



The Reno-Sparks Convention & Visitors Authority is soliciting a
Request for Proposals for
Agency of Record | Brand Development & Paid Media

RFP 2023-MKT02

*Released by Tom Van Ruiten, Director of Marketing
(Friday, January 27th, 2023)*

The Point of Contact is Tom Van Ruiten, Director of Marketing at tvanruiten@renotahoecusa.com
(preferred) or call (775) 827-7750

All questions or requests for additional information concerning the RFP document must be
submitted to the Point of Contact via email and reference "RFP 2023-MKT02" in the subject line.

SUBMISSION DEADLINE DATE/TIME: Monday, March 20, 2023 by 3:00PM PT

Company Information

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone No. _____ Fax No. _____

E-Mail Address: _____

Signature: _____

Print Name: _____

TABLE OF CONTENTS

I. INTRODUCTION.....	3
1. SCHEDULE.....	3
2. PREPARATIONS OF PROPOSALS	3
3. SUBMISSION OF PROPOSALS	5
4. OPEN MEETING LAW	5
5. QUESTIONS/CLARIFICATIONS	5
6. RSCVA NON-DISCRIMINATION POLICY	6
7. RFP SUBMISSION CHECKLIST.....	6
8. EVALUATION OF PROPOSALS.....	6
9. DISCLOSURE OF PRINCIPALS – NAMES OF OFFICERS OR OWNERS OF CONCERN, PARTNERSHIP, ETC.	8
10. REFERENCES.....	9
11. EXCEPTIONS.....	10
12. INSURANCE REQUIREMENT	11
13. INDEMNIFICATION	13
14. ARBITRATION.....	13
15. NON-DISCRIMINATION	13
16. SUBMISSION	13
ATTACHMENT A	14



PLEASE NOTE THAT THIS REQUEST FOR PROPOSALS IS FOR PROFESSIONAL SERVICES AND IS THEREFORE EXEMPT FROM COMPETITIVE BIDDING REQUIREMENTS SET FORTH IN THE NEVADA REVISED STATUTES (“NRS”) CHAPTER 332, AS PROVIDED IN NRS 332.115(1)(b).

I. INTRODUCTION

The Reno-Sparks Convention and Visitors Authority (RSCVA) is seeking to contract with an experienced organization to serve as our Agency of Record, acting as the owner of our brand identity and strategy, serving as our lead agency in the implementation of brand strategy, brand standards, and audience targeting through integrated efforts with various partners, and executing all aspects of our paid media initiatives. Expertise in strategy development and paid media are required; breadth of knowledge and proven experience in a wide variety of marketing channels is essential to fulfilling our vision for this role. As the RSCVA’s lead agency, our chosen partner will be responsible for the efficient, uniform, and strategic execution of our key initiatives, ensuring brand consistency across all channels/partners, as well as the direct management of all paid media activities. While our vision for this role combines key brand development and strategic services with paid media management, if desirable and beneficial to the goals of the RSCVA, these contracts may be awarded independently if appropriate; as such, **proposals should be segmented and scoped for both of the following scenarios: 1) a combined contract for services for both brand identity/strategy and paid media, and 2) brand identity/strategy and paid media as two separate and distinct contracts. See ATTACHMENT A for details regarding the expectations, objectives, and goals for this partnership.**

The RSCVA represents and promotes tourism in Washoe County, Nevada which includes Reno, Sparks, and the Incline Village/Crystal Bay area of northern Lake Tahoe. Publicly and from a marketing perspective, the RSCVA operates primarily as the brand *Reno Tahoe*, which embodies the geographic region it serves.

This RFP is being issued by the RSCVA Marketing Department, which will coordinate the review of all submissions and make recommendations to the RSCVA Board of Directors. Final contract approval will be by the RSCVA Board of Directors. Funding for the contract(s) will be contingent on the RSCVA marketing budget for the fiscal year 2023-2024. The awarded contract(s) will tentatively commence June 1, 2023.

