



REQUEST FOR PROPOSALS
RFP # WFEFE48
Brand and Advertising Agency of Record
ADDENDUM #1
October 9, 2026

The above-referenced Request for Proposals (RFP) is hereby revised to reschedule several due dates and edit the Indemnity section of Attachment A as written below.

Accordingly, please note the following revisions to the RFP documents:

RFP Section 2.4

2.4 Key Events/Timeline

Event	Date and Time
RFP Release	Thursday, September 17, 2026
Letter of Intent and Signed Confidentiality Agreement Due	Wednesday, September 23, 2026
Appendices Issued	Thursday, September 24, 2026
Questions and Requests for Clarification Due	Wednesday, September 30, 2026
Questions and Answers Distributed	Monday, October 5, 2026 Friday, October 9, 2026
Proposal Due Date	Friday, October 9, 2026, 4 p.m. Friday, October 16, 2026, 4 p.m.
Finalists Notified	Friday, October 16, 2026 Friday, October 23, 2026
Finalist Presentations	October 19 – 22, 2026 October 26 – 29, 2026
Award of Contract	Monday, October 26, 2026 To Be Determined
Tentative Contract Start Date	Monday, November 16, 2026

RFP Section 2.5

2.5 Submission of Proposal

PROPOSERS MUST EMAIL THEIR PROPOSAL NO LATER THAN 4:00 PM EASTERN STANDARD TIME ON FRIDAY, OCTOBER 9, 2026 **OCTOBER 16, 2026**, TO THE DESIGNATED CONTACTS IDENTIFIED IN SECTION 2.6, with email subject “WFEFE48 – Brand and Advertising Agency of Record RFP Proposal – **[INSERT VENDOR NAME]**.” Proposals received after this time and date will not be considered. The Corporation is not responsible for any internal or external delivery delays that may cause a proposal to arrive after the deadline.

Attachment A Section 4.18

4.18. Indemnity.

4.18.1. Indemnification by Vendor. Vendor agrees that, except for the amount, if any, of damage contributed to, caused by or resulting from the negligence or willful misconduct of the Corporation, Vendor shall defend, indemnify and hold harmless the Corporation, its officers, employees and agents from and against any and all liability, damages, claims, demands, costs, judgments, fees, reasonable attorneys' fees or loss arising directly or indirectly out of the negligence or willful misconduct hereunder by Vendor or third parties under the direction or control of Vendor.

~~4.1.1.~~ 4.18.2. Indemnification by Corporation. To the extent permitted by law, the Corporation agrees that, except for the amount, if any, of damage contributed to, caused by or resulting from the negligence or willful misconduct of Vendor, the Corporation shall defend, indemnify and hold harmless the ~~Corporation~~-Vendor, its officers, employees and agents from and against any and all liability, damages, claims, demands, costs, judgments, fees, reasonable attorneys' fees or loss arising directly or indirectly out of the negligence or willful misconduct hereunder by the Corporation or third parties under the direction or control of the Corporation.

~~4.1.2.~~ 4.18.3. Consent to Settlement. The indemnifying Party may not settle any claim without the consent of the other Party unless there is no finding or admission that the other Party has violated any law or the rights of any person or entity and the sole relief provided is monetary damages that the indemnifying Party pays in full or injunctive relief enforceable only against the indemnifying Party.