



KIM REYNOLDS  
GOVERNOR

DOUG OMMEN  
COMMISSIONER OF INSURANCE

ADAM GREGG  
LT. GOVERNOR

To: All Potential Bidders  
From: Tracy Swalwell, Issuing Officer  
Re: RFP 21216-12 - IID Marketing, Advertising, and Event Services  
Date: November 9, 2021

FIRST ADDENDUM

Pursuant to Section 2.6 of RFP 21216-12, the Iowa Insurance Division amends the timeline as set forth in the cover sheet of the RFP. The amended deadline for submitting a letter of intent is 12:00 p.m. central time on **Tuesday, November 23, 2021**. This First Addendum is incorporated and considered part of the RFP.

<b>PROCUREMENT TIMETABLE—Event or Action:</b> (all times are central standard time)	
State Posts Notice of RFP on TSB website	October 25, 2021
State Issues RFP	October 27, 2021
RFP written questions, requests for clarification, and suggested changes from Respondents due:	November 15, 2021, 12:00 p.m.
Agency’s written response to RFP questions, requests for clarifications and suggested changes due:	November 18, 2021, 4:00 p.m.
<b>Letters of Intent to Propose</b>	<b>November 23, 2021, 12:00 p.m.</b>
<b>Proposals Due Date &amp; Time:</b>	<b>December 21, 2021, 12:00 p.m.</b>
Presentations (to be set by the Division)	Week of January 3 or 10, 2021

**2.32 Letters of Intent to Propose (mandatory)**

A Letter of Intent to Propose must **be emailed, mailed, sent via delivery service, or hand delivered to the Issuing Officer and received by the time and date listed in the RFP cover sheet.** The Letter of Intent to Propose must identify the RFP by its name and number and include the Respondent’s name, mailing address, email address, telephone number, a statement of Respondent’s intent to submit a proposal in response to the RFP, and an authorized signature.

Submitting a Letter of Intent to Propose is a mandatory condition to submit a Proposal. **Failure to submit a Letter of Intent to Propose by the deadline specified will result in the rejection of the Respondent’s Proposal.**

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*Signed copy must be submitted with proposal pursuant to RFP section 3.2.6.*

Respondent Name: \_\_\_\_\_

Signer Name: \_\_\_\_\_ Signature: \_\_\_\_\_