



## MARKETING SERVICES FOR DESCHUTES COUNTY FAIR & EXPO AND THE ANNUAL DESCHUTES COUNTY FAIR & RODEO FOR 2024-2026

### Questions/Responses Received:

- On page 9 you note that "Agency will manage overall relationship, along with DCFE, of any applicable media and interactive agencies of record." Is DCFE currently working with any marketing/media vendors or agencies? If so, what is their current scope of work?
  - o DCFE has internally managed marketing and media for several years; and does have existing relationships with local media partners including print, radio and television. The goal will be to leverage these relationships, but transfer management of paid and/or earned media to our new Marketing partner as possible
- Section 1.1 requests "Responses to each of the required items stated under 1.2 below." Is this intended to say 2.1?
  - o This reference is an unintended error. This should be responses to each of the required items 2.1 – 2.2 – 2.3 – 2.4 – 2.5
- For the scenario requested in Section 2.2, is the plan intended to be annual or cover the contracted 2024-2026 time period?
  - o Please provide an annual scenario. If elements would cover multiple years due to term or complexity this acceptable, but please outline
- In addition to the \$250,000 in media costs noted in the scenario, do you have a maximum annual budget for agency services?
  - o Please refer back to Section 2.2 in the RFP as the best way to respond to this.
- For the brand identity refresh, will that include Deschutes County Fair & Expo, Fair & Rodeo, and the Expo R.V. Park? Or just DCFE?
  - o Initially Deschutes County Fair & Expo and Deschutes County Fair & Rodeo; but ultimately long term we would like to have brand synergy between all of our wholly owned/operated business lines
- For your "market research and analysis" requirement, is that in terms of media or are you looking for primary research (e.g. focus groups, interviews, surveys, etc.) around a specific need?
  - o This is open to interpretation. We are looking for an expert to help us learn what we don't know, and what we need to do to be best enabled to have continued and future growth.
- Do you have past video and photo footage we can use for any of the promotional needs?
  - o Yes, we have both photo and video footage available
- Do you have internal staff that manage social media? Or will you need your partner to manage that too? For example, some of our clients ask us to create a set of assets and provide to them to post and manage the comments/engagement, while others have us do all of the community management for them too.
  - o We have internal staff to help provide support; but open to suggestions/discussions on how we get the best finished product
- For media, section D.b. on page 9 gives an "example of planned workflow for the 2024 Fair & Rodeo Event." Does that mean these are the known assets that the agency will need to create? Or is this an example from a previous year to show what has been done in the past?
  - o Both. We know some of the items will need to be recreated (i.e. posters, etc.); but also provided as an example of our prior workflow.
- For the budget scenarios provided, are those numbers for media only or do they also include strategy, creative development, production and PR?
  - o These budgets are assumed to be primarily for media, creative and production. PR and strategy currently have separate line items
- Is there a total budget for all desired requests that we need to work within?
  - o Please refer back to Section 2.2 in the RFP as the best way to respond to this.
- Is there a requirement or preference for a Deschutes County or Oregon-based agency?
  - o Neither, although we do desire the opportunity for collaborative working relationship; for an out of area provider would want to know what that will look like