1. SCHEDULE

Release Date	Friday, January 27, 2023
Question Submission	Monday, February 13, 2023
Response to Questions Due	Friday, February 24, 2023
Submission Deadline Date/Time	Monday, March 20, 2023 by 3:00PM PT
Opening Date/Time	Monday, March 20, 2023 at 4:00PM PT
Interviews of Finalists in Reno, NV	Scheduled in April per Availability
Contract Recommendations to Board of Directors	Thursday, April 27, 2023

2. PREPARATIONS OF PROPOSALS

Respondent will examine all special instructions and terms and conditions of this RFP. Failure to do so will be at the respondent’s risk.



- 3.1 Any irregularities or lack of clarity in this RFP should be brought to the attention of the Point of Contact for correction or clarification.
- 3.2 Any addenda to this RFP issued will forthwith become an integral part of this RFP. Respondent is required to acknowledge receipt of same by signing and returning the addenda in its response.
- 3.3 Respondent will furnish the required information typed or written in ink.
- 3.4 The person signing the Proposals must initial erasures or other changes in ink.
- 3.5 In the space provided, a duly authorized representative of the respondent will sign this RFP document. (Page # 1 – Cover Sheet).
- 3.6 Respondent will proofread their Proposals carefully for errors.
- 3.7 In the event of a difference between written words and figures, the amount stated in written words will govern.
- 3.8 The RSCVA is not liable for any costs incurred by respondents prior to entering into the final agreement. Costs of developing the Proposals or any other such expenses incurred by the respondent in responding to this RFP, are entirely the responsibility of the respondent, and shall not be reimbursed in any manner by the RSCVA.
- 3.9 Any information deemed confidential or proprietary should be clearly identified by the Respondent as such. It may then be protected and treated with confidentiality only to the extent permitted by state law. Otherwise the information shall be considered a public record. Information or data submitted with a response will not be returned.

3. SUBMISSION OF PROPOSALS

Respondent will submit its response to this RFP on the letterhead of its company, respondent establishment, corporation, etc. attached to the RFP 2023-MKT02 document. Respondent will sign and return a copy of the ENTIRE RFP DOCUMENT marked as ORIGINAL, with five (5) duplicate copies, together with any addenda, in a sealed envelope to:

[Preferred]
RSCVA Marketing Department
Attn: Tom Van Ruiten
P.O. Box 837
Reno, NV 89504-0837

OR

RSCVA Marketing Department
Attn: Tom Van Ruiten
4065 S Virginia St, Suite 100
Reno, NV, 89502

**Note: This office is only open between 8am and 5pm PT M-F. Coordinate delivery as necessary. We suggest shipping to our PO box and discourage delivery to the RSCVA Administrative office.*

Inclusion of a digital version (flash drive) in the envelope is encouraged.

Response envelope must indicate name and address of respondent, RFP number, and Submission Deadline Date.

The RSCVA assumes no responsibility for errant or failed delivery of responses. Nothing herein restricts the RSCVA's ability to consider any and all responses to this RFP, and to the extent that an untimely response to this RFP is considered, it will be done at the sole discretion of the RSCVA.

Any irregularities or lack of clarity in this RFP should be brought to the attention of the Point of Contact prior to or on the date for Written Questions set forth in this Section for correction or clarification.

4. OPEN MEETING LAW

NRS 241 provides that public business will be conducted in an open meeting.

5. QUESTIONS/CLARIFICATIONS

All questions or requests for additional information concerning the RFP document must be submitted to the Point of Contact via email and reference "RFP 2023-MKT02" in the subject line. Responses to questions will be published at <https://www.rscva.com/about-rscva/bidding-opportunities/> by the due date listed in the Schedule.

If any questions or responses require revision to this RFP, such revisions will be by formal amendment only. Any oral or written representations made by anyone at the RSCVA that appear to materially change any portion of this RFP will not be relied upon unless subsequently ratified by written amendment to this RFP issued by the RSCVA Marketing Department. For determination as to whether any representation made requires that amendment be issued, please contact the Point of Contact.

6. RSCVA NON-DISCRIMINATION POLICY

It is the policy of the RSCVA that Minority and Women Business Enterprises shall have equal opportunity to participate in the performance of RSCVA contracts. Respondent firms shall not be discriminated against on the basis of race, color, national origin, gender or any other protected category in the award and performance of any contract entered into pursuant to this advertisement.

