



**Addendum #2**  
**to RFP #02-25: General Advertising and Creative Services**  
May 1, 2025

California Earthquake Authority (“CEA”) hereby issues the following Addendum to the RFP, in accordance with the requirements of Section V (Proposers’ Responsibilities Regarding Addenda).

**I. Purpose**

The purpose of this Addendum is to amend the key dates provided in Section I of the RFP. **The remainder of the RFP remains unchanged and in full effect.**

**II. Background Details/Requirements**

CEA amends RFP #02-25 to modify the key dates provided in Section I as follows:

<b>Date</b>	<b>Planned Activity</b>
April 15, 2025	Issue Date for RFP #02-25
April 30, 2025	Questions must be submitted via email to CEA by 5:00 p.m. Pacific Time. Email address: RFP02-25@calquake.com
May 23, 2025	Responses to questions will be posted on the CEA website by 5:00 p.m. Pacific Time. NOTE: Any CEA delay in posting responses to questions will not extend the deadline for submission of proposal.
May 23, 2025	Final date for CEA to post addenda for which proposers are responsible.
June 13, 2025	Submission Deadline. All submissions must be received by CEA no later than 5:00 p.m. Pacific Time.
August 15, 2025	Proposal evaluation and announcement of finalists by CEA.

September 10 – 19, 2025	Finalist presentations (at CEA's option) in Sacramento, California.
September 30, 2025	Announcement of Selection. CEA will announce the successful proposer; that proposer will be awarded an opportunity to negotiate a contract to provide services and products to CEA. This is an approximate date.

**END OF ADDENDUM**