



Purchasing Services Office

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Letter of Addendum

TO: All Offerors

FROM: Lisa Majkowski, Director of Purchasing

DATE: 10/23/2025

RE: RFB Number: RFP 26070008 - Amendment No. 3
Commodity: Branding Consultant/Marketing Consultant IDIQ

Q1. RFP 15.1 and Addendum 2 A1 note that proposals may be for all or some of the project areas listed and that multiple partners may be selected as part of the IDIQ RFP. Could you clarify whether this means that one partner will be selected for each component (not exceeding four total) or if multiple partners could be selected for any of the four components?

A1. Multiple partners could be selected as applicable for any of the four components or future projects.

Q2. RFP 15.5 General Projects: Can bidders respond to some but not all of the listed activities? For example, if an agency does not provide media relations or training capabilities, could they respond to items 15.5.1–15.5.7 and 15.5.10–15.5.11? Or must proposers address all activities within each component of the scope of work to qualify for that component?

A2. Bidders may respond to all or only the specific activities that match their services.

Q3. RFP 15.1 – If the project is awarded to multiple agencies, how do you envision the agencies working together, and how do you envision your team working with multiple agencies?

A3. If applicable, this is will be determined by the project end users.

Q4. RFP 11.1 – Should written requests for confidentiality be made with a bidder's proposal submission, or will proposers be notified after a public inspection request to redact their information?

A4. Proposers will be notified after a public inspection request.

Q5. RFP 1.12 – Will there be interviews or presentations for select proposers? If so, will they be virtual or in-person, and how many finalists will be selected?

A5. There is no fixed number of finalists. Interviews and presentations are not included in this RFP.

Q6. RFP 4.1.1 – Are there pre-determined key milestones or dates that should be considered when building the project timeline? When do you anticipate the contract to be finalized and work to begin?

A6. For the Bureau of Geology project, preferably work will begin in December. A new logo should be developed by June 2026 to support centennial branding in 2027. For Marketing and Communications, work will preferably begin in December.

Q7. RFP 1.13 and 4.2 – Will cost proposals be evaluated as part of selecting finalists for presentations, or will they stay sealed until after technical evaluations?

A7. Cost proposals will remain sealed until after technical evaluations are finalized.

Q8. RFP 4.1.1 – Do you require full resumes of key personnel, or are biographies acceptable if they include team role, applicable experience, education, and qualifications?

A8. Biographies that include all requested information are acceptable.

Q9. RFP 15.1 – How have the services and objectives in the RFP (specifically Media Services and NMT General Projects) been accomplished in the past?

A9. These services have previously been handled by a small in-house marketing and communications team.

Q10. General – What research exists to support this initiative, and when was the last market study completed?

A10. No prior market research has been conducted.

Q11. General – Which institutions do you see as peer and aspirant schools?

A11. University of New Mexico; New Mexico State University; Missouri University of Science and Technology; Colorado School of Mines; South Dakota School of Mines & Technology.

Q12. General – Are there any specific KPIs or goals outlined for this project? How will success be measured?

A12. Specific KPIs have not been developed yet. One primary goal is to increase university enrollment.

Q13. Section 15.3.3 – Can you confirm that branded templates are only needed for the NMBGMR scope and not for the NMT brand refresh (Section 15.2)?

A13. Branded templates are required for the NMBGMR scope. No branded templates are needed for the Marketing & Communication Scope.

Q14. General – Are there any aspirational brands or institutions New Mexico Tech looks to for tone, design, or positioning inspiration?

A14. No specific institutions have been identified for other projects at this time.

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