

**FIRST ADDENDUM TO THE RFP FOR
MARKETING ADVISORY SERVICES
AT ST. LOUIS LAMBERT INTERNATIONAL AIRPORT®**

November 5, 2025

Dear Prospective Proposers:

Attached is the First Addendum to the Request for Proposals for **Marketing Advisory Services** at St. Louis Lambert International Airport dated October 13, 2025 (“**RFP**”). This First Addendum is being issued in order to do the following:

- a. To provide bidders with a copy of the Pre-Proposal Meeting Sign in Sheet attached hereto and incorporated herein as Attachment 1 of this First Addendum.
- b. Respond to Proposer’s questions.

The City of St. Louis Airport Authority (“Authority”) reserves the right to reject any and all proposals, to advertise for new proposals to cancel this RFP, and/or proceed to have the services performed otherwise. The submission of a proposal by a Proposer shall not in any way commit the City of St. Louis or the Authority to enter into an Agreement with that Proposer or any other Proposer.

All other terms, conditions, and provisions of the RFP not inconsistent with this First Addendum are unchanged and remain in full force and effect.

Sincerely,

Delia Cummings

Delia Cummings

Contract Supervisor

Encl.

Questions and Responses

- Q1. Does STL do or has it done in the past any digital/search engine marketing advertising to travelers leaving out of their catchment area to other airports, either through this contract or any other marketing or PR contract? If so, please describe.
- R1. Yes. STL relies on advice from its Marketing Consultant for marketing advertising.
- Q2. If I am not able to get a Current Certificate of Good Standing from my subcontractors, is this a deal breaker for the RFP or will you accept it after the selection process if we are selected?
- R2. The Airport will consider all proposals.
- Q3. Is commission allowed on vendor costs including media?
- R3. STL pays on a time and material basis. Therefore, no commissions will be paid.
- Q4. Regarding the Subconsultant/supplier list Just a list, that's it? No more details?
- R4. See Section 22.B and Attachment 2 of the RFP.
- Q5. Is Badging required?
- R.5. Badging is not generally required for this service.
- Q6. Is this a federally funded project
- R6. No.
- Q7. Where do the addenda and the checklist go?
- R7. Copies of any addenda, and the checklist itself are not required submittals. The items named on the checklist, as well as any additional items named on duly issued addenda are required submittals and may be placed where appropriate in the proposal.
- Q8. What is the budget for this service?
- R.8. The anticipated budget for this agreement is \$450,000 yearly.
- Q9. What percentage of the budget is pass-through?
- R9. It depends on marketing efforts, but is usually 70% to 75%.
- Q10. Is support for the new terminal project part of this service?
- R.10. No.
- Q11. Is Attachment 3 a required proposal submittal?

R11. No. Attachment 3 is an example only of what is expected from the Selected Proposer needing to add or change a subconsultant/subcontractor during the course of any agreement resulting from the RFP.

Q12. Explain mobilization payments.

R.12 See Section 22, I of the RFP. Mobilization payments are not applicable to this service.

Q13. Are subcontractor Certificates of Insurance required proposal submittals?

R14. No.

Attachment 1**Pre-Proposal Meeting Sign In Sheet**

**Pre-Proposal Zoom Meeting
Marketing Advisory Services
October 28, 2025
10:00 AM Central Time**

SIGN IN SHEET

NAME	COMPANY	EMAIL
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