7. RFP SUBMISSION CHECKLIST

- Attach a detailed proposal of services addressing needs identified in *ATTACHMENT A* and provide estimated fees/charges to execute all services described within said proposal.
- Attach at least one case study highlighting recent (2019 or after) and relevant work performed by the organization related to the leisure travel/tourism audience.
- Attach at least one case study highlighting recent (2019 or after) and relevant work performed by the organization related to the b2b meetings/conventions audience.
- Provide the names, titles, resume/work history, and significant accomplishments of the key staff members who will be assigned to the RSCVA account and lead the development and execution of primary strategic activities.
- Provide a list of past or current CVB and/or DMO clients and explain the scope of work with each one. Limit this to the last three years.
- Provide a schedule of rates and fees for ad-hoc services relevant to this RFP.
- Fill out all information on Cover Sheet (Page 1).
- Review and address all items in Section 8 (Evaluation of Proposals), including conflict of interest.
- Complete Section 9 (Disclosure of Principals).
- Complete Section 10 (References).
- Complete Section 11(Exceptions).
- Complete Section 12 (Insurance Requirement).
- Complete, Sign, and Date Section 16 (Submission).
- Provide details on how your organization incorporates Diversity, Equity, and Inclusion (DEI) practices, and explain how those policies may benefit the Reno Tahoe brand.

8. EVALUATION OF PROPOSALS

RFPs will be evaluated by RSCVA staff and others with relevant experience and expertise, which could include stakeholders and qualified marketing professionals. After review of the RFP submissions, the RSCVA may invite back the top submissions for an interview. Staff will make a recommendation to the RSCVA Board of Directors for final approval and awarding of the contract.

- a. Breadth and depth of knowledge and skills within the organization related to brand strategy, audience development, research/data/insights, project management, team leadership, creative services, and media buying
- b. Proven experience with projects similar in scope to the RFP
- c. Demonstrated thought leadership and progression in fields/services related to the RFP
- d. General knowledge and experience with a wide range of marketing channels and services
- e. Demonstrated thought leadership and progression in fields related to the RFP
- f. Ability to clearly communicate the vision and requirements of the proposed solution
- g. Value of the proposed solution, balancing quality of deliverables and cost
- h. Proximity of staff resources to Reno, NV
- i. Possibility of conflicts of interest. Organizations must indicate any potential conflicts of



interest in providing the services for the RSCVA. If the organization has existing client and/or personal relationships that would compromise the RSCVA or prevent the objective and effective implementation of the assigned scope of work, the organization must disclose such relationship(s) to the RSCVA during the qualifications submission phase of this RFP. Additionally, if the organization takes on a client that would compromise the RSCVA or prevent the objective and effective implementation of the assigned scope of work, the RSCVA must be notified immediately. This includes, but is not limited to, disclosure of any existing or future engagements by the organization with any property or organization located in Washoe County required to collect and remit transient lodging tax to RSCVA.



9. DISCLOSURE OF PRINCIPALS – NAMES OF OFFICERS OR OWNERS OF CONCERN, PARTNERSHIP, ETC.

NAME _____ OFFICIAL CAPACITY _____

STREET ADDRESS _____

CITY, STATE AND ZIP CODE _____

NAME _____ OFFICIAL CAPACITY _____

STREET ADDRESS _____

CITY, STATE AND ZIP CODE _____

NAME _____ OFFICIAL CAPACITY _____

STREET ADDRESS _____

CITY, STATE AND ZIP CODE _____

NAME _____ OFFICIAL CAPACITY _____

STREET ADDRESS _____

CITY, STATE AND ZIP CODE _____

If further space is required, please attach additional sheet(s).

10. REFERENCES

(Must be verifiable)

References must be companies or associations contracted within the last three years for projects similar in scope to the RFP.

Company Name: _____ Contact: _____

Address: _____ Phone: _____

E-mail: _____

Company Name: _____ Contact: _____

Address: _____ Phone: _____

E-mail: _____

Company Name: _____ Contact: _____

Address: _____ Phone: _____

E-mail: _____

11. EXCEPTIONS

Does the respondent take exception to any of the terms and conditions of this RFP and attachment thereto?

Yes _____ No _____.

