



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, 2019 and ending June 30, 2023.

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.

In addition to marketing the Columbia region to tourists through ECSC-branded advertising, ECSC also runs a cooperative marketing and advertising program which allows [hotel partners](#) (approx. 25 for FY19-20) and [attraction, restaurants and event partners](#) (approx. 25 for FY19-20) to run their own branded advertisements through ECSC placements. Cooperative marketing and advertising guide for FY 18-19 may be found [here](#).

Support Requested:

AREA 1 – Media Placement

- Media Placement for Outdoor/Billboard Campaign (total budget including agency fees will be approximately \$350,000-\$400,000)
- Media Placement for Television and OTT (total budget including agency fees will be approximately \$150,000)
- Media Placement for leisure-focused print and digital display advertising campaign (Total budget including agency fees will be approximately \$100,000)
- Media Placement for digital geotargeting campaign (Total budget including agency fees will be approximately 75,000)

AREA 2 – Cooperative Marketing and Advertising Program Support

- Logistical and program support for ECSC's well-established cooperative marketing and advertising program with approx. 25 hotel partners and approx. 25 additional hospitality industry partners (attractions, restaurants, events, etc.). Support to include annual program planning and roll-out, interaction with program partners, budget tracking, invoicing, ad review and submissions, and reporting/tracking

AREA 3 – 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.



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 materials in a PDF not exceeding 10MB and send via email to Kelly Barbrey by 12pm on April 19, 2019.

Timeline:

April 5, 2019 – RFP Open

April 19, 2019– Proposals due to Kelly Barbrey via email

April 22-26 – Evaluation of Proposals

April 29 – Decision

April 30– June 30 Implementation and Planning for FY 19-20

July 1, 2019 – FY 19-20 begins

*Questions may be submitted via email to kbarbrey@experiencecolumbiasc.com through April 12, 2019.

Contact:

Kelly Barbrey, VP of Marketing & Communications, Experience Columbia SC

kbarbrey@experiencecolumbiasc.com