



SCHOLARSHARE INVESTMENT BOARD

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ADDENDUM NOTICE NO. 1

SCHOLARSHARE INVESTMENT BOARD

REQUEST FOR PROPOSALS NO. SIB06-23
Marketing Services

February 20, 2024

The Minimum Qualifications for Proposers regarding the ScholarShare Investment Board's (SIB) Request for Proposals No. SIB06-23 (RFP) are hereby revised as follows. In addition, Key Action Dates regarding the RFP are hereby revised as follows. Due to the change in these dates, SIB is also extending the deadline for proposal submission due date, and certain subsequent Key Action Dates.

Updated Section:

Section B. Minimum Qualifications for Proposers (*page 4 of 14*) is modified to provide additional clarification.

B) Minimum Qualifications for Proposers

Proposer must complete Attachment 5 of the RFP certifying that the firm meets the following minimum qualifications. Failure to meet these minimum qualifications will cause your proposal to be considered non-responsive and the proposal will be rejected.

The Proposer, including any subcontractors, shall provide qualified candidates who can complete the identified tasks within this scope of work. ~~The Proposer, excluding any subcontractors, Each candidate resume must meet the following minimum qualifications show relevant experience including, but not limited to, the following:~~

1. ~~Proposer M~~ must demonstrate at least five (5) years of experience managing media ~~and public relations~~ campaigns with a project budget between six million dollars (\$6,000,000) to 10 million dollars (\$10,000,000).
2. ~~Proposer M~~ must demonstrate at least five (5) years of experience in media communications marketing, public relations, social and digital marketing, advertising, and analytical data gathering and reporting.
3. ~~Proposer M~~ must demonstrate at least five (5) years of experience in media communications marketing, public relations, social and digital marketing, and advertising in Spanish directed towards the Latino population in California. ~~Similar experience, or in languages other than English and Spanish~~ for specific communities ~~is desirable~~.

4. References submitted must be for marketing and public relations services which the firm contributed to. References must document the work performed specifically by the firm.
5. ~~Proposer M~~ must be qualified to do business in the State of California. ~~Proposer Firm~~ must also be able to provide evidence of qualification (e.g., registration with the California Secretary of State) to do business in the State of California, ~~including qualification of any subcontractors,~~ upon proposal submission for this RFP.
6. ~~Proposer, M~~ may not currently or during the term of a contract that may be executed pursuant to this RFP have a contractual ~~or other business~~ relationship with any program management services contractor (currently TFI) that provides services for the Program or ScholarShare 529, either on its own or in partnership, with other entities. Ownership of a ScholarShare 529 account does not constitute a business relationship for the purposes of this minimum qualification.

Updated Schedule:

Section C. 1. Schedule (Key Action Dates) (page 4 of 14) is modified to extend the date for the distribution of answers to written questions.

C) Proposal Requirements and Information

1) Schedule (Key Action Dates)

All prospective Proposers are hereby advised of the following schedule and will be expected to adhere to the required dates and times (all times listed are Pacific Time (PT)).

Date	Action
February 2, 2024	RFP available to Prospective Proposers
February 9, 2024, 2:00 p.m. PT	Written Question Submittal Deadline
February 20, 2024 February 22, 2024	Answers to Written Questions Distributed
March 1, 2024 March 5, 2024 , 4:00 p.m. PT	Deadline for Proposal Submission
March 4 – March 8, 2024 March 6 – March 15, 2024	Evaluation of Proposals
March 11, 2024 March 18, 2024	Interview(s) (if applicable)
March 12, 2024 March 19, 2024	Notice of Intent to Award
April 1, 2024 May 1, 2024	Anticipated Commencement of Contract (Pending DGS approval)

SIB reserves the right to change the above dates and times, and, if so, SIB may modify this RFP prior to the date fixed for submission of proposals by the issuance of an addendum. SIB will also provide post updates online at <http://treasurer.ca.gov/scholarshare/> and <https://caleprocure.ca.gov/>. SIB also reserves the right not to award an agreement at all.

Since there are revisions to specific Key Action Dates, the following sections are also updated.

Section C. 2. Questions and Answers (page 5 of 14) is modified to extend the date for distribution of answers to written questions.

C) Proposal Requirements and Information

2) Questions and Answers

In the opinion of SIB, this RFP is complete and needs no further explanation. However, if you have questions, or should you need any clarifying information, contact Noah Lightman by phone at (916) 651-6380 or by e-mail at scholarshare@treasurer.ca.gov. Please note that no

verbal information given will be binding upon the State unless such information is issued in writing as an official addendum.

Prospective proposers may submit written questions, if any, no later than by 2:00 p.m. PT on February 9, 2024 by email to scholarshare@treasurer.ca.gov. A copy of the responses to all written questions received by 2:00 p.m. PT on February 9, 2024 will be provided to prospective proposers via e-mail, and posted online at www.treasurer.ca.gov/scholarshare and <https://caleprocure.ca.gov/> by close of business on ~~February 20, 2024~~ **February 22, 2024**.

Section C. 4. b. Submission of Proposals (*page 8 of 14*) is modified to extend the deadline for submission of proposals.

C) Proposal Requirements and Information

4) Submission of Proposals

- b) All proposals must be submitted in hard copy under sealed cover and received by SIB by 4:00 pm PT on ~~March 1, 2024~~ **March 5, 2024** unless SIB provides notice that the date has been changed. **Proposals received after this date and time will not be considered.** Proposals received by fax or email will be rejected.

If you have any questions regarding this addendum, or should you require any clarifying information, the contact person for this RFP is:

Noah Lightman
ScholarShare Investment Board
901 P Street, Suite 313B
Sacramento, CA 95814
(916) 651-6380
scholarshare@treasurer.ca.gov

Please note that no verbal information provided will be binding upon the State unless such information is issued in writing as an official addendum. Thank you.