If yes, please indicate the specific nature of the exception or clarification in the space provided below. Attach additional sheet(s) if necessary.

12. **INSURANCE REQUIREMENT**

The agreement contemplated by this RFP requires that the successful firm maintain, during the continuance of the agreement, Workers' Compensation and Employer's Liability, General Liability and Automobile Liability, as described below against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by the firm, its agents, representatives, employees or sub-respondents. At the time of execution of the agreement, successful firm agrees to furnish the RSCVA with a copy of respondent's Certificates of Insurance and a policy endorsement, or policy rider evidencing proof of coverage in accordance with the agreement. The cost of all such insurance shall be borne by the firm, and name the RSCVA as additionally insured in the amounts set as follows:

a. General Liability with the limits set as follows:

Coverage will be at least as broad as Insurance Services Office Commercial General Liability coverage "Occurrence" form CG 00 01 12/07 or equivalent. Carriers must be A- VII rated (or higher) based on Best Guide and are subject to approval by the RSCVA.

Coverage will provide a minimum limit of \$1,000,000 or the amount customarily carried by the respondent, whichever is greater, combined single limit per occurrence for bodily injury, property damage as well as professional liability coverage. If a general aggregate limit is used, the general aggregate limit shall be equal to at least twice the required occurrence limit.

Proposer waives all rights against the Authority, and its agents, beneficiaries, partners, employees, the County of Washoe, and the Authority of Reno any other Indemnitees listed in this this Agreement for recovery of damages to the extent these damages are covered by the commercial general liability or commercial umbrella liability insurance maintained pursuant to this agreement. Proposer's insurer shall endorse CGL policy to waive subrogation against with respect to any loss paid under the policy.

b. Automobile liability insurance will be on a comprehensive Automobile Liability Form and will cover all owned, non-owned and hired automobiles as follows:

Coverage will be at least as broad as Insurance Services Office Business Auto Coverage Form CA 00 01 03/06 or equivalent. Coverage will include Automobile Liability Symbol "1" for "Any Auto" unless otherwise agreed in writing.

Coverage will provide a minimum limit of \$1,000,000 or the amount customarily carried by the respondent, whichever is greater, combined single limit per accident for bodily injury and property damage including Non-Owned and Hired Automobile Liability. No aggregate limit may apply.

c. Worker's Compensation and Employer's Liability with the limits set as follows:

It is understood and agreed that there shall be no coverage provided for respondent or any sub-respondent by the RSCVA. Respondent agrees, as a precondition to the performance of any work under the Agreement contemplated by this RFP to provide the RSCVA with certificates issued by an insurer acceptable to the RSCVA which demonstrate compliance with all applicable laws.

Should the respondent be self-insured, the respondent shall so notify RSCVA in writing prior to signing any agreement. The RSCVA reserves the right to approve said retentions and may request additional information for review prior to the signing of any agreement.

d. Blanket Employee Dishonesty Coverage as follows:

The Proposer shall maintain crime insurance including coverage for the loss of money, securities and other property by employees, sub-contractors or other parties with a limit not less than \$1,000,000 per occurrence. Coverage shall be endorsed to include coverage for loss of money, securities and other property in the care, custody or control of Proposer, whether in transit or at a permanent or temporary premises.

e. Network Security and Privacy Liability as follows:

Proposer shall maintain network security and privacy liability insurance (aka Cyber Liability) insuring against loss resulting from (1) privacy breaches [liability arising from the loss or disclosure of confidential information] (2) system breach (3) denial or loss of service (4) introduction, implantation, or spread of malicious software code (5) unauthorized access to or use of computer systems and (6) system failure. Coverage shall be provided with a limit of not less than less than \$1,000,000 per occurrence, per claim and annual aggregate.

f. Technology Services Requirements:

If Proposer is providing technology services, including but not limited to software, hardware, networking, information security, information technology consulting and training, cloud computing, telecommunications services, data processing, data and application hosting, provision of managed services, programming, mobile services and web applications, coverage shall be included, without limitation, for any form of infringement of copyright or other intellectual property misuse including software copyright infringement, as well as, errors, omissions, or negligent acts in the performance or failure to perform technological services for others which result in claims for damage arising out of or alleging programming errors, software performance, or Contractor's failure to perform the services and the products Contractor delivers.

