



RFP-CMIP2120149

Amendment No. 2: To the Tender Documents

Marketing and Communications Strategy Development, Creative Services, and Media Placement Services and Purchase

Amendment Date: January 29, 2014

To all Proponents:

The Purpose of this Amendment is to change the Project Budget. Please review the following:

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### 1.4 Project Budget

The revised budget for the Project is **up to \$350,000 Canadian per year** and is **exclusive** of taxes. Should additional funds become available, the budget may increase after contract award. The Museum reserves the right to decrease the budget and modify requested services in year two (April 1, 2015 to March 31, 2016) should funds unforeseeably become unavailable.

**This budget includes strategic planning, creative services, and media placement.**

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### 4.6 Approach and Budget

**Note:** Please use the new amount, up to \$350,000 Canadian per year, when answering question 4.6 d).

d) Complete the proposed cost breakdown form below. Please describe your rationale for the cost breakdown. (10)

Year One (April 2014 to March 2015)	Cost Breakdown
Professional Fees: Strategic Planning Creative Services Account Management Other (Please specify)	
Media Purchase	
<b>Total Costs</b>	<b>Up to \$350,000</b>

Year Two (April 2015 to March 2016)*	Cost Breakdown
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Professional Fees:	Strategic Planning Creative Services Account Management Other (Please specify)	
Media Purchase		
<b>Total Costs</b>		<b>Up to \$350,000</b>

\* Museum reopening May 2015