



Request for Quotes

New Jersey Secure Choice Savings

Marketing Services

Amendment #1

The following constitutes Amendment #1 to the above-referenced Request for Quotes:

- This Amendment includes the responses to questions that were received by the due date as published in the Request for Quotes – July 31, 2026.

It is the sole responsibility of the Bidder to be knowledgeable of all of the additions, deletions, clarifications, and modifications to the Request for Quotes and/or New Jersey Standard Terms and Conditions relative to this Request for Quotes as set forth in the Amendment.

All other instructions, terms, and conditions of the Request for Quotes shall remain the same.

Answers to Questions

Where applicable, each question references the appropriate section of the Request for Quotes.

#	RFQ Section	RFQ Page #	Question
1	General	General	Assuming this RFQ is not part of the NJ State Contract T3067 Advertising, Marketing, and Public Relations Services, please confirm.
	Answer to Question #1		This RFQ is not part of the NJ State Contract T3067 Advertising, Marketing, and Public Relations Services.
2	General	General	Can you share the name of the incumbent?
3	General	General	Is there an incumbent agency of record?
	Answer to Question #2 and #3		There is no incumbent agency of record.
4	General	General	What is the current enrollment?
5	General	General	How many businesses have signed up?
	Answer to Question #4 and #5		We have 1604 Employers and 31,533 Funded Saver Accounts as of August 1, 2026.
6	General	General	Can you share the planned annual marketing budget?
7	General	General	Can the Program provide the anticipated annual budget available for implementation of the marketing, communications, outreach, advertising, media placement, and production activities contemplated under this RFQ?
	Answer to Question #6 and #7		The Program's annual budget is developed on the financial needs of each area of expense. As such we cannot determine this expense until a contract is evaluated and awarded. We will be assessing the proposals received based on the criteria described in the RFQ.
8	General	General	What are the enrollment goals?
9	General	General	What are the State's expected impressions, reach, demographic targets, and measurable impact metrics?
	Answer to Question #8 and #9		Numeric goals have not been specified. The awarded Contractor will provide a plan to maximize the influence and value of our social media to create awareness and encourage participation across the State. This marketing effort is expected to create and sustain greater Employer awareness, engagement, and utilization based on the measurables created in the initial rollout.
10	General	General	What are your target markets?

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	Answer to Question #10		In accordance with the new law, the Program is targeting Employers covered by the expansion of the mandate. Specifically, this will affect Employers with 10-24 employees. We also expect to continue outreach to all previously covered Employers. This specifically includes those Employers with 25 or more employees who have not taken action with regards to registration in the Program.
11	General	General	What are the demographics of individuals who have enrolled? I would like to know the age, gender, income, home ownership status (own versus rent), occupation, education level, and racial/ethnic origin?
	Answer to Question #11		The Program will share available demographic data with the selected Contractor. These reports will include Employers size, the Savers age, and the geographic distribution of the Employers and Savers. The Program currently does not track or maintain data on the other cited measurables.
12	General	General	Is there an anticipated launch date for the campaign following the December 2026 award?
	Answer to Question #12		The selected Contractor will be expected to begin engagement the month following the contract award.
13	Section 3.4	Page 4-5	For the forms referenced in Section 3.4 of the RFQ, is there a centralized location where the current forms can be found/downloaded?
	Answer to Question #13		Each form is a hyperlink within the RFQ itself. Most of the required forms can be found at NJ Division of Purchase and Property - Forms . The affirmative action application is found at https://www.state.nj.us/treasury/contract_compliance/index.shtml . NJStart registration is found at NJSTART - /view/login/login.xhtml
14	Section 3.4.6	Page 6	May the prime vender use named subcontractors for multilingual translation, graphic/design production, media buying, or other specialized services, provided they are disclosed in the Subcontractor Utilization Plan?
	Answer to Question #14		The selected Contractor may use named subcontractors provided they are disclosed in the Subcontractor Utilization Plan.
15	Section 3.6	Page 7-8	For the pricing referenced in Section 3.6, can you please provide clarity on if the “Marketing Services” line item be the total of the subcategories.
	Answer to Question #15		The six subcategories and their description are as follows: Multi-State Partnership Branding: The Program is in the process of creating a partnership with programs of a similar nature that promote retirement savings. The partnership will offer participants in the multi-state partnership the ability to share services, increase efficiencies, and reduce program costs. The selected Contractor will be expected to assist in the development of marketing materials for branding of the partnership, and preparing any briefing materials. Digital Media: A responsive Bidder will provide a plan and price to grow

