

**STATE OF WASHINGTON  
OFFICE OF THE SECRETARY OF STATE  
INFORMATION SECURITY & RESPONSE DIVISION**

**RFP 25-07  
ELECTIONS MESSAGING CAMPAIGN – MARK THE BALLOT  
AMENDMENT NO. 2  
(June 13, 2025)**

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**SUMMARY**

This Amendment No. 2 to RFP 25-07 revises the geographical requirement in Section 1.3 – Minimum Qualifications of the originally posted solicitation documentation.

The updated language clarifies that contractors based in the Alaska Time Zone are eligible to submit proposals under this RFP, in addition to those based in the Pacific and Mountain Time Zones.

The new Minimum Qualifications section below supersedes and replaces in its entirety the previous version of Section 1.3.

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**1.3 MINIMUM QUALIFICATIONS**

By the time of contract execution, the Contractor must be registered to do business with the state and have a current Unified Business Identifier (UBI). Contractor must have 8 years' experience in creative design with an emphasis on digital content, media planning, advertising, public service announcements, market research and strategic planning. Contractor must be based in the Pacific, Mountain or Alaska Time Zone. It is preferred that contractors have additional qualifications in most of the following: advertising for government agencies, election-related messaging, brand partnerships, video production and animation.