

**BOROUGH OF MIDDLESEX
NOTICE OF ADDENDUM NO. 3**

PUBLIC RELATIONS AND DESIGN CONSULTING SERVICES

Addendum No. 3 has been issued for the RFP pertaining to Public Relations and Design Consulting Services for the Borough of Middlesex on Tuesday, November 28, 2023, and posted on Borough website.

TO ALL CONCERNED: The original bid specification package for the above referenced project is amended as noted in Addendum No. 3.

CONCERNING BUDGET QUESTIONS:

Questions:

- 1) I'm seeking clarification on a specific section of the RFP: "Visual or audio branding sample promoting the Borough." Could you kindly elaborate on whether you're looking for something entirely original and tailored to Middlesex, or if a general example showcasing our visual branding expertise would suffice?
- 2) Additionally, considering that we will be submitting standardized PDF proposals, I'm curious about the logistics of presenting our video and audio production client examples. Could you provide guidance on how these materials will be reviewed?

Answers:

- 1) A general example showcasing your visual branding expertise will suffice.
- 2) Video's should be submitted via USB or other method.

CONCERNING NEW BID OPENING DATE:

The new bid opening date for this procurement is now Tuesday, December 12, 2023.

Carmen Modica, QPA
Purchasing Agent