***Seneca Gaming Corporation***



Public Relations Agency

RFP # SGC-0076-25SDH

July 2025

*Confidential*

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# Introduction

Seneca Gaming Corporation is a wholly owned, tribally chartered corporation of the Seneca Nation of Indians (the “Nation”) which operates all of the Nation’s Class III gaming operations in Western New York.

Seneca Gaming Corporation, through its wholly owned subsidiaries, owns and operates Seneca Niagara Resort & Casino in Niagara Falls, New York, Seneca Allegany Resort & Casino in Salamanca, New York, and Seneca Buffalo Creek Casino in Buffalo, New York.

For additional information, please visit our website at [www.Senecacasinos.com](http://www.Senecacasinos.com).

# RFP Objective

Seneca Gaming Corporation (hereinafter referred to as SGC) is seeking a Public Relations Agency. In addition to property-specific support, the agency will be responsible for public relations efforts on behalf of the broader Seneca Gaming Corporation brand (DBA Seneca Niagara Resorts & Casinos), including its various subsidiary brands and functions. This includes the Social Club by Seneca loyalty program, major food and beverage outlets, group sales initiatives, and other cross-property or corporate campaigns aimed at guest engagement and brand growth.

SGC is specifically seeking a partner agency with demonstrated experience in the gaming, hospitality, tourism, or entertainment industries to support the following areas of public relations:

* Public Relations Strategy & Media Planning
* Press Release Writing & Distribution
* Media Relations (Local, Regional, National)
* Crisis Communications & Reputation Management
* Influencer & Talent Outreach (including Media Hosting Coordination)
* Brand Storytelling & Thought Leadership
* Executive Communications, including C-suite speechwriting and scripting for public engagements
* Event Promotion & Media Coverage Support
* Measurement, Reporting & PR Analytics (including earned media valuation and KPI tracking)

The ideal agency will function as a strategic partner that can elevate SGC’s voice, cultivate strong media relationships, and generate ongoing awareness for our brands and events beyond traditional advertising channels.

# Scope of Services

The Public Relations Agency (PRA) will work with the Seneca Gaming Corporation (SGC) Advertising Department to develop and execute integrated PR strategies that enhance brand reputation, drive audience engagement, and support business growth across all three resort and casino properties: Seneca Niagara Resort & Casino, Seneca Allegany Resort & Casino, and Seneca Buffalo Creek Casino, as well as Seneca Gaming Corporation (DBA Seneca Niagara Resorts and Casinos,) Social Club Loyalty Program, major F&B brands, and group sales efforts.

The selected PRA will be responsible for providing the following services:

1. Public Relations Strategy
* Develop annual and campaign-specific PR strategies aligned with SGC's brand goals and promotional calendar.
* Identify storytelling opportunities across SGC’s three resort & casino properties and corporate brand
* Conduct media landscape assessments and audience segmentation for outreach. Integrate PR plans into broader advertising and marketing strategies in collaboration with SGC teams.
1. Media Relations & Story Development
* Proactively pitch story ideas to local, regional, and national outlets.
* Secure earned media placements in print, online, radio, broadcast, and podcasts.
* Maintain a targeted media list, including entertainment, lifestyle, travel, and gaming press.
* Draft and distribute press releases, media alerts, op-eds, and contributed content.
* Manage media interview coordination and talking point development.
1. Crisis Communications & Reputation Management
* Offer real-time support during crisis situations, including media holding statements and internal alignment.
* Advise on proactive reputation-building strategies and sensitive issue management.
* Provide training and media coaching for internal spokespeople.
1. Content and Materials Creation
* Develop media kits, press releases, talking points, event fact sheets, and brand messaging documents.
* Assist with drafting award submissions, thought leadership articles, and editorial contributions.
* Create custom pitches, angles, and campaigns around SGC’s promotions, events, and initiatives.
* Ensure all written materials align with SGC’s tone and brand voice.
* Provide speechwriting and scripting support for SGC executives and C-suite leaders, tailored for public appearances, keynote engagements, and media opportunities.
1. Influencer and Talent Relations
* Identify and recommend influencers or public figures aligned with SGC’s image and goals.
* Coordinate influencer visits, content creation opportunities, and brand partnerships.
* Manage influencer deliverables, approvals, and performance metrics.
* Support coverage of entertainment acts and on-site events with influencer amplification.
1. Measurements & Reporting
* Deliver monthly and campaign-based PR reports that include:
	+ Number of placements secured and publication tier
	+ Earned media value and ROI
	+ Tone/sentiment analysis
	+ Share of voice, impressions, and reach
	+ Spokesperson visibility and engagement metrics
* Provide actionable insights and recommendations in each report.
* Present findings to SGC stakeholders virtually or in person as needed.
1. Additional Requirements
* Deliver monthly and campaign-based PR reports that include:
* Number of placements secured and publication tier
* Earned media value and ROI
* Tone/sentiment analysis
* Share of voice, impressions, and reach
* Spokesperson visibility and engagement metrics
* Provide actionable insights and recommendations in each report.
* Present findings to SGC stakeholders virtually or in person as needed.

