supplier must have a minimum of 36 months in the advertising and marketing industry. As long as your firm shows personnel that exceeds that specification, your firm will be considered.

**Question:** Under the Direct Media Buy category it lists: grass-roots campaign/training. Can you elaborate more on what might be involved? or provide an example of a past grass-roots campaign?

**Answer:** This is a new category that has been added for this solicitation. As a result, all the information I can give you is what is listed in C.5.8 since there is no history for this category.

**Question:** Is this required to participate in State business? In terms of Advertising, can you give us a ballpark regarding the amount (\$) of contracts awarded annually?

Answer: This is a non-mandatory contract. When reviewing the usage reports, there was approximately 2.7 million reported for FY2019.

Question: Section C.9.1, can you provide clarity regarding the expectation of including a statement of work for each category? Are you looking for simple hourly rates by service type, or a full statement of work specific to examples of work being provided?

Answer: In various places in the solicitation you are required to submit a sample statement of work, samples, and rates. This section is asking for a sample statement of work pertaining to each category your firm submits a response.

b. All other terms and conditions remain unchanged.

\_\_\_\_\_  
Supplier Company Name (**PRINT**)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Authorized Representative Name (**PRINT**)

\_\_\_\_\_  
Title

\_\_\_\_\_  
Authorized Representative Signature