

# The Living Desert's Request for Proposal Information for Agencies January 13, 2015

## I. GENERAL INFORMATION

The Living Desert was established in 1970 as a non-profit education and conservation center, dedicated to preserving desert plant and animal life. It contains lush botanical gardens representing 1,500 varieties of plants from 10 different desert ecosystems and more than 450 desert animals, representing 156 species, including species such as Grevy's zebra, giraffe, African wild dog, Amur leopard, Mexican wolf, and more. The Living Desert's mission is desert conservation through preservation, education and appreciation. One of the most successful zoological parks in the United States, The Living Desert is fully accredited by the Association of Zoos and Aquariums.

The Living Desert is located on 1,200 protected acres across Palm Desert and Indian Wells, CA. Recognized as the only zoo and gardens to represent the world's deserts, the park is widely recognized for its conservation work with the endangered Arabian oryx, Mexican wolf, Peninsular pronghorn, bighorn sheep, and jaguar. The Living Desert is open year-round, with the exception of Christmas Day, has the support of over 14,000 members and hosts over 300,000 visitors annually. The park is one of the most highly visited attractions in the Coachella Valley.

## II. BACKGROUND

The Living Desert is initiating this RFP to solicit proposals from qualified Marketing, Advertising, Public Relations and Graphic Design service providers (hereafter referred to as the agency or agencies), with previous experience in providing these services. The Living Desert has an ongoing need for creative services to promote and grow its attraction and programs. To serve this need, a roster of agencies will be developed and staff will select from the roster for marketing plan development, advertising, public relations, media buys, graphic design and major campaign/event marketing projects.

There is no guarantee of work for agencies on the roster. Specific scopes of work, price and other contract provisions will be negotiated on an annual need or on a project basis depending on the type of service. The selection of an agency for a specific project will be determined on criteria such as experience, past work, ability to meet schedules, agency size, location, key personnel, past performance, in-house expertise, familiarity with design standards and overall cost. **This proposal will encompass work for the 2015-16 season starting in July, 2015 and contract will begin May 1, 2015 (see time table attached).**

**The Living Desert requests that Agencies submit two signed (2) original and three (3) copies of their sealed proposals. Materials submitted will not be returned.**

### **III. SCOPE OF WORK**

The Living Desert is looking for a strategic and integrated approach in meeting our key marketing and advertising objectives. Proposals from qualified agencies may be submitted for **any or all of these categories:**

#### **Traditional Advertising Creative**

To include but not limited to: traditional mass advertising (print, outdoor, TV, radio, web, etc), and grassroots/word-of-mouth. The agency will create and execute an annual marketing plan and refreshed consumer advertising campaign tied to driving day-time attendance plus support for several promotions and community events such as Howl-O-Ween, WildLights, Zoobilee and Brew at the Zoo and Mardi Paws Masquerade.

#### **Television and Radio Production**

To include but not limited to: effective television and radio copywriting, voice overs, and television and radio commercial production for consumer advertising campaign, as well tags for special promotions and events.

#### **Media Plan and Buying**

To include but not limited to: develop a comprehensive, targeted media plan and implement traditional mass advertising (print, outdoor, TV, radio, online, etc), strong co-op relations, grassroots/word-of-mouth, social media.

#### **Public Relations/Publicity**

To include but not limited to: develop a public relations plan and timeline for the 2012-13 season activities. Write and disseminate press releases including long lead and industry publications. Coordinate all media contact and activity. Secure celebrity endorsements and appearances (focused on special events). Assist in social media marketing plan (Facebook, Twitter, Instagram, You Tube, Flickr, Twitter etc).

#### **Graphic Design for Print Materials and Signage**

Provide working files, as needed for internal graphic use: refreshed creative concepts, re-sizing of ads, creation of rack cards, brochures, flyers, invitations, tickets, banners, posters, on-grounds signage etc.

#### **IV. GENERAL PROVISIONS OF PROPOSALS**

The Living Desert reserves the right to reject any or all proposals, to accept other than the highest net return to the facilities, and to waive any formality in a proposal.

Proposals may be withdrawn by written or electronic notice received from Agencies prior to the time fixed for receiving proposals. Proposals not so withdrawn will be considered firm for a period of sixty (60) days from the date fixed for receiving proposals.

Any proposal or modification to a proposal received after the exact time and date specified for receipt will not be considered, unless it is received before an award is made, and (i) it was sent registered or certified mail not later than the fifth calendar day prior to the date specified for receipt of offers; or (ii) it was sent by mail and it is determined by The Living Desert that the Agency has demonstrated to the satisfaction of The Living Desert that it was timely submitted and arrived late through no fault of the Agency; or (iii) late receipt was due solely to mishandling by The Living Desert; or (iv) it is the only proposal received.

The Living Desert may, by email notice to all Agencies, revise or amend the RFP prior to the due date for proposals. If, in the opinion of The Living Desert, the revision or amendments will require material changes in proposals, the due date may be extended.

If for any reason you are unable to access the site or wish to receive a paper copy of any addendum, please request a copy from Rebecca Brown at 760-346-5694 ext. 2610. It is solely the responsibility of the Agency, not The Living Desert, to ensure it has all the addenda prior to submitting a proposal.

The Living Desert may request an Agency to furnish supplementary information as is sufficient, in the opinion of The Living Desert, to assure The Living Desert that the Agency's competence, business organization, and financial resources are adequate to successfully perform the contemplated work.

The Living Desert specifically reserves the right to concurrently negotiate with one or more Agencies in order to arrive at the final selection.

#### **V. PROPOSAL REQUIREMENTS**

The information below is required and must be submitted fully to assure the proposal is deemed responsive. If for any valid reason an Agency cannot provide the required information that reason must be stated in the Agency's proposal response. Omission, inaccuracy or misstatement may be sufficient cause for rejection of the proposal.