# RFP Administrative Information

## Contact Information

Please use the following name and email address for all correspondence concerning this RFP.

Name Shelle Heaton

Telephone (716) 345-1594

Email sheaton@senecacasinos.com

## Schedule of Events

RFP issue date: 07/07/2025

Intent to Bid: 07/14/2025

Bidder Questions Due: 07/17/2025

**Bid Submission Deadline: 07/24/2025**

## Intent to Bid

Potential Bidders must submit an email confirming their intent to bid to the Facilitator by the date and time indicated in the above schedule of events.

Submission of the intent to bid notice constitutes the Potential Bidder’s acceptance of the RFP schedule, procedures evaluation criteria and other administrative instructions of this RFP.

## Bidder Questions

Bidders must submit any questions to the Facilitator’s email address directly. *No telephone questions will be accepted or considered*.

Questions must reference the specific RFP paragraph number and page and quote the passage being questioned. SGC will respond to questions promptly and will send answers to Bidders as a group.

## Submission of Proposals

Proposals must be submitted in electronic form, preferably in Microsoft Word and/or Microsoft Excel formats. **Note: SGC’s email system rejects incoming messages with attachments exceeding 20 MB**. Bidders are encourage to confirm that the Coordinating Buyer received their bid, prior to the bid submission deadline (date and time) indicated in the above schedule of events.

The Coordinating Buyer must receive proposals on or before the bid submission deadline. **Proposals received after the bid submission deadline will not be considered.**

## Proposal Format

 Send RFP response with all requested information answered in the format provided, along with any supporting attachments, electronically via email as stated in (above) Section E. Submission of Proposals.

Bidders must complete the attached excel workbook - Exhibit A

In addition, the following documents must be sent with your RFP response:

**Part-1 Bidder Representations and Certifications**

A corporate officer or person who is authorized to represent Bidder must complete, sign and date the Bidder Certifications and Representations, Section VII of the RFP.

**Part-2 Appendix**

Appendix-A: Evidence of Insurance

Evidence of current insurance is to be provided to the satisfaction of SGC’s Risk Management Department. Insurance requirements vary depending upon the nature of the services and the degree of risk. Standard requirements include minimum $5 million general liability coverage (per occurrence and in the aggregate) [$10 million for construction-related contracts], $1 million automobile liability coverage, combined single limit, for all vehicles brought on-site, worker’s compensation and employer liability insurance in accordance with state law. Additional types of insurance, including, without limitation, professional liability insurance and network privacy/data security/cyber liability insurance, may be required in specific circumstances. SGC and related persons and entities will be additional insured under the general liability and automobile liability policies of insurance.

SGC’s Risk Management Department has discretion to increase, decrease, or dispense with insurance in appropriate cases. They may, in addition to or instead of insurance, require signature of a Waiver, Indemnification and Hold Harmless form by any individuals who will be present on SGC property.

