



Request for Proposals  
Integrated Marketing Services  
Project Basis

March 8, 2019

## **Notice Regarding Disclosure of Document Content**

All responses to this Request for Proposal (RFP) accepted by Discover Long Island (DMO) shall become the exclusive property of Discover Long Island. At such time as the DMO recommends a company (Agency), and such recommendation is approved, the designated agency shall become a matter of public record and shall be regarded as public. Elements of each proposal which are defined by the submitting Agency as business or trade secrets must be plainly marked as "Confidential" or "Proprietary". Each element of a proposal which an Agency desires not to be considered a public record must be clearly marked as set forth above and any blanket statement (i.e. regarding entire pages, documents or other non-specific designations) shall not be sufficient and shall not bind the DMO in any way.

## **Request for Proposals**

Discover Long Island (DMO) will receive proposals from businesses, corporations, partnerships, and other legal entities (Agency) for the purpose of providing integrated marketing and advertising services on behalf of the DMO. The proposer must submit an intent to respond by **5pm ET on Friday, March 15<sup>th</sup>** and the full proposal must be received in hard copy no later than **5pm ET on Friday, March 29, 2019**.

Intent to Respond must be submitted in writing to Jamie Claudio at [jclaudio@discoverlongisland.com](mailto:jclaudio@discoverlongisland.com)

Proposal submissions shall be mailed to:

**Discover Long Island**

**ATTN: MARKETING RFP**

**330 Motor Parkway #203**

**Hauppauge, NY 11788**

\*Please provide one original and two copies.

Questions and comments must be received in writing no later than **5pm ET on Monday, March 18, 2019**. For information, contact:

Jamie Claudio

Phone: 631-951-3900

E-mail: [jclaudio@discoverlongisland.com](mailto:jclaudio@discoverlongisland.com)

Once notified, finalists must be available to appear before a Review Panel if required on **Monday, April 8, 2019**.

The DMO, without liability, cost or penalty may at any time prior to or after closing: alter any dates within the RFP, cancel the RFP, amend or supplement the RFP or issue a new RFP for the same or similar services.

## **Background**

Discover Long Island is a private, not-for-profit 501(c)6 business association that is charged with the responsibility of marketing, promoting and selling Long Island as a leisure travel destination for both domestic and international visitors and as a site for meetings, conventions and sports events. Hundreds of area businesses support the DMO's efforts through their annual dues investments and bed tax collections. The DMO is governed by a Board of Directors and an Executive Committee that provide oversight of the DMO's operations.

## **Purpose**

The purpose and intent of this request for proposal is to contract for integrated marketing services with a qualified, full service company (Agency) that can furnish counsel, carry-out market research and produce two multi-faceted and integrated marketing and advertising campaigns to support the tourism mission of the DMO by unveiling new creative marketing assets in two target markets in 2019: Atlanta and Philadelphia. Project based services will begin effective immediately after the contract is awarded and will continue through campaign completion.

## **Contract Terms**

The successful proposer will enter into a contractual agreement with Discover Long Island. The duration of the initial contract between Discover Long Island and the successful Agency is expected to begin on April 15, 2019 and will terminate according to campaign completion date.

## **Timeline**

- RFP Publish Date: Monday, March 18, 2019.
- Intent to Respond submitted via email: Friday, March 15, 2019
- Requests for Clarification submitted in writing or via email: Monday, March 18, 2019
- Proposal Submissions: Friday, March 29, 2019
- Review Panel In-Person Presentations: Monday, April 8, 2019
- Agreement Award Date: Monday, April 15, 2019

## **Scope of Work**

As the RFP submission, the Agency will develop and submit two innovative and cost-effective integrated marketing campaigns including but not limited to print, broadcast, digital and social, experiential, OOH, OTT, etc. Strategies should focus utilizing DMO supplied creative and assets to attract leisure visitors, meetings and groups, conventions and sports events to Long Island, with key emphasis on increasing overnight visitation and lodging occupancies.

- **Concept Development/Production:** DMO will provide awarded Agency with concept creative materials and campaign elements for use in marketing planning and execution. Agency will work in tandem with DMO to maximum creative impact in addition to planning and media buying, as outlined below. Agency may recommend amendments or additions to supplied creatives to meet this purpose. Agency is not responsible for asset creation and will have at its disposal as supplied by the DMO: one (1) :90 video asset, three (3) thematic :30 video assets and static creatives including print pieces, digital banner advertisements, etc.
- **Marketing and Advertising Plan:** Agency will develop media placement recommendations for two target market campaigns that support strategies set forth by this RFP and the DMO. This includes campaign proposal and planning, media placement purchasing, media vendor management and providing overall campaign reporting back to the DMO upon completion. Recommendations must include a robust mix of media platforms that include tried and true ROI driving platforms such as digital and social coupled with new technology and/or out-of-the-box ideas for maximum consumer impact in each market.
- **Media Buy:** The awarded Agency shall execute the media plan presented in Marketing and Advertising Plan as it receives approval from the DMO. Execution includes placement, optimizations, cancellations and efficacy auditing. Agency shall bill DMO for project services upon campaign completion.
- **Target and Timeline:** Two target markets have been identified: Atlanta and Philadelphia. Each campaign timeframe will be based on Agency's recommendations based on research and heaviest saturation period but must be conducted in the 2019 calendar year. Each campaign should fall within the four-six-week timeframe in market, again at the best recommendation of the Agency.
- **Budget:** Total budget to execute both target market campaigns is \$140,000, to be divided between the markets at best recommendation of Agency and as approved by DMO. This budget must cover all costs associated with the campaigns including agency fees and all media placement and production fees paid to third party vendors by the Agency.

