

Memorandum

From: Florida Prepaid College Board
Date: March 24, 2026
Subject: ITN 25-02 Validation Summary – Shortlist

Following the completion of the validation phase for ITN 25-02, proposals were reviewed and evaluated.

After a thorough evaluation, the following respondents have been determined to meet the minimum qualifications and have been shortlisted to advance to the next phase of the process:

Advertising and Digital Marketing

- St John
- Yes&
- CCOM Group
- Zimmerman Agency
- Refuel

Public Relations

- Moore
- Sachs Media
- Yes&
- CCOM Group
- Zimmerman Agency

These firms will proceed to the next phase.

We appreciate the time and effort submitted by all.