



Purchasing Services Office

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Letter of Addendum

TO: All Offerors

FROM: Lisa Majkowski, Director of Purchasing

DATE: 10/10/2025

RE: RFB Number: RFP 26070008 - Amendment No. 2
Commodity: Branding Consultant/Marketing Consultant IDIQ

Q1. Section 1.14, Page 4: Will New Mexico Tech select multiple firms under this IDIQ, or is the intent to award all services to a single partner?

A1. This RFP allows for multiple firms to be awarded.

Q2. Section 10.1, Page 9: Since the term allows renewals for up to four years, can task orders extend across multiple years within that overall period?

A2. Yes

Q3. Section 15.2.1, Page 11: Will the selected consultant lead both the strategic and creative implementation (such as copywriting, photography direction, and design), or focus primarily on brand strategy and messaging development?

A3. The consultant will lead both the strategic and creative direction aspects required for the brand refresh. The primary emphasis is on brand strategy and messaging development, but the consultant will also provide creative direction to ensure brand consistency. Full production (e.g., new photo/video shoots or campaign design) is not required but may be coordinated in consultation with NMT's Marketing & Communications team or other approved vendors.

Q4. Section 15.2.2, Page 11: Should the scope include any web design or CMS related work, or are digital deliverables limited to brand and content assets?

- A4. No web design or CMS development is required. The brand consultant's deliverables will be limited to brand and content assets, including content writing/editing for approximately 150 web pages to ensure consistency of tone, messaging, and visual identity across digital platforms.
- Q5. Section 15.3.1, Page 12: Will the Bureau of Geology and Mineral Resources' centennial branding initiative serve as an initial task order after award, or is it referenced as an example of future projects under the IDIQ?
- A5. The Bureau of Geology and Mineral Resources' centennial branding initiative will be an initial task order after award.
- Q6. Section 15.3.2, Page 12: Should the Bureau's new logo and identity align closely with NMT's institutional brand standards, or retain an independent identity with co-branding guidance?
- A6. The Bureau's new logo and identity should retain an independent identity with co-branding guidance.
- Q7. Section 15.4.1, Page 13: Should we assume the MarCom support will be structured as ongoing consulting, or as discrete, campaign-based task orders?
- A7. It could be both.
- Q8. Section 15.4.3, Page 13: Are paid media buys expected to be managed directly by the consultant, or coordinated through approved third-party media vendors?
- A8. MarCom will manage media contracts, but the consultant will facilitate opportunities.
- Q9. Section 4.1.1, Page 5: Will preference be given to firms with prior higher education experience, or will comparable experience with research, government, or nonprofit institutions be equally valued?
- A9. Experience and past performance is part of the evaluation process. As per SOW 15.1, experience working with higher education institutions is desirable but not necessary.
- Q10. Section 4.1.1, Page 5: Can case studies or PDF project summaries fulfill the requirement for three (3) examples of relevant projects?
- A10. Yes.
- Q11. Section 1.5, Page 3: Can you confirm that USB flash drives are the preferred format for the required thumb drive submission?
- A11. Yes.
- Q12. Section 1.5, Page 3: Are hardcopy binders acceptable, or should proposals be simply bound (for example, spiral or clip binding)?

A12. Proposals do not need to be professionally bound. They should be indexed and some type of binding that holds the package together (three-ring binder, binder clips, spiral binding, etc.)

Q13. Section 1.5, Page 3: Will courier delivery to Brown Hall be accepted if received before the October 29, 2025, 2:00 PM deadline?

A13. Yes.

Q14. Section 15.6, Page 14: Is there an ideal or anticipated budget range for upcoming brand and marketing projects under this IDIQ?

A14. We don't release budget numbers for IDIQ RFPs.

Q15. Section 15.6, Page 14: Should we list individual hourly rates by role or provide a blended rate range by discipline?

A15. Hourly rates by discipline.

Q16. Will travel or stakeholder engagement costs be pre-approved per task order, or should they be estimated within the initial price matrix?

A16. Travel costs should be estimated and included (mileage, per diem, hotel rates).

Q17. Section 8.1, Page 9: Could you confirm how New Mexico's Resident and Native American Business Preferences will be applied and scored as part of evaluation?

A17. The additional New Mexico Resident and Native American Business Preferences points are added to the total score once the technical and cost reviews are completed.

ALL OFFERORS ARE REQUIRED TO CONFIRM THE RECEIPT OF THIS AMENDMENT IN THEIR RESPONSE.
ALL OTHER TERMS AND CONDITIONS OF THE RFP REMAIN UNCHANGED.