

# **REQUEST FOR PROPOSALS**

## **ADDENDUM # 2**

**ISSUED: 12/12/2014**

**RFP NUMBER: CSP906015  
INDEX NUMBER: DEV014**

The State of Ohio, through the Department of Administrative Services, Office of Procurement Services, for the Ohio Development Service Agency is requesting proposals for:

**BRAND ARCHITECTURE & POSITIONING, CREATIVE SERVICES AND MEDIA SERVICES**

Attached is page 1 to this Request for Proposal (RFP). Remove the corresponding page from the existing RFP and replace with the attached.

Reason for Addendum. This addendum is issued to notify of change in proposal due date and to extend the inquiry period.

<b>PROPOSAL DUE DATE:</b>	<b>January 9, 2015 by 1:00 PM *</b>
<b>OPENING LOCATION:</b>	<b>Department of Administrative Services General Services Bid Desk 4200 Surface Road Columbus, Ohio 43228-1395</b>

\*Denotes change to proposal due date and extend the inquiry date with addendum 2.



REQUEST FOR PROPOSAL

RFP NUMBER: CSP906015  
INDEX NUMBER: DEV014  
UNSPSC CATEGORY: 82101800

The state of Ohio, through the Department of Administrative Services, Office of Procurement Services, on behalf of the Ohio Development Services Agency, Office of TourismOhio is requesting Proposals for:

TITLE: BRAND ARCHITECTURE & POSITIONING, CREATIVE SERVICES AND MEDIA SERVICES

OBJECTIVE: To obtain a contractor(s) for Brand Architecture and Positioning, Creative Services and Media Services to strengthen the Ohio tourism industry.

RFP ISSUED: December 4, 2014  
INQUIRY PERIOD BEGINS: December 4, 2014  
INQUIRY PERIOD ENDS: December 29, 2014 at 8:00 AM \*  
PROPOSAL DUE DATE: January 9, 2015 by 1:00 PM \*

Proposals received after the due date and time will not be evaluated.

Submit Sealed Proposals to:

Department of Administrative Services  
Office of Procurement Services  
Attn: Bid Desk  
4200 Surface Road  
Columbus, OH 43228-1395

Note: Please review the [Proposal Instructions](#) on our Web site.

The Offeror must submit this cover page (signed) with its Technical Proposal.

<b>Offeror Name and Address:</b>     	<b>Name/Title:</b>   
E-Mail Address: _____ Phone Number: (        ) _____-_____, Ext. _____	Signature: _____  By submitting a response to this RFP, and signing above, Offeror acknowledges, understands and agrees to comply with the RFP requirements and confirms all the instructions and links have been read and understood.

\*Denotes change in proposal due date and extend the inquiry period with addendum 2.