Proof of Insurance to be provided upon Notification of Award

Agent: _____ Phone: _____

13. INDEMNIFICATION

The final agreement shall provide that the successful respondent shall defend, indemnify and hold harmless the RSCVA, its directors, officers, agents and employees from and against any and all liabilities, damages, losses, claims, actions or proceedings, including, without limitation, reasonable attorneys' fees that are caused by the negligence, errors, omissions, recklessness or intentional misconduct of the successful respondent or its employees or agents in the performance of the agreement. The successful respondent shall use counsel reasonably acceptable to the RSCVA in carrying out the foregoing obligations. The indemnity provisions shall survive the expiration or earlier termination of the Agreement.

14. ARBITRATION

All disputes under this RFP shall be submitted to binding arbitration in accordance with the procedures of the Commercial Rules of the American Arbitration Association and judgment of the arbitrator shall be binding as a final judgment and shall be entered by a court of competent jurisdiction. Such arbitration shall be conducted in Washoe County, Nevada. The procedures specified herein shall be the sole and exclusive procedure for resolution of disputes arising out of or relating to this RFP except those instances otherwise overseen by the governing law of the State of Nevada.

15. NON-DISCRIMINATION

The firm, with regard to any work performed hereunder, shall not discriminate on the grounds of race, color, creed, national origin, sex, sexual orientation, gender identity or expression, age, or any other characteristic protected by law, in the selection and retention of any employee or applicant for employment.

16. SUBMISSION

In compliance with this RFP and subject to all Terms and Conditions thereof, the undersigned offers and agrees, if this proposal is accepted, to enter into negotiations with the RSCVA to provide the services as set forth herein.

Signature: _____

Dated: _____

Print Name: _____

Title: _____

ATTACHMENT A

Organization Overview

The Reno-Sparks Convention and Visitor Authority (RSCVA) is a government organization in the Travel/Tourism industry. Established in 1959 as the Washoe County Fair and Recreation Board, the RSCVA acts as a marketing organization for the county to promote convention and tourism business. Unlike many convention and visitors bureaus across the country, the RSCVA also owns and/or operates several venues designed to draw out-of-town visitors.

RSCVA's Vision

The RSCVA's vision is to be the preferred outdoor, gaming and event destination.

RSCVA's Mission Statement

Attract overnight visitors to Reno Tahoe while supporting the sustainable growth of our communities.

Reno Tahoe is the public-facing brand of the RSCVA. With a mandate to drive overnight visitation to Washoe County, the RSCVA recognized the importance of Reno/Sparks and Lake Tahoe and has incorporated elements of that into the Reno Tahoe Brand. This is where the country's largest alpine lake meets The Biggest Little City in the World. The inherent tension in contrast fuels the energy and ambition to seize life, act on instinct, and explore infinite possibilities. It's proof that this is a place that lives in refreshing non-conformity.

The RSCVA operates four local venues that host a variety of events: the Reno Events Center, Reno-Sparks Convention Center, the National Bowling Stadium, and the Reno-Sparks Livestock Events Center.

Marketing Model and General Audience

There are two primary marketing models within the RSCVA, driven by the needs of two distinct and vastly different general audiences. Our leisure travel market functions as a typical B2C model, while our meetings and conventions market operates as a B2B model. The differences between the needs of these two markets is significant enough to mandate separate strategies.

Leveraging research data and audience profiling tools, combined with specific goals and objectives of the RSCVA and a vision for the future, we operate holding the following to be true for our leisure audience: *The target audience for Reno Tahoe is ambitious, outgoing, and curious. They are more likely to be older millennials, male, and married with or without children. They enjoy a high household income, seeking to succeed in their careers and be a leader. They seek out variety in their free time, enjoying the outdoors, art, socializing, tech, and design. They value power and ambition, open-mindedness and creativity, and adventure and excitement. Sustainability and progress are paramount. While traveling, they seek out new, foreign places and cultural influences, staying active with a variety of activities including the outdoors, cultural sites and events.*

We activate on a wide variety of marketing channels for our leisure audience, but have recently focused (effort/budget) primarily on paid media and secondarily on social media (including a large effort for influencer programs), PR/earned media, and organic search. We invest heavily in our website, visitrenotahoe.com, and are planning to build a new site beginning in the Fall of 2023.



