

Washington County Request for Proposals (RFP) for Digital Advertising Campaign

Washington County TDC is seeking a qualified firm to contract for creation of a digital advertising campaign. **The deadline for submittals is 3:00 p.m. on February 8, 2019.**

SUBMIT PROPOSAL TO:

Washington County TDC
c/o Heather Lopez, Director
director@visitwcfla.com

PROCESS FOR QUESTIONS

For questions regarding the Washington County TDC RFP, please contact Director of Washington County TDC, Heather Lopez at (850) 638-6013 or director@visitwcfla.com, Monday through Friday between the hours of 8:00 a.m. and 4:00 p.m.

TIMELINE FOR SELECTION

Washington County TDC's timeline for selection of a candidate are as follows:

February 8, 2019 at 3:00 p.m. – Deadline for RFP submittals

Submittals must be received by the Washington County TDC by the above deadline. **Submittals received after the deadline will not be considered.**

February 11, 2019 – Consideration of submittals and selection of candidate

An evaluation will be done to select a candidate from submittals received. This process will include review of submittals and other information as necessary.

GENERAL INFORMATION

- A. All proposals submitted become public information and may be reviewed by anyone submitting a Public Records Request at the conclusion of the evaluation process.
- B. The Washington County TDC reserves the right to cancel or reissue the RFP or to revise the timeline at any time. The Washington County TDC reserves the right to reject any and all proposals and to waive minor irregularities in the proposal process.
- C. The Washington County TDC is not liable for any cost incurred by the proposer prior to execution of a contract.
- D. Each respondent shall state the delivery date for the work in terms of business days during the Vendor's initial timeline meeting, including design and implementation of each phase.
- E. Pricing must contain any and all costs that would be invoiced to the Washington County TDC for the performance of these services. The proposal should contain:
 - Total project cost
 - Detailed line item costs for each component of the project
 - Hourly rate schedule for services

- Any additional costs/charges must be clearly defined in the proposal
 - Information and costs for optional services listed in the RFP should be identified for each optional service
 - Payment terms must be clearly defined
- F. Design should be compatible with the Washington County TDC brand.
- G. Sample work relevant to the Scope of Work should be included as part of the proposal.

SCOPE OF WORK

- 4-month Digital Advertising Campaign
- Must be geotargeted to drive markets of Tallahassee, Pensacola and Ft Walton Beach/Destin
- Must be audience targeted to Millennials and Baby Boomers
- Must include creation of all ads (300x250)
- Must include metrics reporting at least once monthly
- Campaign to begin February 15th and run through June 15th

PROJECT BUDGET NOT TO EXCEED

\$5,000.00