

# Amendment 1

December 1, 2017

## NEW YORK STATE DEPARTMENT OF HEALTH

### RFP No. 17498 Creative & Marketing Communications Services

The following are official modifications, which are hereby incorporated into the New York State Department of Health, Request for Proposal (RFP) #17498, issued October 31, 2017. For all amendments noted below, the revised language prevails over the original RFP language.

#### **Section 1.0 Calendar of Events (page 3) of the RFP is amended as follows:**

##### **Original Language**

###### **1.0 CALENDAR OF EVENTS**

<b>RFP #17498 – CREATIVE AND MARKETING COMMUNICATIONS SERVICES</b>	
<b><u>EVENT</u></b>	<b><u>DATE</u></b>
Issuance of Request for Proposals	October 31, 2017
Deadline for Submission of Written Questions	Questions Due By November 14, 2017 at 4:00p.m. ET
Responses to Written Questions Posted by DOH	Responses Posted On or About November 30, 2017
Deadline for Submission of Proposals	Proposals Due On Or Before December 14, 2017 at 4:00 p.m. ET
<i>Anticipated</i> Contract Start Date	August 1, 2018

##### **Revised Language**

###### **1.0 CALENDAR OF EVENTS**

<b>RFP #17498 – CREATIVE AND MARKETING COMMUNICATIONS SERVICES</b>	
<b><u>EVENT</u></b>	<b><u>DATE</u></b>
Issuance of Request for Proposals	October 31, 2017
Deadline for Submission of Written Questions	Questions Due By November 14, 2017 at 4:00p.m. ET
<b>Responses to Written Questions Posted by DOH</b>	<b>Responses Posted On or About December 6, 2017</b>
<b>Deadline for Submission of Proposals</b>	<b>Proposals Due On Or Before December 21, 2017 at 4:00 p.m. ET</b>
<i>Anticipated</i> Contract Start Date	August 1, 2018

## **Section 2.3 Term of the Agreement (page 4) of the RFP is amended as follows:**

### **Original Language**

#### **2.3 Term of the Agreement**

The term of the agreement is expected to be five (5) years commencing on the date shown on the Calendar of Events in [Section 1.0](#), subject to the availability of sufficient funding, successful contractor performance, and approvals from the New York State Attorney General (AG) and the Office of the State Comptroller (OSC). Historically, the department has expended \$400,000 a year on the services related to Deliverables 1 through 5 in Section 4.2.

### **Revised Language**

#### **2.3 Term of the Agreement**

The term of the agreement is expected to be five (5) years commencing on the date shown on the Calendar of Events in [Section 1.0](#), subject to the availability of sufficient funding, successful contractor performance, and approvals from the New York State Attorney General (AG) and the Office of the State Comptroller (OSC). Historically, the department has expended \$400,000 a year on the services related to Deliverables 1 through 6 in Section 4.2.