To learn more about our leisure audience and find important insights about the interests, demographics, and psychographics of past and potential visitors to the Reno Tahoe destination, please [Click Here](#) to download and view our comprehensive *2022 Visitor Profile Study* or *Summary of Key Findings*.

Our B2B audience is primarily meeting/travel/sports planners. They are looking for details and data that solve problems, answer questions, help showcase how the amenities/resources in Reno Tahoe meet their needs and how the destination appeals to their attendees. While content topics often overlap with the leisure audience, the type of information our b2b audience needs and the way it should be presented is substantially different from our leisure audience. The focus is on successfully meeting their business objectives and our mission as a CVB is to feed them the content they need as quickly and efficiently as possible while presenting simple, non-intrusive, authentically helpful options to connect with the experts on the sales team if needed. The RSCVA has a significant outbound sales effort, executed by a sales and biz dev team spread across the United States, that has been very successful. Marketing efforts, while also successful, have primarily focused on supporting the sales team, with limited inbound marketing efforts or strategic funnel-based lead gen initiatives. The organization is open to the idea of moving toward marketing lead gen campaigns and inbound strategies in the future.

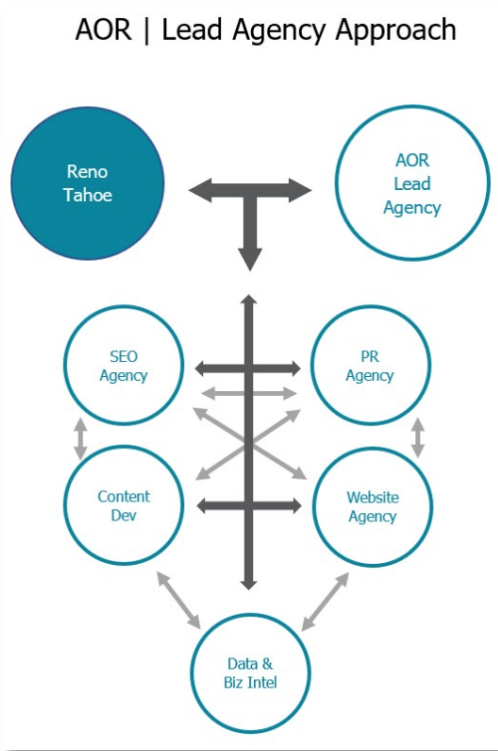
Please note that there is a large segment of Reno Tahoe locals that engage with our content/resources regularly. While we are happy that this audience segment finds our content useful, we do not factor this group into strategic marketing decisions due to a lack of alignment with our mission of attracting overnight visitors to Reno Tahoe. There is, however, a focus on ensuring that there is strong visibility of events taking place at the four venues operated by the RSCVA – for the four venues, the local audience is important.

The Reno-Tahoe International Airport (RNO) provides significant benefits to both our B2B and B2C audiences, Reno Tahoe locals, and those in neighboring communities. In an effort to support air service and encourage overnight visitation to Reno Tahoe, the RSCVA coordinates and executes various air service marketing campaigns designed to increase awareness and encourage the use of flights as a means of transportation to the destination. With one million dollars in total funds currently allocated toward these efforts, it is a significant and meaningful aspect of our marketing programs, reflective of the importance of air service to travel/tourism and the community as a whole.

Agency of Record/Brand Development and Paid Media Partnership Objectives

The RSCVA envisions our Agency of Record (AOR) as our lead agency, providing oversight and ownership of the development and implementation of the Reno Tahoe brand identity and strategy. With paid media being the largest effort of the organization in terms of money/effort allocated, an ideal situation is one in which our AOR also owns the paid media channel. Ownership of paid media in this context includes all aspects necessary for successful campaign execution, including strategy development, creative services, project management, media buying, data tracking and analysis, optimization strategies, and budget management.

