Addendum #2

RFP #41-26-PW – Digital Media Consultant: Bring Your Own Cup (BYOC) Campaign

Budget Clarification: 2027 BYOC Campaign

The total budget for the 2027 BYOC Campaign is up to $120,000. Of this amount, up to $100,000 is designated for the consultant's professional services, with up to $20,000 designated for campaign advertising and paid media expenses.

Proposers should clearly identify their recommended paid media strategy, anticipated advertising expenditures, and proposed allocation of the available advertising budget.

The selected consultant will be responsible for coordinating and managing advertising placements, monitoring campaign performance, and reporting on paid media results. All advertising expenditures must be coordinated with and approved by the Cities.

Any remaining funds will be retained by the Cities for City-managed campaign activities and other eligible project expenses.