**Additional Insured language:**

Seneca Gaming Corporation and their parent, Subsidiaries, Directors, Officers, Agents, representatives and Employees are named as Additional Insures on the General Liability and Automobile Liability policies. A waiver of subrogation applies on all policies, including Employer’s Liability, in favor of Seneca Gaming Corporation.

Seneca Gaming Corporation to be named as Certificate Holder:

Seneca Gaming Corporation

310 Fourth Street

Niagara Falls, NY 14303

Certificates evidencing such coverage shall be provided prior to commencement of work and renewal certificates shall be provided upon availability.

SGC’s Risk Management Department has discretion to increase, decrease, or dispense with insurance in appropriate cases. They may, in addition to or instead of insurance, require signature of a Waiver, Indemnification and Hold Harmless form by any individuals who will be present on SGC property.

For additional details, see section 22 of SGC’s Standard Terms & Conditions at <https://senecacasinos.com/media/zqdd2j1f/sgc-standard-terms-and-conditions-v-10-30-20.pdf>

Appendix-B: Standard Agreements

Bidders are invited to include their standard form of agreement (preferably in Word format) to form the basis of the contract should it be awarded to them. However, SGC reserves the right to utilize its own standard form of agreement.

**Part-3 Company Overview**

**Section 1: Company Overview**

Provide a brief description of the overall organization of your company including the location of corporate headquarters, primary industries and markets served, how long the company has been in business and what experience your company has serving multi property and Native American-owned casinos and casino resorts, if any.

**Section 2: References**

Include a minimum of three contracts for goods or services similar to those in the RFP’s Requirement Specifications that were awarded within the last three (3) years, along with contact information for each client reference. Wherever possible, include casino and casino-resort clients in these references.

**Part-4 RFP Proposal**

**Section 1: Executive Summary**

The purpose of this section is to summarize your proposal for SGC evaluators and decision makers. The summary should include, at minimum, key proposal elements, your vectors of competitive differentiation and an overview of your pricing model.

**Section 2: Response to Requirements**

Include complete responses to all requirements outlined in the Requirements Specification section of this RFP. Reponses are to follow the outline of the Requirements Specification herein (including companion documents, if any) and refer to each requirement being addressed. Requirements that cannot be supported in whole or in part should be identified as such.

**Section 3: Bidder Supplemental Information**

The purpose of this section is to afford Bidder an opportunity to present necessary information that was not requested. Use this section to indicate, for example, alternative methodology or additional functionality that may be outside the scope of the RFP but could enhance the value of services delivered or potential issues that are relevant to the RFP and your proposal.

**Part-5 Pricing Proposal and Quotes**

This section summarizes Bidder’s pricing model and applicable terms. Additional offers, discounts, rebates, etc. should be noted separately. Where applicable, pricing should cover the entire term of the contract indicated in the RFP, including any options to renew, where applicable.

## Conditions

 Under no circumstances will responses be made available to other organizations, either wholly or in part, without Vendor’s prior written permission.

 By participating in this RFP:

* Bidder agrees that you will not directly contact any SGC employee without prior written approval from SGC. Failure to do so may revoke your invitation to participate in this RFP.
* Bidder agrees to keep confidential all information related to this RFP. Any sharing of this information without express permission will exclude Vendor from consideration. This RFP and all supporting attachments and related communications may not be duplicated or distributed in any form to any other company without prior written permission.

 Bidder agrees that all information provided in their RFP response is valid for a minimum of 90 days from the response date.

 All costs incurred by the bidder for participating in this evaluation will be the responsibility of the bidder. SGC will not reimburse any bidder costs or expenses.

 All responses to the RFP become the property of SGC.

## Proposal Evaluation/Vendor Selection

Proposals will be evaluated to determine their completeness and compliance with the mandatory requirements and qualifications specified throughout this document. Failure to comply with one or more of these requirements may result in the proposal being rejected as non-responsive. SGC reserves the right to waive deviations it deems non-material and/or to reject any and all Proposals in its sole discretion.

