



Addendum No. 4
to
Brand Renewal and Influence Campaign - Request for Proposals

RFP 2026-BRNDRN

Massachusetts College of Liberal Arts (MCLA)
North Adams, MA

4/15/2026

This Addendum forms a part of RFP 2026-BRNDRN documents and modifies the original dated March 23, 2026, as noted below. Bidders must acknowledge receipt of this Addendum within their sealed proposal. Failure to do so may result in disqualification.

This Addendum is comprised of pages 1 through 2.

Deadline Extension
Withdrawal and Resubmission Procedure

1. Purpose of this Addendum

This Addendum is issued to extend the proposal submission deadline. Due to a documented IT technical issue, certain vendor questions submitted prior to the established deadline were not initially received by the awarding authority and therefore were not addressed in Addendum No. 2 as originally intended. Addendum No. 3 was subsequently issued to ensure that all timely submitted questions were answered and made available to all potential proposers.

To preserve fairness and allow adequate time for all proposers to consider the information provided, the proposal submission deadline has been extended as set forth below.

2. Revised Proposal Submission Deadline

The proposal submission deadline is hereby extended as follows:

- Original Deadline: April 17, 2026, at 2:00 p.m. (ET)
- **New Deadline: April 24, 2026, at 2:00 p.m. (ET)**

All proposals must be received by the awarding authority no later than the revised deadline. Proposals received after this date and time will not be accepted. This deadline extension applies equally to all prospective proposers.

3. Withdrawal and Resubmission of Proposals

Because the RFP did not originally specify a procedure for withdrawal of proposals, the following process is established by this Addendum and shall apply equally to all proposers:

- A proposer may voluntarily withdraw a submitted proposal at any time prior to the revised proposal submission deadline.
- Withdrawal must be requested in writing by email to the Director of Procurement Services at William.Norcross@mcla.edu. The request must clearly identify the proposer, the RFP title, and the RFP number 2026-BRNDRN.
- Upon receipt of a valid withdrawal request prior to the revised deadline, the previously submitted proposal will be removed from consideration.
- A proposer that withdraws a proposal may submit a revised proposal at any time prior to the revised submission deadline, in accordance with all requirements of the RFP.
- Only the proposal on file at the revised submission deadline will be evaluated.