**Two signed originals and three (3) copies of the proposal shall be submitted to The Living Desert. Each shall be submitted in a three-ring binder with index tabs corresponding to each of the sections A. thru I. as outlined below.**

Proposals shall be submitted in a sealed envelope or container labeled with the Agency's name and identified as: **The Living Desert: Marketing, Advertising and Public Relations Proposal.**

Proposals should be prepared by providing a straightforward, concise description of the Agency's offer to meet the requirements of the RFP in the field of marketing, advertising and public relations. Agencies should respond to each requested item of information in the order that the items appear below:

- A. Name, address and phone number of agency. Provide a complete list of the agency staff members, the major accounts they have worked on/or are currently working on and their role in working on the account.
- B. Detailed description of your agency's experience in the Marketing, Advertising and/or Public Relations field. A representative list of current and former clients for whom you have provided services in the past five years, including: a.) Name and address of client(s) and nature of business; b.) contact person and phone number(s)
- C. A list of references with current contact information.
- D. Information on any anticipated outsourcing related to servicing this account and the reasons for being outsourced.
- E. Explanation of how communication and project management between The Living Desert and the agency will be handled.
- F. Explanation of how billing will be handled between the agency and The Living Desert.
- G. Explanation of the agency's capacity to take on the work of a possible year-round account (current workload, depth of the company).
- H. Provide a quote to be considered for this proposal by: 1) if you are an full-service agency, please provide your monthly retainer for all services listed above and/or 2) if you are not a full-service agency, please provide a quote for the specific categories listed above (ala carte style) and please include your hourly rate and any third party mark up costs, as well as any pro-bono marketing opportunities.
  - a. Create and execute a refreshed marketing plan and consumer advertising campaign tied to driving attendance. The campaign needs a bilingual component to attract our valley's Hispanic market.
    - i. Outdoor billboard
    - ii. Print ad
    - iii. TV ad
    - iv. Radio ad
    - v. Online ad

- b. Develop a traditional and digital media plan using traditional mass advertising (print, TV, radio, web, etc) and grassroots/word-of-mouth. The agency will be the point of contact with media representatives and will be responsible: 1) for negotiating the best rates and optimal added value and 2) place and traffic media appropriate to the need and 3) secure media sponsorships for special events and endorsements.
  - c. Create a public relations plan and timeline for the 2015-16 season activities. Write and disseminate press releases. Coordinate all media (including long lead publications, live remotes, etc). Secure celebrity appearances for special events and endorsements.
  - d. Review current creative elements and logo usage to develop branding guidelines that will ensure consistency and accuracy in representing The Living Desert brand which in turn will be carried through all media and creative components.
  - e. Recommend strategy and approach to market to the Hispanic community in the Coachella Valley.
- I. Include at least one of the following: a complete balance sheet and income statement or annual report of the last fiscal year of operation prepared by a qualified Certified Public Accountant or a copy of the most recent federal income tax return.

## **VI. BASIS OF PROPOSAL EVALUATION**

It is the purpose of this RFP to clearly present The Living Desert's objectives. In addition, The Living Desert has, through this RFP, established the standards from which the Agencies are to base their proposals. To this end, each Agency shall furnish and include responses to all of the data requested above.

The award shall be made in the best interest of The Living Desert.

- **Committee Review:** A select committee will review agency qualifications and rank them using the following general factors, as well as other information contained in the respective proposals.
- All proposals will be reviewed to determine compliance with the requirements as specified in the RFP. Only proposals which in the opinion of the review committee, meet the requirements of the RFP, will be further evaluated.
- Proposals, which pass the preliminary review, will be evaluated on how well the proposal meets the needs of The Living Desert as described in the Agency's response to each requirement listed in the RFP. It is important that the responses be clear and complete so that the evaluators can adequately understand all aspects of the proposal.

- The Living Desert will evaluate proposals using a committee. The committee will review all written proposals that meet the minimum requirements. As a result of this review, the committee will select what it deems to be the top proposals for further review. The Agencies submitting the top proposals shall make a presentation to the review committee. Presentations will be evaluated as well. Further, as part of the presentation, The Living Desert reserves the right to request additional financial information from those Agencies making presentations.
- The committee will make a recommendation to The Living Desert who authorizes the President/CEO to negotiate a contract with the selected Agency. If authorized by The Living Desert, the President/CEO will attempt to negotiate a contract with the selected Agency. If President/CEO is unable to negotiate a contract deemed satisfactory, the President/CEO can terminate the process or attempt to negotiate with another Agency.
- The award of a contract by The Living Desert to the successful Agency will be notice of acceptance. The award of a contract will bind the Agency to furnish the service in accordance with the information herein, responses to questions, the Agency's proposal, other representations made, as well as all other terms and conditions of the contract in its final form.
- Agencies not selected will be notified by e-mail.

## TIMELINE/GENERAL ELEMENTS

The Living Desert is requesting that Agencies submit five (3) sets of their sealed proposals. One set must have original signatures and two (2) copies may have photocopied signatures.

<b>RFP Issued</b>	January 13, 2015
<b>Proposals Due</b>	February 2, 2015 by 5pm PST
<b>Presentation Schedule</b>	February 23 – March 6, 2015
<b>Submit Proposals to</b>	The Living Desert 47900 Portola Avenue Palm Desert, CA 92260 Attention: Rebecca Brown
<b>Projects will be awarded by</b>	April 1, 2015
<b>Questions??</b>	All questions regarding RFP should be directed via email to Rebecca Brown at <a href="mailto:rbrown@livingdesert.org">rbrown@livingdesert.org</a> .