November 6, 2026

To: All Potential Bidders

From: Kelly Vu, Business Services Supervisor

Re: Addendum #1, RFP # AM-06-26

The purpose of this addendum is to revise the components of the Request for Proposal (RFP) for Advertising and Media Buying Services. All terms and conditions of the original RFP remain unchanged.

Document to be revised as follows:

1. RFP, Page 13, PART V, STATEMENT OF WORK (SOW) TO BE PERFORMED

Before: A. PURPOSE, OBJECTIVE AND TERM

Add: MINIMUM REQUIREMENTS

Primary Bidder's physical office location must be within an 80-mile radius of the OC Fair & Event Center, address: 88 Fair Drive, Costa Mesa, CA 92626. The District will use mapwithradius.com as a mapping tool to measure straight line distance.

To comply with addenda requirements, bidders must confirm receipt using **one** of the following methods:

- Reply directly to this email with the confirmation text: *"Received RFI #1, Addendum #1"*, **OR**
- Note *"Received RFI #1, Addendum #1"* in the top right-hand corner of the Financial Proposal Bid Form.

Both options will be accepted as valid confirmation. Failure to acknowledge Addendum #1, RFI #1, will result in disqualification.

Thank you.

-End Addendum #1-