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			our social media following, and to provide engagement with potential Employers and Savers. Search Engine Optimization: A responsive Bidder will provide a plan and price for optimization of our results in search engines to ensure we remain near the top of the search lists. Subcontractor Marketing Markup amount and percentage (%): A responsive Bidder will provide a list of all fees and other amounts to be paid to subcontractors which are disclosed on the Subcontractor Utilization Plan. A responsive Bidder will also provide the percentage of markup on amounts paid to subcontractors. . Language Translation of Marketing Resources: New Jersey Language Access Law requires that any marketing material distributed to Savers describing their rights are classified as Vital Documents. To ensure that the citizens of New Jersey are aware of their rights, the law states that these Vital Documents are to be translated into the following seven (7) languages, specifically, Spanish, Portuguese (preference for the Brazilian dialect), Korean, Gujarati, Chinese (including Cantonese and Mandarin), French or Haitian Creole, and Arabic. The selected Contractor will be expected to provide these translations either in-house or through a named Subcontractor. Development and Coordination of Public Facing Events: A responsive Bidder will provide pricing for coordination and development of public-facing events, webinars, in-person events including, but not limited to, conferences and seminars, and other events similarly situated.
16	Section 3.6 and 6	Page 7-8; 11	Are you looking for two documents for the pricing? The State Price Sheet provided, and the person-hour and/or labor category mix chart referenced in Section 6 – Fee Proposal?
	Answer to Question #16		The responsive Bidder must submit both price proposals.
17	Section 4A	Page 8	Can you clarify what multi-state partnership branding means in 4A?
	Answer to Question #17		The Program is in the process of creating a multi-state partnership with other similarly situated programs at both the municipal and state level. The selected Contractor will provide marketing materials for both branding the multi-state partnership agreement, along with any briefing materials needed to be shared with other programs for their consideration of this partnership. This partnership will offer participating programs the opportunity to share services, increase efficiencies, and reduce program costs.

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18	Section 4A	Page 8	The RFQ references Multi-State Partnership Branding. Will branding standards, messaging frameworks, and existing creative assets be provided, or is the selected vendor expected to develop a new statewide brand identity?
	Answer to Question #18		The recent amendment to the Law allows the Program to engage in partnerships with other states and municipal agencies. The materials already created for the Multi-State Partnership Branding will be provided to the selected Contractor.
19	Section 4	Page 8	Are you able to share your branding and style guides?
	Answer to Question #19		The branding and style guides currently used by the Program will be shared with the selected Contractor.
20	Section 4	Page 8	Will new creative concept development be required or will the campaign use existing creative assets?
	Answer to Question #20		Some creative concept development will be required. Existing creative assets will be shared with the awarded bidder to help create brand continuity and consistency.
21	Section 4	Page 8	Can the Program clarify whether translation services are expected to be provided by the selected vendor, or will translated copy be provided by the Program for graphic adaptation and production?
	Answer to Question #21		The responsive Bidder is expected to provide translation of marketing materials in line with the NJ Language Access Law.
22	Section 4	Page 8	Can the Program provide any anticipated deliverable volumes, such as expected campaigns, outreach events, social media content, creative assets, or direct mail initiatives, to help bidder accurately estimate staffing requirements?
23	Section 4	Page 8	How many direct mail campaigns should be included in the first-year plan?
24	Section 4	Page 8	How many events are anticipated for the first-year plan?
25	Section 4	Page 8	Have there been any events? If so, how many events were held, and what was the attendance for each?
26	Section 4	Page 8	Approximately how many events/conferences do you anticipate participating in, and would like the agency to attend these events?
27	Section 4	Page 8	Have several KPIs been established that will measure the success of the marketing program? If yes, can you please share those?
28	Section 4	Page 8	Will the Board utilize existing Program research and audience insights, or is the selected vendor expected to conduct baseline market research and audience segmentation as part of this engagement?
	Answer to Question #22-		The life of the contract is for three years. The selected Contractor will provide guidance on the appropriate volume and frequency of content,

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	#28		direct engagement, physical mailings, and virtual engagements, including but not limited to, social media and webinars, to maximize the effectiveness of this marketing effort.
29	Section 4	Page 8	If we are awarded the contract, would we utilize the program's vendor, i.e. printers?
	Answer to Question #29		For the purposes of the RFP, the selected Contractor will not utilize any of the Program's existing Third-Party vendors and should provide pricing and planning accordingly.
30	Section 4	Page 8	Should earned media be considered?
	Answer to Question #30		Where appropriate, earned media should be considered.
31	Section 6	Page 11-12	Is this RFQ open to any responsive qualified vendor, or must a bidder previously been awarded or prequalified under another State bid solicitation or contract? We ask because Section 6(D) refers to pricing "originally proposed" in response to bid solicitation.
	Answer to Question #31		The RFQ is open to any responsive, qualified Bidder.
32	Section 6	Page 11-12	This RFQ references reimbursable implementation costs. Can the Program qualify which expenses will be reimbursed separately (e.g. media placement, printing, production, even costs, translation, photography, videography), versus those expected to be included within the vendor's hourly rates?
	Answer to Question #32		The hourly rate is intended to capture the time required by the selected Contractor to perform the contract, this includes, but is not limited to, any creation in-house of media content. However, outside costs that are approved by the Program, for instance if there is a charge to print, would be considered expenses that will be reimbursed by the Program. However, the responsive Bidder should be aware that some costs, specifically entrance fees for events, may need to be approved by other state departments and divisions prior to payment to comply with internal policies and procedures.
33	Section 6	Page 11-12	Will the selected vendor be responsible for purchasing paid media directly, or will media purchases be procured separately by the Program or another State vendor?
	Answer to Question #33		The selected Contractor is responsible for purchasing paid media directly.