



Purchasing Services Office

801 Leroy Place
Socorro, NM 87801
(575) 835-6178

Letter of Addendum

TO: All Offerors

FROM: Lisa Majkowski, Director of Purchasing

DATE: 10/23/2025

RE: RFB Number: RFP 26070008 - Amendment No. 4
Commodity: Branding Consultant/Marketing Consultant IDIQ

Q1. In your opinion, what is the biggest challenge you are currently facing with your brand?

A1. From Marketing & Communication: brand awareness, brand exposure.

Q2. Which strengths are most important to you in a chosen agency partner?

A2. Collaborative, flexible.

Q3. Who are your three biggest competitors at this time?

A3. Not applicable.

Q4. For any services we cannot perform in-house, would you allow agencies to partner with subcontractors to meet your needs?

A4. No.

Q5. Are there any specific formatting requirements for our proposal?

A5. Proposer's offer must be bound in some fashion (three-ring binder, spiral, etc.) and indexed with a tab for each section of the proposal. The cost section of the proposal must be in a separate, sealed envelope. Font options are up to the proposer.

Q6. Could you also share what your goals are for this partnership and how you plan to measure success?

A6. Ultimately increased enrollment; KPIs are not yet determined.

Q7. Please clarify IDIQ.

A7. Indefinite Delivery, Indefinite Quantity (IDIQ) contracts:

- The contract award is for a service and engagement agreement, not a full contract with a committed budget or fixed scope.
- There is no obligation on the part of the university to award any specific amount of work to any vendor.
- End users decide what work to do, what awarded vendor to use, for when and how much through individual task orders.
- This structure allows the university to use any of the awarded vendors for any scope of work related to the components they were awarded.

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