The successful Bidder(s) will be notified by email of the award of contract, conditional upon appropriate licensure through SGC’s regulatory authority, the Seneca Gaming Authority (“SGA”), providing proof of insurance to the satisfaction of SGC’s Risk Management Department, and signature of a contract and/or issue of a Purchase Order. It is only following all of these actions that the successful Bidder will be considered a Vendor of SGC.

Successful Bidders must complete SGC’s Vendor Registration Form and W-9 (or equivalent for non-U.S. persons/entities). If required, they must also complete and submit to the SGA the requisite vendor license application. They are also responsible for payment of SGA processing or vendor license fees plus the Seneca Nation of Indians Business License fee as detailed in paragraph VI. I. below. Fees range from $750 to $2,500 depending upon the nature of the services. These requirements must be completed and, if applicable, the requisite SGA vendor license issued, prior to signature of the contract. Vendor licenses and fees must be renewed every two years. SGA may also, in an appropriate case, require the licensure of individual employees who perform certain services that are or may be closely associated with SGC’s casino operation. As SGA retains the discretion to make this type of determination on a case-by-case basis, SGC is unable at the RFP point in the bidding process to state definitively whether such licensure will be required in any particular case.

## General Bidder Information

This RFP does not commit SGC to award a contract, to pay any costs incurred in the preparation of the RFP, nor to procure or contract for services or supplies.

It is the policy of SGC that all Proposals are to be held unopened and confidential until after the closing date and time. At the bid opening, Proposals will be opened by the contact Coordinating Buyer and are reviewed by a compliance representative.

Bid Validity. Bidder’s bid submission must remain valid for a minimum of ninety (90) days from the bid closing date.

Minority Bidders:SGC gives priority to Bidders who are Native American, minority, women-owned or small disadvantaged businesses. If your company falls into any of these categories or has contracted with such businesses for the purpose of the proposal, please note as such on your proposal.

Alternative Proposals*(if applicable)*are accepted based on the following conditions: SGC will consider alternative proposals from Bidders provided they have submitted a response based on the original requirements. The alternative Proposal will be submitted separate and apart from the basic Proposal. It is assumed that the materials included in the alternative Proposal meet all of the qualifications of the original Proposal.

Substitutes. Any recommended substitutions should be attached separately. *Products may require testing before acceptance. Bidder’s pricing must include the conversion calculations if your size, pack, weight, etc. is not the same as the specified product(s).* SGC solicits Bidders’ recommendation(s) for new products and/or services leading to lower costs.

Projected Volume. Bidders are advised that the volumes or quantities indicated on the RFP are for reference purposes only and must not be taken as guaranteed or as constituting representations by SGC. Actual volume and quantities may vary depending upon the needs of the SGC departments or business units for which the goods and/services are destined and fluctuations in the business cycle.

## SGC Standard Terms and Conditions

Any purchase order or contract flowing from this RFP (in the absence of language to the contrary in the contract) is subject to the terms and conditions hereof as well as to Seneca Gaming Corporation’s Standard Terms and Conditions which are available on the following website: <https://senecacasinos.com/media/zqdd2j1f/sgc-standard-terms-and-conditions-v-10-30-20.pdf>.

Reference to, or inclusion of, the Bidder’s preprinted terms and conditions with Bidder’s Proposal will not be considered as an exception to SGC Terms and Conditions.

# Provisions Applicable to the Contract

## Agreement Term

The initial term of the contract will be three years, with two options to renew in favor of SGC, each (1) year in duration (each a renewal term).

Upon expiration of the initial term and exercised renewal terms, the contract will automatically renew on a month-to-month basis, as needed to facilitate a new RFP and enter (or transition) into a subsequent new agreement.

## Roles and Responsibilities

#### **Budget and Management -** Vendor is responsible for preparing a budget flow chart and will ensure that total billing stays within the agreed budget for each SGC property and media type. Vendor will submit monthly invoices broken out by property and for media placement invoices by media type.

#### **Account Team**- The vendor will provide three account service team members to work full-time on SGC’s account. In addition, the vendor will assign an Account Manager and a VP of client services to assist with all SGC requirements.

