

**REQUEST FOR PROPOSALS
FOR ADVERTISING/MARKETING SERVICES**

Notice is hereby given that the Santa Rosa County Board of County Commissioners is calling for and requesting proposals for Advertising/Marketing Services for the Santa Rosa Tourist Development Council.

All proposals must be in writing and delivered by hand, Fed Ex, or mail to the Santa Rosa County Procurement Department, 6495 Caroline Street, Suite G, Milton, Florida 32570, and must be received by 10:00 a.m., April 14, 2009.

Specifications may be secured from Santa Rosa County Website (www.santarosa.fl.gov/bids) or at the Santa Rosa County Procurement Department at the above address. Telephone (850) 983-1870

Only proposals received by the aforesaid time and date will be considered. Proposals received after the time set for the proposal opening will be rejected and returned unopened to the submitter. All proposals shall be sealed and clearly labeled, “**RFP-Advertising/ Marketing Services-TDC**”. Please provide twelve (12) copies of the proposal.

Questions concerning this request may be directed to Ms. Kate Wilkes, at (850) 939-3267.

The Board of County Commissioners reserves the right to waive irregularities in bids, to reject any or all bids with or without cause, and to award the bid that it determines to be in the best interest of Santa Rosa County.

Santa Rosa County does not discriminate on the basis of race, color, national origin, sex, religion, age, or handicapped status in employment or provision of service.

By order of the Board of County Commissioners of Santa Rosa County, Florida.

Legal Notice

One Issue – Press Gazette - March 14, 2009, Navarre Press – March 19, 2009

Bill and Proof to Santa Rosa County Procurement Department, Attention: Orrin L. Smith, 6495 Caroline Street, Suite G, Milton, Florida 32570

March 14, 2009

MEMORANDUM

TO: Company Addressed

FROM: Santa Rosa County Procurement Department

SUBJECT: Advertising/Marketing Services

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Questions concerning this request may be directed to Ms. Kate Wilkes, at (850) 939-3267.

The Board of County Commissioners reserves the right to accept or reject any and all proposals in whole or in part and to waive all informalities.

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Minimum Specifications
ADVERTISING/MARKETING SERVICES

INTRODUCTION

The Santa Rosa County Tourist Development Council (SRCTDC) Request for Proposal (RFP) for advertising, marketing and public relations services by an Advertising Agency/Public Relations firm.

SCOPE OF SERVICES

- To create annual and long range marketing /action plans to reach targeted markets
- Firm will recommend mix of advertising, public relations, promotions and collateral required and provide creative advertising concepts and strategies
- Design and produce print, broadcast, online and all collateral materials
- Provide detailed public relations, publicity and promotional plans to stimulate tourism including cooperative advertising opportunities
- Outline tracking recommendations
- Present detailed estimates and budgets for all proposed projects
- Attend SRCTDC meetings and committee meetings

(Adjustments may be made to the above list, due to budget and time constraints.)

Total promotional budget for the SRCTDC for 2008-2009 is \$544,500. This includes all advertising, marketing and public relations expenditures including but not limited to advertising agency services, website design and management, all marketing campaigns, media advertising, marketing collateral, mailing costs, grants, displays, videos, trade shows, etc.

PLEASE PROVIDE

When was your agency established?

Explain your agency's status: fully independent, a branch office, subsidiary, member of affiliate network, etc. If you are a subsidiary list the parent company and your relationship.

If you have more than one office, which office would serve the account?

Who in the Agency would manage, have prime responsibilities for and final authority on the SRCTDC account?

Indicate the total number of full-time staff, by department. (Do not include consultant, freelance, part-time or contract service staff.)

What are your "in-house" capabilities for art, television, radio and copy production and media planning and buying?

What is your major emphasis? (Are your major strengths in PR, media buying, art/creative)

How does your firm use research in the development of the brand and for creative campaigns?

How does your firm track leads and determine ROI?

How do you charge for your services?

- Briefly describe your standard billing policies
- Would you prefer a net, flat fee or per project arrangement, and if so, how do you compute the fee for each?
- Also see scope of services in RFP, and price accordingly.

PLEASE PROVIDE

- A brief business background and experience summary for each of your key officers and department heads.
- A list of current clients.
- A list of clients lost or added in the last 3 years?
- A list of accounts you are currently handling which may be perceived as a conflict of interest to the SRCTDC.
- A history of experience directly related to tourism marketing.