

Request for Proposals for Festival and Event Marketing

Introduction and Summary

Mason County, Washington is requesting proposals from qualified firms for multimedia marketing services to promote approximately 20 events and festivals held in the County in order to draw attendees from outside the County. The contract will be for the duration of one year and will commence January 2016.

The scope of work will include coordinating with each festival or event organizer to develop a marketing strategy that compliments and augments the organizers' existing strategy while seamlessly working with the current County tourism contractor to incorporate and disseminate digital media content through existing venues to identified, targeted audiences. Proposal budgets should include costs to be paid to current tourism contractor for content dissemination.

The project will be completed under the direction of the Mason County Board of Commissioners under the advice of the Mason County Lodging Tax Advisory Committee.

The anticipated budget for this project should not exceed \$65,000. The estimated contract amount will include cost of production and distribution of marketing materials, advertising purchases and administrative costs. Successful proposals will budget a significant portion of the contract award toward advertising purchases.

Respondents must submit ten hard copies of your proposal by 4 p.m. September 18, 2015. Postmarks will not be accepted. Proposals should be prepared in accordance with this RFP and mailed or delivered to:

Diane Zoren
Administrative Manager
Department of Support Services
411 N. 5th Street
Shelton, WA 98584
(360) 427-9670 ext. 747
Email: dlz@co.mason.wa.us

Proposals will be evaluated by the Lodging Tax Advisory Committee and respondents may be interviewed by the Committee. The Committee will make recommendation for contract award to the Mason County Board of Commissioners who will make final selection. Respondents should not lobby Committee members or the Board of Commissioners. Questions should be directed to Diane Zoren by phone or email. All proposals are public records. The Committee reserves the right to request additional information from respondents. The County reserves the right to reject all submittals.

All materials created under contract with Mason County will be owned by Mason County.

Form of Proposal

Respondent proposals should not exceed 10 pages, including attachments and should include:

- A detailed plan describing how your firm will engage with event organizers and planners to build an event marketing strategy, processes for approving ad design and ad placement decisions for both targeted and general markets.
- Estimation of which events and festivals will be served including a proposed media delivery schedule for each event.
- Approaches for improving festival attendance year over year.
- A detailed budget for contracted services including travel, administrative costs, subcontracted services, media development, advertising purchases.
- Description of previous work promoting public events and festivals. Please include examples of marketing materials developed and names, addresses, telephone numbers and email addresses of past clients.
- Strategy to measure economic impacts to area businesses and to fulfill reporting requirements as defined in Revised Code of Washington 67.28.1816 ii (c).

Contract Terms

Duration: Contracts will be awarded for one year, beginning January, 2016 and ending December, 2016.

Insurance Requirements: All insurance provided shall be primary and non-contributory and will include:

- 1) Comprehensive General Liability. \$1,000,000 combined single limit per occurrence for bodily injury, personal injury and property damage; \$2,000,000 general aggregate;
- 2) Automobile Liability. \$1,000,000 combined single limit per accident for bodily injury and property damage;
- 3) Worker's Compensation. Workers compensation limits as required by the Worker's Compensation Act of Washington;
- 4) Consultant's Errors and Omissions Liability. \$1,000,000 per occurrence and as an annual aggregate.

Independent Contractor: It is the intention and understanding of the County that the contract awardee shall be an independent contractor and that the County shall be neither liable for nor obligated to pay sick leave, vacation pay or any other benefit of the employment, nor pay any social security or other tax that may arise as an incident of employment. Contract awardee shall pay all income and other taxes due. Industrial or other insurance that is purchased for the benefit of awardee shall not be deemed to convert any contract to any employment contract. It will be recognized that the awardee may or will be performing services during the term of the contract for other parties and that the County is not the exclusive user of the awardee's services.

Prevailing Wage: If required by Washington State RCW 39.12, prevailing wages shall be paid. Contractor will specifically agree to comply with RCW 39.12 and to file all required forms, certifications and affidavits necessary to comply with Federal and State laws before final payment shall be made to the Contractor.

Equal Opportunity Employer

Mason County is an equal opportunity employer. We strive to create a working environment that includes and respects cultural, racial, ethnic, sexual orientation and gender identity diversity. Women, racial and ethnic minorities, persons of disability, persons over 40 years of age, veterans or people with military status, and people of all sexual orientations and gender identities are encouraged to apply.