

The Go Agency
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Boise, ID 83706
(208) 697-7802 / carson@thegoagency.com
<https://thegoagency.com/>

REQUEST FOR PROPOSAL

Radio Advertising

December 30th, 2021

1. Summary

a. **Introduction.** The Go Agency is currently accepting proposals for additional Marketing services. The Go Agency is in the business of: Marketing & Event Production. The desired start date for the project is March 14, 2022 with a tentative duration of 8 months and ending on or about October 21, 2022.

b. **Purpose.** The purpose of this Request for Proposal (RFP) is to solicit proposals from various candidates, conduct a fair evaluation based on the prescribed criteria, and select the candidate(s) who is/are the best fit for the project. The Go Agency reserves the right to award contract(s) as it sees fit and to the bidder or bidders of its choosing when and how it deems appropriate.

2. Nature and Scope of Work

a. **The purpose of this project is as follows:**

Identify marketing partners that can create a cohesive and efficient promotion plan for our 54 events we will produce in 2022.

b. **Project Description:**

Utilizing your company's assets, The Go Agency requires a detailed plan for the following: radio promotions, digital cross promotion, giveaways and a potential Emcee with an on-site presence.

c. **The scope of this project includes:**

Creating a promotion plan for the following events.

The range of services as described above in **b. project description** for each event listed below.

A. **Boise Spring Run** - May 2022

B. **Music On The Water** - June 2022

C. **Boise Women's Classic** - June -same day and location as Music On The Water

D. **Boise Summer Concert Series** - Friday and Saturday every weekend starting May - September

E. **Pocatello Summer Concert Series** - Friday and Saturday every weekend starting May - September

F. **Taco Festival** - Dates TBD

Location 1: Jerome, ID

Location 2: Nampa, ID

Location 3: Pocatello, ID

F. **Twain Falls Oktoberfest** - October 7th - 8th, 2022

G. **Boise Marathon** - October 2022

H. **Harvest On The Water** - October 2022

2. Selection Criteria

All offer submissions that meet the requirements of this RFP and are submitted by the deadline will be considered based upon the materials provided. The following criteria will be used for selecting the winning bid(s):

- a. Use of correct format
- b. The proposal's ability and likelihood of achieving the desired outcome of the project
- c. Past performance of bidder's similar services
- d. The experience and expertise of the bidder's management and staff
- e. The proposed budgeted costs of the project.

The Go Agency reserves the right to suspend or terminate acceptance of proposals at any time as it sees fit, for any reason, without notice or obligation to any bidder.

4. Bidder Qualifications

Bidders should provide the following items as part of their proposal for consideration:

- a. Description of relevant experience
- b. List, title, and employment status of your organization's management and employees
- c. References, testimonials, or samples of your work (as applicable)
- d. Resources you will assign to this project (number, title, experience)
- e. Full plan of action
- f. Timeframe for project completion
- g. Project management methods and details

5. Required Format. The proposal should be in the following format and address, in detail, the needs and requirements of the proposed project.

- a. Contact Information. Provide the name, title, phone number, and email for the best contact for follow up questions and/or to notify of bid status.
- b. Summary & Qualifications. Use this section to introduce yourself, your company, and provide information on your relevant experience and qualifications.
- c. Methods and Plan. Describe your methodology and capabilities for meeting project deliverables and detail your plan of action for executing and completing this project. Include a detailed milestone timeline in this section.
- d. Expectations and Results. Explain your expectations for the project and summarize the results you anticipate achieving. Include a summary of your anticipated timeline for completion in this section.
- e. Management and Staff. List all applicable personnel that would be involved with this project, along with their titles, roles, and qualifications. Include the estimated costs associated with this personnel in this section.
- f. Communications. Provide a communication plan for how you intend to communicate internally and with project managers to ensure progress and completion of the project.
- g. Equipment and Resources. List all necessary equipment and associated costs. Include

details of any outsourced or contracted work here.

h. Budget and Costs. Provide a detailed breakdown of all anticipated expenses, as well as a summary of the total proposed costs of the project.

i. Licensing and Bonding. If applicable, list any and all required licenses and/or bonds and include copies of your licensure and/or bond.

j. Insurance. If applicable, provide details of your insurance coverage related to this project.

k. References. Provide two (2) references for previous work of a similar nature.

6. Deliverables

Proposals will be accepted until 5:00pm on January 17th, 2022. Any proposals received after this date and time will be returned to the submitting bidder. The proposal must be signed by an official agent or authorized representative of the bidder.

Any outsourced or contracted work is subject to the requirements of this RFP and must be clearly disclosed in the proposal. Any and all costs must be listed in the proposal, including any outsourced or contracted work. Proposals that include outsourced or contracted work must provide a name and description of the individuals and/or organizations being contracted. All costs must be itemized and include a detailed explanation of all fees and associated costs.

Terms and conditions will be negotiated upon selection of the winning bidder(s) and will be subject to review by The Go Agency and/or its legal advisors, including but not limited to scope, costs, timeline, and anything else applicable to the project.

Send proposals using the following methods:

Via email to carson@thegoagency.com

For any questions about this RFP, please contact Carson Woolery at (208) 697-7802 or carson@thegoagency.com.

7. Timeline

RFP sent: December 30, 2021

Proposals in response due: January 17th, 2022

Review of proposals: January 20, 2022 to January 25th, 2022

Winning Bidder selected: no later than February 1st, 2022

Contract negotiations with the winning bidder will begin immediately following notification of selection.

Contract negotiations will be completed by February 4, 2022

Bidders who were not selected will be notified by January 25th, 2022