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AMENDMENT #1
AMENDMENT TO SOLICITATION NUMBER RFP 17-01: BRANDING SERVICES

Issued by: Timika Simmons, Director of Public Affairs

The date and time specified for receipt of proposals is unchanged. The solicitation mentioned above is amended as set forth above and below. Proposers must acknowledge receipt of this amendment by signing the form below and submitting it with the proposal.

REVISIONS:

Section 4.0 Scope of Services

- Develop a brand platform for HCHA's **umbrella name that can be interchanged with current and future affiliates** which will include positioning, personality, promise, differentiation, and value proposition.
- Create an **execution/communications plan** for the new brand strategy.

ADDITIONS:

Attachment A: Questions and Responses

Attachment B: Non-Collusive Affidavit

Attachment C: M/WBE Participation Form

Attachment D: Form HUD-5369-B, Instructions to Offerors Non-Construction

Attachment E: Form HUD-5369-C, Certifications and Representations of Offerors

Attachment F: Form HUD-5370-C, General Contract Conditions, Non-Construction

Attachment G: Conflict of Interest Questionnaire (CIQ)

Attachment H: Section 3 Policy

Proposer/Respondent: _____ Date: _____
Name

Signature