



## ADDENDUM

Date: **December 11, 2025**  
Subject: **Marketing Strategy, Creative Services and Media Services for the Pennsylvania Liquor Control Board**

RFP Number: **20250808**  
Due Date/Time: **December 17, 2025, 5:00 p.m. ET**  
Addendum Number: **2**

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To All Offerors:

A solicitation "Addendum" is defined by the Commonwealth of Pennsylvania as an addition to or amendment of the original terms, conditions, specifications, or instructions of a procurement solicitation (e.g., Request for Proposals or Request for Quotations).

*List any and all changes:*

- Corrected Appendix J – Cost Submittal – Version 2.0

For an Offeror's proposal to be considered, the Offeror must:

- Contact Issuing Officer Josh Greene identifying an email address to be granted access to upload files to a OneDrive folder established by the PLCB.
- After being granted access to the OneDrive folder, the Offeror must upload a single copy of each of two separate electronic files (the technical proposal and the cost proposal) by 5:00 PM ET on December 17, 2025.
- All proposals must be properly signed, per the [signature requirements of the Pennsylvania Procurement Handbook](#).

Except as clarified and amended by this Addendum, the terms, conditions, specifications, and instructions of the solicitation and any previous solicitation addenda, remain as originally written.

Respectfully,

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