Addendum 1

- 3.1 Minimum Information has been amended to add the following requirement:
  
  G. “Proposal shall include proposed campaign assets, images and designs for print, video and digital media.”

- Attachment “B” has been amended to include: “MDA is looking for confirmation from the respondents that they understand the target markets and have the ability to produce creative that is exceptional as well as adaptable. Proposals shall include proposed campaign assets, images, and designs for print, video and digital media. This shall include designs for a multi-year tourism campaign, including but not limited to print and/or digital advertisements and commercial storyboards that can be adapted to target the primary areas of culinary, gaming, outdoors, family-friendly, music and cultural travel.”

- Section 4.1.2 has been amended to remove the requirement of all items being in Black and White. Proposal should still be submitted on 8 ½ x 11 paper.

- As a reminder, the Proposals are due on 2/16/2021 by 2:00 p.m. to the Mississippi Development Authority either by mail or hand mail at 501 North West Street, Suite 419, Jackson, MS  39201. Any typographical errors that conflict with this date should be replaced with this information.

By my signature below, I hereby acknowledge receipt of this Addendum Number 1 and understand this addendum relative to the requirements previously stated in RFQ Tourism02152021.

Authorized Signature:

____________________________________  _________________________________
Signature      Date

INCLUDE A SIGNED COPY OF THIS ADDENDUM WITH YOUR COMPLETED PROPOSAL