



## REQUEST FOR PROPOSAL: MARKETING AGENCY SUPPORT SERVICES

**Objective:** Provide Experience Columbia SC (ECSC) with general marketing support services including ad sizing, ad design, media buying and special project coordination for a three fiscal year term, beginning July 1, 2022 and ending June 30, 2025.

**Background:** Experience Columbia SC is a destination marketing organization for the Columbia South Carolina region, including Richland County, Lexington County and the City of Columbia responsible for driving economic impact to our region through tourism. ECSC has a 7-member marketing department which conducts the vast majority of the media buying, ad design/sizing, and general marketing functions for Experience Columbia SC, Columbia Metropolitan Convention Center and Experience Columbia SC Sports, but requests agency support for specific components/projects. ECSC conducted a brand refresh in March 2017 and uses a set of brand guidelines for all marketing projects.

### Support Requested:

#### AREA 1 – Media Placement

- Media Placement for Outdoor/Billboard Campaign – total budget (including agency fees) will be approximately \$250,000
- Media Placement for regional digital targeting campaign – total budget (including agency fee) will be approximately \$75,000

#### AREA 2 – General support

- Ad design and/or resizing related to the campaigns above
- Ad design and/or resizing unrelated to the campaigns above
- Special project assistance on as-needed basis. Projects could include but are not limited to brochure design, printing assistance, promotional item sourcing, etc.
- Total budget for all of the above will be approximately \$75,000

### Request for Proposal:

The committee is collecting proposals from firms in order to identify the appropriate partner for the projects described above. If interested, please send materials including:

- Summary of services
- Fee schedule (project based, retainer, hourly or combination) based on projects outlined above
- List of team members proposed for account
- List of current clients relevant to industry

Package material in a PDF not exceeding 10MB and send via email to Kelly Barbrey by 12 p.m. on Friday May 6, 2022.



**Timeline:**

April 13: RFP Open

May 6: Proposals due to Kelly Barbrey via email

May 9 – 13: Evaluation of proposals

May 16: Decision

May 23 – June 30: Implementation and planning for FY 22-23

\*Questions may be submitted via email to Kelly Barbrey through April 27, 2022

**Contact:**

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