



**ADDENDUM NO. 2**

**TO THAT CERTAIN DETAILED REQUEST FOR PROPOSALS FOR BRAND MANAGEMENT SERVICES.**

**Addendum Date: February 12<sup>th</sup>, 2025**

The following changes, additions, clarifications and/or amendments are made to the Request for Proposals as of the Addendum Date. All capitalized terms not defined herein shall have the meanings ascribed to them in the Request for Proposals.

Note: In the event of a conflict between previously released information and the information contained herein, the latter shall control.

**THE REQUEST FOR PROPOSALS IS AMENDED AS FOLLOWS:**

- 1) The RFP document has been updated and replaced with updates to the *Title Page* and *Pg. 2 Section II Timeline of Events and Submission Instructions*
- 2) Section II Timeline of Events and Submission Instructions RFP is amended as follows:

***Inquiries and Process Timeline***

“ Only inquiries received electronically will receive a response. Do not contact any Invest Atlanta staff with any questions or comments pertaining to this RFP. All such inquiries must be delivered by **5:00 p.m., February 7<sup>th</sup>, 2025** to the issuing officer at [OTIbrandmanagementRFP@investatlanta.com](mailto:OTIbrandmanagementRFP@investatlanta.com). Inquiries received after such a date and time will not receive a response. Invest Atlanta will publish all timely written inquiries and Invest Atlanta’s responses to those inquiries as an Addendum to this RFP on Invest Atlanta’s website ([www.investatlanta.com](http://www.investatlanta.com)) on or before the close of business **on February 19<sup>th</sup>, 2025.**”

Due Date	Action Required
January 23 <sup>rd</sup> , 2025	Release of RFP
February 5 <sup>th</sup> , 2025 @ 2:00pm-3:00pm EST	Informational Session (virtual) <a href="#">Information Session Teams Link- Join Here</a> Meeting ID: 225 579 617 936 Passcode: 5up69fj6  +1 470-571-3959..446813810# United States, Atlanta <a href="#">Find a local number</a> Phone conference ID: 446 813 810#
February 7 <sup>th</sup> , 2025	Written questions due to Invest Atlanta
February 14 <sup>th</sup> , 2025	Responses to written questions posted
February 19 <sup>th</sup> , 2025	<b>Responses due to Invest Atlanta</b>
Month of February 2025	Potential Interviews/Presentations/ Demonstrations
February/March 2025	Anticipated Selection/Award

***Submission Instructions***

*“ A. Responses to this Request for Proposal must be submitted in electronically no later than 5:00 p.m., February 19<sup>th</sup>, 2025, to the issuing officer at [OTIbrandmanagementRFP@investatlanta.com](mailto:OTIbrandmanagementRFP@investatlanta.com). ”*

**[END OF ADDENDUM NO. 2]**