## **Agency Compensation**

The DMO expects its project based integrated marketing agency to work in partnership with the DMO while developing and implementing two effective marketing campaigns. In line with this, the DMO expects the Agency to provide innovative and creative approaches to leveraging and increasing its limited financial resources. Each media placement recommendation set forth in the Agency response should include a line-item cost so that all line-items listed in both campaign media placement recommendations total but do not exceed \$140,000. This must include a line-item specific to the Agency fee charged for compensation to execute the listed media placement recommendations per campaign proposal.

The DMO will not compensate the Agency for non-DMO approved account services time or for conceptual consultative services put forth per project. The DMO:

- Will pay for approved production services
- Will pay for approved Agency commissions and/or fees on work as well as commissions and/or fees on work subcontracted by the Agency to approved third parties
- Will pay approved media placement commissions
- Will not pay commissions to the Agency for media placed directly by the DMO
- Will not pay for Agency's local travel costs
- Will not pay above \$140,000 for all work conducted as part of this RFP

The Agency will be responsible for and must be able to arrange adequate financing in order to pay vendors, production costs, media placements and any related expenses therein in advance. The DMO policy is to pay its Agency for services and/or placements on a 60-day net basis from the time line itemed invoices are received by the DMO. Copies of original invoices, tear sheets and detailed expense reports or affidavits must accompany all master project invoices at the time of request for reimbursement.

## **Agency Objectives**

The Agency will be responsible for implementing two impactful and cost-effective marketing campaigns executed in the Atlanta and Philadelphia markets. Utilizing creative assets provided by the DMO to the Agency, both campaigns must position Long Island as a preferred destination for consumer leisure travel, meetings, group travel and sporting events with the overall intent of driving overnight stays.

The DMO contracts with third party research and tracking firm ADARA and preference is given to opportunities to place ADARA tracking pixels on digital and social media placements above digital and social placements which do not accept pixel placement. The Agency should be

prepared to deliver mid-campaign and post-campaign reports showcasing overall effectiveness and results of each project executed independent of the DMO supplied tracking methods.

Included in the RFP response should be details on how the Agency will benchmark markets and what data points or statistics will be set, tracked and reported on to show Return on Investment in each market.

## **Response Format**

Proposers must submit one original and two copies of their proposal in deck format based on the RFP qualifications and questions below. Submissions must include a cover sheet/opening slide indicating the name and contact information of the proposer, the company name, address and telephone number. Submissions must be signed above the printed name and title of the primary contact responsible for the submission.

## **Response Format & Questions**

Please answer the following in detail and provide any visual samples or details if/where applicable:

### SECTION 1: AGENCY

1. Provide the history of your firm, its corporate structure and years in business. Identify the core team responsible for managing the DMO account as well as a single main point of contact for the DMO.
2. Provide detail of your experiences in developing successful comprehensive marketing/advertising strategies for your clients. Note specific tourism related work as applicable.
3. If you currently represent a tourism related organization on Long Island or within the New York Tri-State area, please describe how you would negotiate both accounts to avoid any potential conflicts of interest.

### SECTION 2: CAMPAIGN EXECUTION

4. Detail on how the Agency will benchmark markets and what data points or statistics will be set, tracked and reported on to show Return on Investment in each market.
5. Based on these benchmarks and reporting techniques, provide specific examples of advertising/marketing platforms and executions you would employ to create effective, integrated marketing efforts that entices and connects with potential visitors to Long Island. Include visual examples and brief copy (two paragraphs or less) for each platform recommendation showcasing why it is part of your overall recommendation.

6. Include deliverables such as impressions, CTR, audience reach, etc. for each platform being recommended.
7. Include line-item pricing for each platform recommendation.
8. Two separate sections should be created, one for the Atlanta market and a second for the Philadelphia market.
9. Provide details on the scope of services you provide in-house. Further, provide which services you would contract out for services associated with a campaign.
10. Detail your basic compensation formula for media purchasing and detail your commission/fee structure therein.
11. List what market research you would call upon to better position Long Island as a destination of choice.