#### **Planning and Performance Tracking and Reporting-** The parties will hold weekly meetings at which the vendor Account Executive Team and SGC Traffic Team members will participate. Vendor will also provide SGC with a daily status report outlining what job will be sent to SGC for the current day as well as all jobs currently routing with the SGC Traffic Team.

#### **Travel Expense Reimbursement** - Travel time over and above the monthly maximum amount listed in the agreement under retainer is non-compensable.

## Pricing and Fee Structure

Bidders are required to clearly outline their proposed pricing for each of the services listed. Pricing should reflect competitive market rates and may include a combination of monthly retainers, project-based fees, hourly rates, or performance-based compensation models.

### Please provide pricing in attached Excel worksheet Exhibit A

* PR Strategy & Planning
* Media Outreach & Press Outreach
* Press Release Writing & Distribution
* Event Publicity & Media Hosting
* Influencer & Talent Partnerships
* Multicultural & Community Relations
* Reporting, Monitoring & PR Analytics
* Crisis Communications
* Other (Please Describe)

### Additional Details to Include:

* **Retainer Inclusions**: Clearly define the services and deliverables covered under each monthly retainer.
* **Overage Policy**: Specify hourly rate or fees for work performed beyond retainer hours.
* **Creative Revisions**: Include the number of rounds of creative revisions allowed before additional fees apply.
* **Paid Media Commission**: If applicable, indicate if media planning/buying includes a commission structure, and whether that commission applies to gross or net media spend.
* **Third-Party Pass-Through Costs**: Indicate how third-party costs (e.g., stock photography, media platform fees, influencer fees) will be billed.
* **Performance-Based Incentives**: Optional – Bidders may propose performance-based compensation tied to specific KPIs (e.g., cost per acquisition, return on ad spend).

### Predictable Monthly Fee Structure

### SGC prefers a predictable monthly fee structure where possible, with transparent breakdowns of billable services and optional add-ons.

Please provide your most competitive pricing and any additional offers.

Prices are fixed during the term of the contract, including any renewal term.

### Media Reimbursement

### Reimbursement for media placement expenditures made on behalf of SGC and for authorized travel: SGC will pay vendor in advance for the amount included in a monthly pre-bill containing the estimated cost (net of all estimated vendor discounts, rebates and allowances) of outside media being placed by vendor. Vendor will first submit written proposals to SGC containing full descriptions of the proposed advertisements and/or services and estimates of the cost. Vendor is responsible for complying with SGC’s total media placement budget and such expenditures shall not exceed the total budget without SGC’s prior written approval. Copies of media vendor invoices will be submitted together with the vendor’s reconciliation to SGC. If a media buy is cancelled, SGC will be entitled to a credit equivalent to any credit provided by media vendor. On a quarterly basis, vendor will provide SGC with a reconciliation of the pre-bills for the prior quarter to the final vendor invoices for the media placed during the quarter.

## Tax Exempt Status

Seneca Gaming Corporation is a governmental instrumentality of the Seneca Nation of Indians all of whose operations (except for its golf course) are on sovereign Seneca Territory. SGC will provide a New York State tax exemption certificate issued in the name of the Seneca Nation of Indians, as applicable.

## Payment Terms

SGC standard payment terms are Net 30 days after delivery of goods and/or services and receipt of a correct invoice. Bidder is encouraged to indicate any additional early payment/ discount terms in its Proposal. It is the policy of SGC not to provide deposits unless significant discounts or special circumstances apply.

# Supplemental Bidder Information

## Business Continuity

For RFP’s involving strategic commodities/services, provide an overview of your disaster recovery/business continuity plan (the “Plan”). The Plan indicates how Bidder minimizes the risk of interruption to Bidder’s ability to provide the goods and/or services contemplated in this RFP in the event of specified occurrence; Bidder’s critical supplier strategy to ensure continuity of suppliers in such event; and Bidder’s process or criteria for prioritizing customer demands during a crisis.

