

Request for Proposal (Marketing, Ad Agency)

Cimarron Casino Enterprises

821 W Freeman Ave.

Perkins, OK 74059

(405) 547 – 5352 x210

dharders@cimarroncasino.com

Overview:

Cimarron Casino Enterprises (CCE) is accepting proposal for a contract to provide ad agency services.

CCE consist of four casino and an offsite bingo operation within the central Oklahoma area:

- **Cimarron Casino**
 - Location: Perkins, OK
 - Electronic Games: 550+
 - Table Games: blackjack, poker, craps
 - Food and Beverage: Eagles Nest Café, 4th Quarter Bar
- **Ioway Casino**
 - Location: West of Chandler, OK on Route 66
 - Electronic Games: 200+
 - Table Games: N/A
 - Food and Beverage: Ioway Steak House, bar
- **Ioway Travel Plaza**
 - Location: South of Perkins, OK HWY177
 - Electronic Games: 40
 - Table Games: N/A
 - Food and Beverage: short order grill
 - Other: gas, convenience store, showers, laundry
- **Cimarron Bend Casino**
 - Location: Coyle, OK
 - Electronic Games: 39
 - Table Games: N/A
 - Food and Beverage: N/A
- **Ioway Bingo**
 - Location: Chena Building, located south of Perkins, OK
 - Day of Operation: Thursday, Sunday
 - Other: Paper only

Cimarron Casino Enterprises Current Marketing

Broadcast television buys are currently marketed to the OKC viewing area which encompasses a larger portion of the potential player base than the Tulsa broadcasting area. Cable buys are used for the Stillwater area with the primary focus on the OSU dorms. Digital and display media are target 25+ in hyperlocal areas around properties and competitors. The current direct mail program features 117 varied tiers with a over 10,000 pieces mailed each month across all properties.

Scope:

- Ongoing
 - Current services will need to be transitioned seamlessly to ensure no burden is placed on patrons. These services include but are not limited to direct mail creation, printing, and delivery.
 - During transition the current branding will remain with an eye towards an updated branding campaign.
 - Assist in the ongoing transition from traditional media to web and display media.
- Goals
 - Evaluate current branding and determine strategy and timeline for potential rebranding of Cimarron Casino Enterprise entities.
 - Refine and localize direct mail processes including printing services, rates, and delivery
 - Dynamic campaign design for promotional events that creates a continuity throughout all forms of the marketing message.

Deliverables and Services:

- Creative Services and Materials
 - Creative Supervision
 - Art Direction
 - Account Services
 - Copy
 - Production Management
 - Creative copy including but not limited to (posters, billboards, direct mail, monthly newsletters, invites, postcards, newspaper ads, logo design, promotional names, collateral etc.).
- Television and Radio Production
- Direct Mail
 - Direct Mail Creation
 - Variable Print
 - Postage
 - Delivery
- Media Buying
- Web Services
 - Website hosting
 - SEO

Budget:

- TBD

Schedule:

- Submission:
 - Responding to the RFP is an agreement that the requirements of services are fully understood and that any additional information needed will be request to ensure that an understanding is gained. Cimarron Casino Enterprises retains the rights to disqualify

an applicant who does not demonstrate a clear understanding of the services required. All information provided by Cimarron Casinos is offered in good faith. Specific items are subject to change at anytime based on business circumstances.

- Submission Deadline:
 - April 1st, 2020
 - Proposals and questions submitted via email to:
 - dharders@cimarroncasino.com
- Review Process and Selection:
 - Review will take place upon submission deadline, April 1st, 2020.
 - Additional information and interviews may be requested from applicants during the review process.
 - Review process will be completed by April 21st, 2020
- Notification of Selection:
 - The selected applicant will be notified no later than May 1st, 2020.
 - Notification will be sent to the applicant via email.
- Est. Contract Reward Date:
 - May 1st 2020
 - Contingent upon the approval of the Iowa Tribe of Oklahoma Gaming Commission and Cimarron Casino Enterprise legal counsel.