**ADDENDUM 1**

DATE: February 5, 2020

PROJECT: UTHealth Advertising Campaign

RFP NO: 744-R2008

OWNER: The University of Texas Health Science Center at Houston

TO: Prospective Proposers

This Addendum forms part of and modifies Proposal Documents dated, January 8, 2020, with amendments and additions noted below. The following are the University’s responses to bidders’ questions received by the Question Deadline (**Section 2.2)** on January 31, 2020.

1. Based on our understanding from the pre-bid meeting, since there is no section 6 in the RFP that both 1.9.3 and 3.5.2, the “Pricing and Delivery Schedule” no longer apply to this RFP, is this correct?

Answer: That is correct. Section 1.9.3 and 3.5.2 do not apply. An addendum will be issued to remove any verbiage referring to Section 6 from the RFP.

1. You stated in the pre-bid meeting that we could provide a link to the creative and other documents after the one-page description mentioned in 5.5.2. However, rather than a link for all items--following the one-page summary-- is it okay to include examples of certain creative, etc. within the document? Or do you prefer our using a link for all examples?

Answer: There is not a preference on how the creative is presented. The agencies are free to submit, as they prefer – that will give evaluators a better idea of how they work.

**End of Addendum 1**