



**Arizona Sports Foundation
(Fiesta Bowl Organization)**

Marketing
AGENCY OF RECORD

REQUEST FOR PROPOSAL

FEBRUARY 12, 2020



INTRODUCTION

The Arizona Sports Foundation (Fiesta Bowl) is requesting proposals for campaign creative, media planning and buying services related to the Fiesta Bowl organization. Services include but are not limited to: digital media, traditional, non-traditional, strategic planning, and campaign brand creation.

The partnership will need to encompass the PlayStation Fiesta Bowl, Cheez-It Bowl, Desert Financial Fiesta Bowl Parade, Wishes for Teachers, and Fiesta Bowl's 50th anniversary (2020 only).

While price will not be the only deciding factor, the criteria listed below will be taken into consideration.

ORGANIZATION

The Fiesta Bowl is a world-class community organization that executes innovative experiences, drives economic growth and champions charitable causes, inspiring pride in all Arizonans. As a nonprofit organization, it believes in the importance of community outreach and service. Through charitable giving, the organization strives to enhance Arizona nonprofit organizations that contribute to the success of communities through youth, sports and education. Since 1971, the Fiesta Bowl has worked to increase its footprint across the state and work to benefit Arizonans year round, during and outside of bowl season. This year the organization will host the 50th Annual PlayStation Fiesta Bowl and 32nd Annual Cheez-it Bowl (formerly the Cactus Bowl).

www.fiestabowl.org

OBJECTIVE

The objective of the Fiesta Bowl advertising campaign is to increase revenue for game ticket sales through brand awareness, drawing interest surrounding the 50th Annual PlayStation Fiesta Bowl and game day experience.

The objective of the Cheez-it Bowl advertising campaign is to increase revenue for game ticket sales, help continue to grow the brand identity, awareness and interest surrounding the 2020 Annual Cheez-it Bowl.

The objective of the Desert Financial Fiesta Bowl Parade, presented by Cheez-it advertising campaign is to increase attendance, TV viewership, awareness and interest in the event.

GENERAL SCOPE OF WORK

The Fiesta Bowl is seeking a media buying partner to serve as our primary media planning resource – inclusive of strategic media direction; market analysis; media negotiation and purchasing; budget management; creative services; and post-buy analysis.

Work in conjunction with Fiesta Bowl creative team to brand and design creative campaigns for PlayStation Fiesta Bowl, Cheez-It Bowl and Fiesta Bowl parade. Establish design solutions to include, but not limited to game tickets, traditional advertising print, OOH, radio, TV and digital media platforms for pre and post team announcements. Provide ready toolkit for internal and external stakeholders to utilize.

The selected agency will work with the Fiesta Bowl marketing team to create an integrated media strategy that will include:

- + Digital
- + Social
- + Television
- + Radio
- + Print
- + Out of Home
- + Over-the-Top

The selected agency will need to provide the following services:

- + Develop and implement an advertising and promotions program that will achieve the objectives of the PlayStation Fiesta Bowl, Cheez-it Bowl and the Desert Financial Fiesta Bowl Parade advertising campaigns
- + Concept and prepare creative campaign material that is consistent with Fiesta Bowl Organization branding, along with a toolkit to be carried across all creative mediums
- + Identify and recommend the optimum use of advertising media to maximize the impact of a limited budget
- + Participate in and provide guidance in trade partnership negotiations
- + Place advertising in selected mediums
- + Track and report on the success and impact of all campaigns within two weeks of the conclusion of the event



ANNUAL BUDGET

Fiesta Bowl Organization is comprised of three separate companies (ASF = PlayStation Fiesta Bowl, VSB = Cheez-it Bowl, FEI = Parade), below is a historical breakdown of each respective advertising budgets.

PlayStation Fiesta Bowl - \$185,000

Cheez-it Bowl - \$140,000

Parade - \$80,000

The budget will need to cover all campaign elements - including planning, agency fees, production, paid media and trade elements. All trade deals with hard costs (tickets) will need to be included and should operate with a 2.5:1 ratio in all deals. Please include a comprehensive breakdown of all costs in your proposal with focus on your agency fees and retainer. **Please note, this is a hypothetical analysis, our goal is to understand your media strategy breakdown in addition to agency fees to be assumed.**

Example:

PlayStation Fiesta Bowl (Digital, Social, TV, Radio, Print, OOH, OTT)

+ \$XXX,XXX in media expenses

+ \$XXX,XXX in agency fees

+ \$XXX,XXX in trade expenses

Total = \$XXX,XXX

Cheez-it Bowl (Digital, Social, TV, Radio, Print, OOH, OTT)

+ \$XXX,XXX in media expenses

+ \$XXX,XXX in agency fees

+ \$XXX,XXX in trade expenses

Total = \$XXX,XXX

Parade (Digital, Social, TV, Radio, Print, OOH, OTT)

+ \$XXX,XXX in media expenses

+ \$XXX,XXX in agency fees

+ \$XXX,XXX in trade expenses

Total = \$XXX,XXX

TERM

Three Year Contract.

