



**Addendum #1**  
**to RFP #02-25: General Advertising and Creative Services**  
April 28, 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 remove a required component that was listed under “Overview of the proposer” in VIII.B.2.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 remove a required component that was listed under “Overview of the proposer” in VIII.B.2.i, which stated the following:

- i. proposer's product roadmap, and description of user groups and knowledge-management strategy.

**END OF ADDENDUM**