



CAMERON COUNTY PURCHASING  
1100 E. Monroe St,  
Brownsville, Texas 78520  
(956) 544-0871 Fax: (956) 550-7219

ADDENDUM # 1 - PAGE 1 of 1

Date out : 10/ 23 /17

RFQ # 171002

MARKETING AND ADVERTISING SERVICES

DEADLINE: NOVEMBER 14, 2017

**(IN ORDER TO AVOID DISQUALIFICATION – ALL ADDENDUMS MUST BE SIGNED AND RETURNED BY DEADLINE AND INCLUDED IN THE SEALED BID PACKAGE SUBMITTED)**

**CHANGE PAGE # 6**  
**FROM**

- B. Proposals will be evaluated for award based on the following:
- Qualifications and Relevant Client Experience – 35 Total Maximum Points
  - Quality of Creative Work Samples submitted – 25 Total Maximum Points
  - Demonstration of Ability to complete Formative Research, Strategy Development, Creative Development and Media Placement – 20 Total Maximum Points
  - Fee – 20 Total Maximum Points

**TO:**

- B. Proposals will be evaluated for award based on the following:
- Qualifications and Relevant Client Experience – 40 Total Maximum Points
  - Quality of Creative Work Samples submitted – 30 Total Maximum Points
  - Demonstration of Ability to complete Formative Research, Strategy Development, Creative Development and Media Placement – 30 Total Maximum Points

Company Name \_\_\_\_\_ Phone # \_\_\_\_\_  
Vendor Signature \_\_\_\_\_ Date \_\_\_\_\_

**Must include and return with RFQ**