

REQUEST FOR PROPOSAL
AIRPORT MARKETING CONSULTING SERVICES
MBS INTERNATIONAL AIRPORT

DUE: SEPTEMBER 27, 2018

1.0 Introduction and Background

The MBS International Airport (MBS) seeks a company with expertise and experience in airport marketing and advertising. Familiarity with best practices in airport marketing and advertising is desired. The Company will consult on an ad hoc basis with the Airport Manager and other airport staff.

The Airport's commercial service currently includes two airlines: Delta and United.

Due to the nature of airport marketing, if the Company is currently performing similar consulting services for any airport that is in direct competition with MBS, the Company must disclose the relationship. The Airport Commission reserves the right to reject any proposal based upon a conflict of interest as determined by the Commission.

2.0 Specifications

The MBS International Airport currently serves approximately 220,000 passengers annually. On an average day, the Airport receives over 800 visitors. The Airport offers about 15-20 flights daily to 3 domestic airline hubs and numerous one-stop destinations.

3.0 Scope of Service

The Airport has several platforms for marketing and advertising services and the expectation is for the successful proposer to assist in developing a mix of some of the following: television, radio, newsprint, billboards, internet, social media, and printed materials.

Services requested are limited to airport marketing and advertising. The Company should be able to provide examples of proven results and experience in the following areas:

1. Experience developing and implementing successful creative concepts.
2. Overall knowledge and clear explanations regarding message development and implementation.
3. Knowledge of regional MBS audiences and messaging related to the Airport's market area is desirable.
4. Assistance to the airport in development and preparation of strategic airport marketing efforts, including an annual review of the MBS competitive position.
5. Knowledge of and ability to monitor, evaluate and modify advertising schedules and messages as needed.
6. Review, critique and edit airport marketing and advertising initiatives.
7. Presence, when necessary, at meetings with advertising and media

representatives.

8. Expertise in all types of promotional media, especially digital and social media, including editorial calendar management for Facebook, Twitter, Instagram, Snapchat and YouTube.
9. Website development with a focus on mobile, SEO, content creation, website analytics, and geo-targeting.
10. Public Relations management including press releases, developing media contacts, and ability to deliver media stories on customer activities.
11. Other specialized analyses or reports as required by the airport.
12. Provide metrics/analyses of campaign effectiveness.
13. Consultation/Assistance with sale/placement of in-airport advertising.

4.0 Contract Term

We are seeking an initial agreement to commence on a mutually agreed upon date and continue for one year. There will be the option for two one-year renewals with mutually agreed upon terms. However, during the term of the agreement the airport may, with cause, terminate the agreement with a 30 day notice.

5.0 Insurance and Indemnification

See Attachment A for the requirements of the awarded Consultant.

6.0 Qualification / Proposal Submittal Information

Provide two bound proposal copies (fax or email submittals will not be allowed). Failure to provide all requested information below may result in the rejection of your proposal. Your proposal must include the following and not exceed 25 total pages.

- Cover Letter (not more than one page).
- Company address, contact information for a primary and backup contact. Include both telephone and email addresses of both contacts.
- Statement of Qualifications – Indicate your Company's particular abilities and qualifications related to the Scope of Services.
- Pricing – Provide information of the breakdown for pricing of the services requested. Provide rates for the initial two-year term.
- Similar Projects – Include information on two similar projects.
- References – Provide three references.

7.0 **Contact Information**

Please contact the following if clarification is needed.

Jeff Nagel
Airport Manager
(989) 695-5555 Ext. 8
nagel@mbsairport.org

8.0 **Clarification and/or Revisions to the Specifications and Requirements**

Proposer must examine the RFP documents carefully and before submitting you may request from the Airport's contact person additional information or clarification. A Firm's failure to request additional information or clarification shall preclude the Firm from subsequently claiming any ambiguity, inconsistency, or error.

The Airport will issue responses to inquiries and any other corrections or amendments it deems necessary in written addendum prior to the due date. Firms should rely only on the representations, statements or explanations that are contained in the RFP and the written addenda to this RFP. Where there appears to be a conflict between the RFP and any addendum issued, the last addendum issued will prevail.

It is the Firm's responsibility to assure receipt of all addenda, which will be posted to the Airport's website (www.mbsairport.org) listed under the About MBS/Contact MBS → Public Notices. Upon posting, such addenda shall become part of the RFP and binding on Firm(s).

9.0 **Airport's Right to Reserve**

MBS Airport Commission openly solicits the best possible value on all of our "Requests for Proposal".

- a. This proposal request does not commit MBS Airport Commission to make an award or to pay any costs incurred in the preparation of a proposal in response to this request.
- b. The proposals will become part of Airport Commission files without any obligation on Airport Commission.
- c. The Proposer shall not offer any gratuities, favors, or anything of monetary value to any official or employee of MBS Airport for any purpose.
- d. The vendor shall report to MBS Airport any manufacturer product price reductions, model changes, and product substitutions. No substitutions are

allowed without prior approval from MBS Airport.

- e. MBS Airport has the sole discretion and reserves the right to cancel this proposal and to reject any and all proposals received prior to or after award to re-advertise with either an identical or revised specification.
- f. MBS Airport reserves the right to request clarifications for any proposal.
- g. MBS Airport reserves the right to select elements from different individual proposals and combine and consolidate them in any way deemed to be in the best interest of the airport.

10.0 Closing Date

Proposals will be received up to 4:00 p.m., September 27, 2018.

11.0 Proposal Submittal

Mail to:

Jeff Nagel, Airport Manager
MBS International Airport
8500 Garfield Road, Suite 101
Freeland, Michigan 48623

12.0 Taxes

MBS Airport Commission is exempt from Federal Excise Tax and Michigan Sales Tax.

13.0 Method of Procurement

The method for this procurement is competitive proposal. After submission of the written proposal, qualified Proposers may be requested to make an oral presentation to a committee responsible for making final recommendations. The process allows for confidential clarifications, negotiations and revisions.

14.0 Venue

This agreement will be governed and construed according to the laws of the State of Michigan.

**MBS AIRPORT
MARKETING RFP**

ATTACHMENT A

The successful proposer agrees to indemnify, save harmless, and defend the MBS International Airport Commission, the City of Saginaw, the City of Midland, and Bay County, and any of their agents, servants, and employees from any and all lawsuits, claims, or demands, for or on account of any injury to any person or any damage to property which may arise or which may be alleged to have arisen out of or in connection with the work covered in the contract to be awarded or any other act or omission of the proposer. General Liability insurance is required in the amount of \$1,000,000 per occurrence and \$2,000,000 aggregate is also required. MBS shall be named an additional insured. Appropriate workers compensation insurance is also required.