### SECTION 3: IN CONCLUSION

12. List what you perceive to be Long Island's primary attraction for leisure and business travel.
13. List what you perceive to be Long Island's primary competition for enticing leisure and business travel.
14. Detail what you consider the primary strength of your Agency to be and why you are the best selection for the DMO's project based integrated marketing needs.
15. Provide any relevant work samples and/or case studies.
16. Provide 3-5 client references with preference to tourism related clients
17. OPTIONAL: Mention if you are a certified minority or women-owned business enterprise (New York State "Certified MWBE".)

## **General Information to Proposers**

In conformance with local preference law, the DMO employs a "Long Island first" consideration of qualified submitting firms unless no local firm demonstrates the necessary professional and industry expertise or credentials to provide the needed services as outlined in the RFP. Additionally, the DMO makes best efforts to solicit active participation by certified minority or women-owned business enterprises (MWBEs.)

- Any questions or requests for clarification must be submitted in writing to Jamie Claudio, Discover Long Island, 330 Motor Parkway #203, Hauppauge, NY 11788 or via email to [jclaudio@discoverlongisland.com](mailto:jclaudio@discoverlongisland.com) no later than 5pm ET on March 18, 2019.
- It shall be the sole responsibility of the proposer to have their hard copy proposals delivered to Discover Long Island for receipt on or before 5pm ET on Monday, April 15, 2019. Proposals received after this time will not be considered.
- Submissions shall clearly indicate the legal name, address and telephone number of the proposer and include a signature above the name and title of the main contact on behalf of the Agency submitting. The signer shall have the authority to bind the proposer to the submitted proposal and thereby swears that all information contained

within the proposal is truthful in its entirety and the signer agrees to the general terms and conditions outlined in this RFP.

- All expenses incurred in the creation and delivery of proposals to the DMO shall be borne solely by the proposer.
- Discover Long Island reserves the right to accept or reject any or all proposals, to waive irregularities and technicalities and to request resubmission. The DMO reserves the right to award the contract to the proposer deemed the best fit for the overall integrated marketing needs of the organization.
- The DMO reserves the right to make any such investigations it deems necessary to determine the ability of the proposer to perform the work or service requested. Information deemed necessary will be requested of and is expected to be delivered by the proposer to the DMO in a timely fashion.
- The review of proposals will focus on the perceived and proven ability of the proposer to perform the services based on qualifications and experience as well as how well the Agency meets the requirements and criteria of this RFP.
- Proposers moved to finalists must be available to present in person, if required, on Monday April 8, 2019.
- The award of the agreement shall be to the proposer who, in the sole opinion of the DMO, is most qualified to perform the services required. All submissions will be notified no later than April 15, 2019 of the DMO final decision.

## **Additional Requirements and Terms**

**Revisions:** This RFP represents the best effort of Discover Long Island to document its requirements for a project basis integrated marketing agency. The DMO reserves the right to adjust the specifications or scope of efforts stated in this RFP. In the event that any modifications are necessary, the DMO will notify all proposers remaining in consideration via a written addendum to this RFP.

**Proposer Responsibility:** It is the proposer's responsibility to provide a complete response to the RFP. If the Agency believes more information is necessary for a proper response, questions should be directed in writing or via email to [jclaudio@discoverlongisland.com](mailto:jclaudio@discoverlongisland.com) on or before 5pm ET on March 18, 2019. In some cases, if additional information is provided to one potential Agency, similar information will be provided to other candidates responding to this RFP.

**Use of Creative Materials:** It will be expected that any creative produced for campaign elements during the agreement period is or shall become the sole property of the DMO as will all materials, film, files, artwork, reports, etc. as well as any campaign treatments development but not utilized in execution. The Agency shall have no ownership rights of or usage ability for any campaign creative without written consent of the DMO. The DMO maintains the right to use any materials generated by the Agency in other DMO materials or programs generated by the DMO and may do so without Agency consent or approval.

**Independent Contractor Status:** All personnel assigned by the Agency to perform services on behalf of the DMO shall be considered employees of the Agency and Agency agrees to pay all salaries and expenses of, and all federal, social security, unemployment taxes and any other payroll or withholding taxes relating to such employees. The Agency will be considered an independent contractor and will not, directly or indirectly, act as a direct agent, servant or employee of Discover Long Island or make any commitments or incur any liabilities on behalf of Discover Long Island without prior written consent.

**Certificate of Insurance:** Proof of insurance is not required to be submitted with your proposal but will be required prior to the award of the contract, legally binding the parties.

**Standard Terms and Conditions:** Prior to the award of any work hereunder, the DMO and the Agency will negotiate and sign a contract.

**Withdrawal of Proposal:** Any proposer may withdraw their submission by written request at any time prior to the time set for rewarding chosen Agency with agreement.

**Errors and Omissions:** Proposers shall not be allowed to take advantage of any errors in or omissions from the Request for Proposal. Full instructions will be given if such error or omission is discovered and called to the attention of the DMO in a timely manner.

**RFP Not Contractual:** Nothing contained in this Request for Proposal shall create any contractual relationship between the proposing Agency and the DMO. The DMO accepts no financial responsibility for costs incurred by any proposer regarding this RFP.