December 20, 2024

To: All Potential Respondents

From: Paul Manges, Purchasing Agent

Subject: 005-RFP-1180-2025 – STEM Public Marketing and Public Relations Services

**Addendum One**

**The following are the amount of possible points available for each of the evaluation criteria.**

1. **Points by Proposal**

Technical Points 700

Cost Points 300

**TOTAL POINTS AVAILABLE 1,000**

1. **Technical Points Breakout**

|  |  |
| --- | --- |
| Criterion | Possible Points (weight) |
| Respondent Background Information | 25 |
| Experience | 85 |
| Key Personnel | 50 |
| Marketing and Public Relations | 85 |
| Design and Print Development | 65 |
| Social Media | 65 |
| Event Planning | 140 |
| Brand Development and Creative | 65 |
| Implementation Plan | 70 |
| Performance Metrics | 50 |
| **TOTAL** | **700** |

\*Minimum score of 350