

AMENDMENT #1 – September 4, 2018

REQUEST FOR PROPOSALS (RFP)

ADVERTISING, MARKETING, MEDIA AND RELATED SERVICES #2018-07

This Amendment #1 is being issued to amend and clarify certain information contained in the above referenced RFP. All information contained herein is binding on all Offerors who respond to this RFP. Specific parts of the RFP have been amended. The following changes/additions are listed below; new language has been double underlined and marked in bold (i.e., **word**), and language deleted has been marked with a strikeout (i.e., ~~word~~).

1. REVISE: Section 2.2.3 - Budget, page 11.

The MLGCA's approximate advertising expenditures for FY 2018 and projections for FY 2019 advertising are listed below. These figures are provided for historical information only and are not a guarantee of any amounts under the Contract(s) anticipated to result from this RFP.

Description	FY'18 Estimated Spend	FY'19 Projected Spend *	
Media	\$10,557,399	\$11,500,000	<u>\$13,315,000</u>
Television	\$2,768,427	\$3,075,000	<u>\$3,470,000</u>
Radio	\$2,128,689	\$2,350,000	<u>\$2,740,000</u>
Out-of-Home	\$1,407,924	\$1,500,000	<u>\$1,830,000</u>
Digital/Social Media	\$400,097	\$440,000	<u>\$1,140,000</u>
Sponsorships	\$2,258,620	\$2,500,000	<u>\$2,500,000</u>
Print	\$418,640	\$460,000	<u>\$460,000</u>
Televised Drawings	\$1,175,002	\$1,175,000	<u>\$1,175,000</u>
Production	\$2,300,000	\$2,530,000	<u>\$2,700,000</u>
Digital	\$245,000	\$270,000	<u>\$300,000</u>
Research	\$200,000	\$200,000	<u>\$330,000</u>
<u>Unallocated</u>	<u>\$1,648,588</u>		<u>\$1,800,000</u>
Total	\$13,302,399 <u>\$14,950,987</u>	\$14,500,000	<u>\$18,445,000</u>

**Note: The MLGCA's FY 2019 budget increased significantly over FY 2018.*

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