As our lead agency, the AOR should also be involved and engaged with all other service providers and partners, owning the utilization of key strategic UVPs and the implementation of brand strategy and audience targeting. In this way, through a strengthened partnership between the RSCVA and a lead Agency,



we'll experience efficient, uniform, strategic execution of our key initiatives across all channels and partners, including a high-functioning program for our primary channel effort – paid media. Our vision is a relationship that enables and encourages effective strategy, well-defined ownership, and operational efficiency.

As our lead agency, the AOR must have broad expertise. While specific channels and aspects of our marketing program will be under direct ownership, this partnership requires engagement with a broad range of service providers – understanding the work they are performing is critically important. Furthermore, at times we may require ad hoc services outside of the scope of the primary contract. In all cases, we will prioritize and look first to our AOR for support in areas outside of services provided under separate partner contracts (while ultimately choosing the partner that meets the needs of the RSCVA.) Both of these aspects point to one important point – diversity and breadth of skills and experience are important for this partnership. The graphic to the left illustrates how we envision this partnership – consider the implications when developing your proposal.

Agency of Record | Brand Development + Paid Media Scope and Proposal Requirements

The RSCVA encourages the development of a proposal that represents an authentic vision of an AOR/Brand Development and Paid Media partnership taking into consideration all information provided within the RFP 2023-MKT02. Listed below are aspects of the scope to consider addressing in your proposal, however, the RSCVA team suggests the inclusion of additional elements as deemed appropriate within the context of the proposal.

Strategy, Identity, and Voice

- Brand Strategy Development | Brand Platform
- Creative Identity Development
- Audience identification and profiling | persona definitions
- Implementation, administration, uniformity (cross-partner/channel)

Industry Data, Trends, Learnings

- Conduct research to support initiatives
- Leverage research provided by RSCVA partners
- Discover insights
- Identify trends
- Develop forecasts/predictions that are strategically actionable
- Create awareness of best practices

Marketing Thought Leadership

- Strategy trends

- New platforms/tools
- Case Studies

Integrated Cross-Channel Marketing

- Coordinate resources to develop a cross-channel strategic plan
- Leadership and partner coordination to execute an integrated cross-channel plan
- Technology assessments/recommendations
- Integrated full-funnel performance analytics
- Suggestions for channels owned/operated by RSCVA staff
- Brand strategy/identity onboarding and enablement of agencies contracted by the RSCVA for various marketing initiatives
- A deep understanding of 1st party data and ways in which it can be collected and used for full-funnel integrated campaigns

Integrated/Multi-Channel Reporting and Analytics

- Consolidate cross-channel/full-funnel perspective
- Attribution modeling
- Platform utilization for insights (Datafy/Zartico) – Geo/Media contribution, origin market, visitor spend, poi, as limited examples.

Project management

- Full ownership of contracted channels
- Team leadership and platform management for an integrated strategy

Paid Media

- Trends and new technologies
- Opportunity assessments
- Strategy development and effective media mix
- Creative resource development
- Budget management
- Budget optimization - negotiation of pricing/terms to maximize effectiveness
- Media buying/placement
- Identification of goals, KPIs, and supporting metrics
- Comprehensive Data and analytics reporting
- Landing page management
- Campaign optimization strategy/program

Budget Estimate

The estimated budget for paid media hard costs for leisure, meetings/conventions, venues, and air service campaigns for fiscal year 2023-2024 is 7.5 million dollars. This includes only costs specifically for media placement and excludes any agency fees associated with media buying, media management, creative services, project management, data analytics, etcetera.

All proposals should be scoped in alignment with the details/requirements provided within this RFP and presented as a unique vision to fulfill the needs of the RSCVA. Fees and charges for services provided should account for any/all requirements to fully execute the vision as proposed, excluding fees/charges specifically for media hard costs. A specific budget range for the awarded contract is being purposefully omitted to encourage creativity and a focus on the value of the proposed services. Additionally, as per section 7 of this document, please provide a schedule of rates and fees for ad-hoc services relevant to the services scoped and budgeted within the proposal.



Firms should be aware that the RSCVA strives to be fiscally responsible and works to ensure that its marketing budget is used to deliver maximum results. It is the RSCVA's goal to be as fiscally conservative as possible and partner with a firm that implements this contract as cost-effectively as possible while achieving the RSCVA's goals and objectives.