

**Addendum #2**  
**RFP11072023 - Marketing Services for MSOM and MSEM**

**Posted 01/05/2024**

**This document provides clarification to question/answer #9 on Addendum #1 dated 12/19/23 and extends the Proposal Due Date.**

**REMINDER:** It is the Respondent's responsibility to thoroughly read and examine the entire RFP document and any addenda to this RFP.

**ORIGINAL QUESTION AND RESPONSE:**

9. In light of the challenges associated with the current timeline and our distributed workforce, may submissions please be allowed via email rather than via hard copy?
  - a. Digital submissions is satisfactory as long as it is received in easily readable and sortable format by the due date.

**UPDATED RESPONSE:**

Refer to RFP Section 10.4 of the RFP document for proper submission instructions.

**PROPOSAL RESPONSE DEADLINE EXTENSION:**

Responses for this RFP are due Wednesday January 17, 2024, at 2:30 PM

**ADDITIONAL INFORMATION:**

Arkansas State Law currently requires that all responses to Formal Bids and Requests for Proposal to be in a sealed packet and delivered via UPS, USPS, FED EX, or similar delivery method. An additional option would be to have the packet delivered in person to the University Procurement Office. Currently no digital responses are allowed per current State Procurement Law. The university and our state legislature are currently working to amend this law to allow for electronic responses.