



INVITATION TO NEGOTIATE 2021-01

for

Marketing, Advertising, Public Relations, and Creative Services

ADDENDUM 3

April 1, 2021

Addendum 3 (“Addendum”) to Invitation to Negotiate 2021-01 Marketing, Advertising, Public Relations, and Creative Services (“ITN”) is as follows:

1. The table in Section I.G, Calendar of Events and Deadlines, is amended as follows:

EVENT	DATE/TIME (All Times Are Eastern)
Final ITN Release Date	March 5, 2021
Respondent deadline to submit questions regarding the ITN via email to the Issuing Office	March 10, 2021 5 PM
FHKC anticipated date to post answers to Respondents’ questions at healthykids.org/news/calendar/procurement/	Week of March 15, 2021
Respondent deadline to submit Letter of Intent	April 1, 2021 5 PM
Respondent deadline to deliver ALL copies of proposal (hard copy and electronic) to FHKC’s offices	April 7, 2021 5 PM
Evaluations	April 9-20, 2021
Negotiations	April 26-30, 2021

Notice of Contract Award – Public Meeting	May 7, 2021 9:00 AM
Effective Date of Services/Implementation Date	July 1, 2021

2. Section III.E, Letter of Intent and Electronic Access to Secure Partner Connect, is deleted in its entirety and replaced as follows:

Respondents intending to submit a proposal must email a Letter of Intent (Attachment C) to the Issuing Office via email at COMSIssuingOffice@healthykids.org by the time and date indicated in Subsection I.G, Calendar of Events and Deadlines. The Attachment C: Letter of Intent must:

- Clearly identify the Respondent;
- Provide a contact name and contact information, including mailing address, email address, desk telephone number, and cell phone number, if available, for the person (e.g. executive officer or designee) responsible for the proposal;
- Provide an alternate contact name and corresponding contact information; and
- Include the signature of an executive officer representing the Respondent on the organization’s letterhead.

3. Section IV.B, Submittal of Proposals, is deleted in its entirety and replaced as follows:

B. Submittal of Proposals

Each Respondent must submit **ALL copies of its proposal in a sealed box** by the time and date reflected on the table in Subsection I.G, Calendar of Events and Deadlines, and in the manner specified herein. Proposals submitted after this date and time shall not be considered.

Each Respondent must submit two hard copies of its proposal. Each hard-copy proposal must identify the ITN number; be clearly marked with Respondent’s official and legal name, address and contact information; and be bound in a three-ring binder.

Each Respondent must submit an electronic copy(ies) of its proposal on a CD or thumb drive, as follows:

- a. One electronic copy of the non-redacted proposal.
 - All file names must include the ITN number, the Respondent’s name, and the document title; for example, ITN 2021-01 Company A Proposal.
 - The proposal, excluding attachments, shall be one document and include a table of contents with active links to each “tabbed section”; proposal attachments, such as Attachment B: Proposal Cover Sheet, shall be provided as separate files.

- b. If applicable and as described in Subsection III.G, Public Records, one electronic redacted copy of the entire proposal (including all attachments) following the instructions in the bullets above. The file name must include the ITN number, the Respondent's name, the document title, and "REDACTED COPY"; for example, ITN 2021-01 Company A Proposal REDACTED COPY.

Respondents must submit ALL hard-copy and electronic proposals in a sealed box addressed as follows:

Attention: Heather Napolitano, Issuing Officer
Florida Healthy Kids Corporation
1203 Governors Square Blvd, Ste. 400
Tallahassee, FL 32301

Due to COVID-19 restrictions, Respondents should not hand deliver the sealed box of proposals.

All information received under this ITN is considered a public record, except as described in Subsection III.G, Public Records, and must not be password protected. Any such submissions may result in the rejection of the proposal at FHKC's sole discretion and may not receive further consideration.

As a courtesy and not an indication of Responsiveness, the Issuing Officer will email a confirmation of receipt of the electronic proposal.

4. The following portion of Section IV.C, Submittal of Proposals, is deleted:

The original proposal and all hard copies must be provided in three-ring binders.

1. (i) One electronic, non-redacted copy and (ii) one electronic, redacted copy (if applicable)
 2. (i) One electronic, non-redacted copy and (ii) one electronic, redacted copy (if applicable)
5. To the extent this Addendum conflicts with any previous written or oral ITN specifications, instructions, or information provided by FHKC, this Addendum shall control.

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Any party that has standing to challenge an FHKC Intended Decision must file a written notice of intent to protest, formal written protest, and any required bond or other security as set forth in Appendix 4 of this Invitation to Negotiate. Failure to timely file a notice of intent to protest, formal written protest, or any required bond or other security shall constitute a waiver of proceedings.