

DIXIE CLASSIC FAIR



REQUEST for PROPOSALS

ADVERTISING SERVICES for DIXIE CLASSIC FAIR

Pursuant to N.C.G.S. 143-129.8, sealed proposals endorsed **Advertising Services for Dixie Classic Fair** to be furnished to the City of Winston-Salem will be received by the City/City Purchasing Department in Suite 324, City Hall Building, 101 North Main Street, Winston-Salem, NC until **12:00 Noon, Tuesday, January 30, 2018**. Instructions for submitting proposals and complete specifications may be obtained during regular office hours at the same location, or by contacting Jerry Bates via email jerryjb@cityofws.org or phone 336-747-6939. The City reserves the right to reject any or all proposals.

Jerry Bates
Purchasing Director

This document IS NOT the complete proposal. To obtain the completed proposal specifications contact Jerry Bates via email jerryjb@cityofws.org, by phone 336-747-6939, or visit the Purchasing Department, City Hall Building, Suite 324, 101 North Main Street, Winston-Salem, NC during regular office hours.

BACKGROUND

The Dixie Classic Fair operates for ten days during the last week of September and the first week of October each year. The Fair is a treasured community event, started in 1882, with a history of over 125 years in Winston-Salem. The Fair consists of many elements: agricultural and creative exhibits, livestock shows, extraordinary food, entertainment and attractions, carnival rides and games, and motor sports. The Fair generally draws about 335,000 people and is the second largest attended agricultural Fair in North Carolina.

The Fair's primary marketing area consists of Winston-Salem, Forsyth County, the counties of Northwest North Carolina, Greensboro, High Point, Guilford County, and Southwestern Virginia as well as the greater Piedmont Triad.

SECTION 1. PURPOSE/OBJECTIVES

The purpose of this RFP is the selection of an Advertising Agency for the Dixie Classic Fair. Proposals will only be accepted from established advertising agency personnel with at least three (3) years' experience in creative services, production of radio, television and newspaper media buys and public relations work, which includes extensive news media contact relationships and community public relations. Preference will be given to agencies located in Winston-Salem, Forsyth County and/or with a strong knowledge of the Fair and of the local community. The City invites any qualified party to respond to this RFP by submitting a proposal for services consistent with the terms and conditions herein set forth. Final scope of services will be negotiated with the successful Proposer. The objective of this RFP is to determine which agency could best market and advertise the Fair to people living within the primary marketing area.

SECTION 2. INSTRUCTIONS

Proposals must be submitted in accordance with the instructions and requirements given in this RFP, including the Introduction. All information requested must be submitted. Failure to do so may result in the proposal being considered non-responsive, and it may be rejected.

Prospective respondents are to address the criteria below at a minimum as part of their submitted proposal. Each proposal should include a transmittal letter and summary of the proposal. Proposals are to include and may be evaluated on the following factors, together with such other factors as will protect and preserve the interests of the Committee and the Dixie Classic Fair, which may also be considered:

A. Organizational structure of firm and qualifications of management personnel.

Prospective respondents should submit, at a minimum, overall experience in advertising and marketing, the length of time in the business, experience marketing an agricultural event such as a fair or festival, if any, strengths in the industry, experience in buying media, and a description of the organizational structure of the firm.

B. Experience in event marketing, media buys, and news organization relationships.

Note: Proposals will only be considered from respondents who have had at least three (3) years' experience.

Prospective respondents should submit, at a minimum, a synopsis regarding their experience in positively working with TV, Radio and Newspaper news organizations to obtain coverage for their client; extensive knowledge of rating service reports and research (i.e. Nielson, Arbitron); and how respondent would propose to target media buys within the family demographics desired by the Fair.

C. Creative, Allocation of budget, diversity

- Proposal should describe how \$230,000 would be allocated as a percentage toward media buy, production services, creative services, web design and maintenance/updating, and hourly fees for on-site and public relations work before, during and after the Fair. Provide fee schedule for standard rates if available.
- Describe how theme concept, creative efforts, and budget will increase attendance and awareness of the Fair. During the past three years, the Fair has used these themes: Food - “Feast On the Fair”; Agriculture - “Your Ticket to Homegrown Fun”; Fair Tradition - “Always A Classic.”
- Marketing diversity is important to the Fair. Describe how you would attract a diverse audience, including populations who live in the area but do not currently attend the Fair regularly.

D. Whether the respondent can perform the duties and responsibilities described in this RFP promptly or within the time specified without delay or interference. Describe how this account would be managed and by whom.

E. The character, integrity, reputation, credit worthiness, judgment, experience, efficiency and effectiveness of the respondent.

F. The quality of performance of previous contracts or services of the nature described in this RFP.

G. The previous and existing compliance by the respondent with laws and ordinances related to the contract, purchase or service.

H. Each respondent must provide a minimum of three (3) references similar in size and complexity of the Fair’s needs. Each reference must include organizational name, official address, contact person, title of contract, and phone number.

I. Include any other materials you may want to submit as part of your proposal response.

J. The Evaluation Panel may request additional information, clarification or presentations from any of the respondents after review of the proposals received.

K. The Evaluation Panel has the right to use any or all ideas presented in reply to this RFP, subject only to limitations regarding proprietary/confidential data of respondent.