## Conformity of Proposal with SGC Requirements

Bidders represent and warrant that the goods and/or services provided in their Proposal will meet SGC’s requirements **as expressed in the Scope of Work contained in this RFP** and will be fit for the purpose expressed herein.

# Vendor Requirements

## Proposal

Successful Bidders should expect that their response to the RFP and any accompanying supporting materials will be incorporated into any contract signed with SGC.

## Standard Service Agreement

Successful Bidder will be expected to sign SGC’s standard services agreement, subject to such changes as are necessary to reflect the terms of this RFP and Successful Bidder’s bid or proposal, and such further changes as the parties, acting reasonably, may agree.

## Exclusivity

Successful Bidder will be expected to agree not to consult or provide any services in any manner or capacity to a direct competitor of SGC during the term of its contract with SGC unless express written authorization to do so is given by SGC. A direct competitor of SGC is defined as any individual, partnership, corporation and/or other business entity that engages in the business of casino gaming (including racinos) within a 150-mile radius of any gaming property of SGC.

## Data Security

Upon request, Successful Bidder/Vendor will supply a current Statement on Standards for Attestation Engagements [SSAE] SOC 2 report issued by an independent auditor. Software supplied must not contain any code that weakens the security of SGC’s IT systems and applications, including computer viruses and all other forms of malicious code. Successful Bidder/Vendor must share with SGC in writing all security-relevant information regarding the vulnerabilities, risks and threats to its software immediately upon identification. SGC reserves the right at any time during the term of the contract, to conduct an audit of Vendor’s data security measures, either by means of its own personnel or through a service provider retained by SGC. Should the audit reveal that Vendor’s data security processes and procedures are inadequate or that Vendor is in breach of this provision, the cost of the audit shall be borne by Vendor, and SGC may, in its discretion, forthwith terminate the contract or any business relationship between SGC and Vendor.

## Directives and Minimum Internal Control Standards

Vendor must comply with SGC’s reasonable directives as regards IT security and other matters. In addition, as contemplated in § 542.16 of NIGC Information Technology MICS, Vendor must comply with SGC’s internal control standards, including change control procedures and SGC hereby reserves the right to monitor and audit compliance with said internal control procedures, either directly or through an appointed representative such as an external auditor.

## Seneca Nation Business Registration Fee (SNIBRF)

 Vendor must pay the SNIBRF of $750 directly to the Seneca Gaming Authority once total payment to the vendor exceeds $10,000. Failure to pay the fee when required may result in termination of further business with Seneca Gaming Corporation.

# Bidder Certifications and Representations

Bidder is a reputable company fully qualified and regularly engaged in providing products and/or services necessary to meet the terms, conditions and requirements of the RFP.

Bidder is aware of, is fully informed about, and is in full compliance with all applicable federal, state and local laws, rules, regulations and ordinances.

Bidder understands the requirements and specifications set forth in this RFP and affirms that no compensation has been received for participation in the preparation of the specifications for this RFP.

1. Bidder has reviewed and understood SGC’s Standard Terms & Conditions found at <https://senecacasinos.com/media/zqdd2j1f/sgc-standard-terms-and-conditions-v-10-30-20.pdf>

Bidder represents and warrants that all goods and services quoted in response to this RFP will meet or exceed the safety standards established and promulgated under the Federal Occupational Safety and Health Law (Public Law 91-596) and its regulations in effect or proposed as of the date of this solicitation.

All statements, information and representations prepared and submitted in response to this RFP are current, complete, true and accurate. Bidder acknowledges that SGC will rely on such statements, information and representations in selecting the Awarded Vendor. If selected by SGC as the Awarded Vendor, Bidder will notify SGC immediately of any material change in any matters with regard to which Bidder has made a statement or representation or provided information.

**I, the undersigned, hereby certify that I am authorized to sign as a representative for the Bidder listed below:**

Legal Name of Bidder: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

DBA (if applicable): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Telephone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-Mail: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Website: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Representative’s Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Representative’s Printed Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Representative’s Printed Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ NAICS code # \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_