

NEW JERSEY ECONOMIC DEVELOPMENT AUTHORITY

REQUEST FOR QUALIFICATIONS FOR

Marketing Consulting Services (Reference RFQ #2026-RFQ-284)

ADDENDUM #4

Date: October 6, 2026

The following constitutes an Addendum, which can be a Clarification and/or Modification to the above-referenced solicitation. This Addendum is divided as follows:

- Part 1: Answers to Questions Submitted
- Part 2: Additions, Deletions, Clarifications and Modifications to the RFQ

Part 1: Answers to Questions Submitted		
No.	Question	Answer
1.	For purposes of the revised Section 3.6 requirement that the Lead Account Manager/Director and Alternate Account Manager be full-time staff positions and may not be subcontractors, please clarify the definition of "full-time staff." Must both individuals be W-2 employees of the Bidder, or may a long-term dedicated 1099 team member working under the Bidder's direction and control satisfy this requirement?	"Full-time staff", for purposes of this RFQ, is defined as a W-2 employee of the Bidder.
Part 2: Additions, Deletions, Clarifications & Modifications to the RFQ		
No.	Description	Clarification/Modification