L. The City is not liable for any cost(s) incurred by any respondent in connection with this RFP or any response by any respondent to this RFP. The expenses incurred by respondent in the preparation, submission, and presentation of the proposal are the sole responsibility of the respondent and may not be charged to the City.

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SECTION 3. MISCELLANEOUS

- A. Ownership of all data, materials and documentation originated and prepared for the City pursuant to the RFP shall belong exclusively to the City. Trade secrets or proprietary information submitted by the respondent shall be maintained confidentially by the City as prescribed in N.C.G.S. 132-1 et. seq.
- B. As this is a Request for Proposal, no information regarding the contents of the proposal will be released until after the negotiation process, unless required by N.C.G.S. 132-1 et. seq. Once an award has been made, all proposals will become public information subject to the provisions set forth above.
- C. A respondent must promptly notify the Fair Director of any ambiguity, inconsistency, or error, which may be discovered upon examination of the RFP. A respondent requiring clarification or interpretation of this RFP should contact David L. Sparks at (336) 774-8870, (e-mail: sparks@dcfair.com).
- D. Any interpretation, correction, or change of the RFP will be made by an addendum. Interpretations, corrections or changes of this RFP made in any other manner will not be binding and respondents must not rely upon such interpretations, corrections, or changes. The City/County Purchasing Division will issue Addenda to all who are listed as having received the RFP package.
- E. No respondent shall confer on any public employee having official responsibility for a purchasing transaction any payment, loan, subscription, advance, deposit or money, service, or anything of more than nominal value, present or promised, unless consideration of substantially equal or greater value is exchanged.
- F. The City may make investigations to determine the ability of the respondent to perform the program as described in this RFP. The City reserves the right to reject any proposal if the respondent fails to satisfy the City that it is qualified to carry out the obligations of the contract.

SECTION 4. EVALUATION CRITERIA

Respondents will be evaluated for selection on the basis of the Proposer most qualified to meet the requirements of this RFP. Major criteria to be considered in evaluation may include, but shall not necessarily be limited to:

- A. **Work Experience** - The background, education, and experience of the respondent in providing similar services elsewhere, including and especially the level of experience in working with fairs and festivals, municipalities, and the quality of services performed. Determination that the selected respondent has no contractual relationships that would result in a conflict of interest to the City's contract.
- B. **Staff Availability** - Adequacy and availability of professional-level staffing. Provide a listing of staff that would be responsible for this account and their background and credentials. On-site

staff availability for the entirety of all operating hours, every day, during the annual fair; additional early, late, and weekend hours are necessary for media availabilities.

- C. **Price** - Reasonableness/competitiveness of proposed fee and/or benefits to the Fair, although the Evaluation Panel is not bound to select the respondent who proposes the lowest fees or most benefits for services. The Evaluation Panel reserves the right to negotiate fees and/or benefits to the Fair with the selected respondent(s).
- D. **Quality of Proposal** - Meets RFP requirements, readability and flow of proposal, overall marketing vision and creativity that furthers overall fair objectives. The respondent’s responsiveness and compliance with the RFP requirements and conditions. The respondent’s demonstrated ability to provide the services requested by the Fair through this RFP. The ability, capacity and skill to fully and satisfactorily provide the services required in this RFP.
- E. **Local Business (Distance from City)** - Proposer’s business location/distance from the City of Winston-Salem.
- F. **M/WBE Commitment** – Proposer’s efforts to comply with all the terms and conditions of the City of Winston-Salem’s Minority and Women Business Enterprise (M/WBE) Program through award of subcontracts to minority and women-owned business enterprises and utilization of minority and women-owned business enterprise suppliers to the fullest extent consistent with the efficient performance of this contract.

The following “Weighted Scale” will be used to evaluate each proposal

Criteria	Weight
Work Experience	20.00
Staff Availability	15.00
Price	5.00
Quality of Proposal	20.00
Distance from City of Winston-Salem	20.00
MWBE Commitment	20.00

SECTION 5. SELECTION PROCESS

- A. Selection shall be made from all offers deemed to be fully qualified and best suited among those submitting proposals on the basis of the evaluation of factors included in the RFP, including price. Interviews shall be conducted with the respondents so selected. Price shall be considered, but need not be the sole determining factor. The Evaluation Panel may cancel this RFP or reject proposals at any time prior to an award and is not required to furnish a statement of the reason why a particular proposal was not deemed to be the most advantageous. Should the Evaluation Panel determine in its sole discretion, that only one respondent is fully qualified, or that one respondent is more qualified than the others under consideration, a contract may be negotiated and awarded to that respondent. A multi-year contract with automatic renewal may be considered, if this is determined to be in the best interest of the Fair.
- B. An Evaluation Panel of City staff will review all proposals submitted in response to this RFP. The Evaluation Panel will make a recommendation to the Fair Planning Committee for their review and recommendation to the Public Assembly Facilities Commission. After the Commission’s review, they will forward a recommendation to the Mayor and City Council for their consideration and approval. The Mayor and City Council will award a contract to the

respondent whose proposal best supports the Dixie Classic Fair. The Mayor and City Council reserves the right to reject any and all proposals and to waive any informality or irregularity in the proposals received.

- C. It is the policy of the City of Winston-Salem that a city employee, officer or agent of the city may not participate in any manner in any contracts or subcontracts, materials, goods, personal services or construction in which contract or subcontract he, or any member of his immediate family, business partner or any organization in which they serve as an officer, director, trustee or employee, has a financial interest.

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