AGENCIES CAPABILITIES AND REQUIREMENTS

To be considered for this partnership, responding agencies should have at a minimum the following:

- + Strong research and planning capabilities
- + Strong analytics and reporting tools
- + Relevant experience (Nonprofit and large scale events)
- + Good budget stewardship
- + Success in negotiating trade partnerships
- + Exceptional and thorough follow through and account management

Please provide any information that supports your work in the items above.

YOUR AGENCY

Please tell us about your agency and team:

- + Where are your corporate offices located?
- + What is the size and organizational structure of your agency?
- + Share some insight on the culture of your agency?
- + Who is on your leadership team?
- + Who will be a part of the Fiesta Bowl account team?
 - *Please share their individual backgrounds and history.*
- + How many years of related experience does your agency have?
- + Have you worked with the Fiesta Bowl Organization in any capacity in the past?

Please provide an overview of your agency's scope of services:

- + Briefly describe your agency philosophy, specifically your planning and buying approach along with creative campaign conceptualization
- + Briefly describe your agencies entire capabilities
- + Do you plan to outsource any of your work? If so, how do you keep outsourced work in touch with the account?

Please tell us more about your agencies work:

- + Please include a relevant client list and the number of years you have worked with them.
- + Please provide three relevant references that can speak to your campaign creation, media planning and buying services.
- + Please provide three examples of other partners advertising pieces that you have created that are similar to the Fiesta Bowl scope of work

YOUR APPROACH

Describe your approach to creating a strategic media plan:

- + How do you solicit input from the client?
- + What role would the Fiesta Bowl marketing team play in the development of the campaign?
- + Can you describe how you manage typical agency to client communication?
- + Describe how your agency evaluates the success of a campaign.
- + Describe your approach to recapping and analyzing a media plan:
- + How do you determine the success of a campaign?
- + Are you able to work with the media partners to ensure a quick turnaround of invoices and proof of performance?
- + Please provide an example of your agency's campaign reporting
- + Please provide an example of your agency's reporting tools/software

YOUR PRICING

Please outline your recommended billing structure, including any pro-bono work or concessions that you are willing to provide. Proposal will need to include a cost breakdown of the partnership. Please include:

- + Agency fees
 - *How does your agency structure its fees? Will it be a monthly retainer? Are they commission based?*
- + Concepting fees
 - *Working in conjunction with the Fiesta Bowl, how will you structure the fees for concept development?*
- + Creative fees
 - *How will you structure fees for all production?*

EVALUATION OF PROPOSALS

Proposals will be evaluated on the following criteria:

- + Insight and approach to developing a strategic media plan. Based on agency experience, relationships and staff that have resulted in successful, results-oriented campaigns.
- + Demonstrated ability to develop smart media campaigns that utilize a unique mix of traditional and non-traditional media to engage audiences and achieve results.
- + Understanding and approach to working with a nonprofit organization with multiple stakeholders, as well as a demonstration of passion and commitment to the Fiesta Bowl's mission.
- + Demonstrated ability to create and execute original and unique branding campaigns for large scale events
- + Qualifications, experience and fit of staff that would be assigned to the Fiesta Bowl team.
- + Cost structure
- + Concessions
 - *Consideration will be given to partners that are willing to participate in a reciprocal business agreement, for example: sponsorship (game and/or community) advertising, purchase of tickets, trades of services, etc.*

RFP PROCESS AND RESPONSE FORMAT

Submitting agencies are requested to email proposals by 5 p.m. on Friday, March 6, 2020.

Late responses will not be considered.

Please submit to:
Jose Moreno, Chief Marketing Officer
Fiesta Bowl
jmoreno@fiestabowl.org

Agency responses will be evaluated by a selection committee, which will select finalist to attend an in-person meeting and subject to a final campaign project.

Proposals may be submitted electronically in PDF format.

Responses to this RFP will be considered confidential and not shared with anyone outside of the selection committee. All submitted materials will become property of the Fiesta Bowl and will not be returned.

RFP SCHEDULE (SUBJECT TO CHANGE)

March 6, 2020

Final submission accepted.

March 9-20, 2020

RFP's reviewed and finalist selected. All agencies will be notified on status .

March 23 -April 3, 2020

Finalist invited for interview. Agencies will be provided the project at that time.

April 6-17, 2020

Project Submissions

April 20-24, 2020

Project Presentations

April 30, 2020

Agency awarded

FIESTA BOWL CONTACT

Questions about the project may be directed to:

Jose Moreno, Chief Marketing Officer

Fiesta Bowl

480-517-6287

jmoreno@fiestabowl.org