



**COCOPAH INDIAN TRIBE**  
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Somerton, AZ 85350  
928-627-2102  
email: [magrinog@cocopah.com](mailto:magrinog@cocopah.com)

## **Request for Proposals for ADVERTISING AGENCY**

### **Scope of Work:**

The Cocopah Indian Tribe is seeking a qualified advertising agency to develop the Cocopah brand and promote tourism to the Cocopah Indian Tribe Enterprises.

The Cocopah Indian Tribe oversees the production of a variety of marketing activities, including on and offline advertising, visitor publications and maps, cooperative programs, public relations and tradeshow – all designed to promote Cocopah to travelers, tourists and local residents. For more details please visit [www.cocopah.com](http://www.cocopah.com).

For each of the following project areas, the Proposer should prove capability; describing strategies to be used and quality controls. Sufficient detail must be given and must include examples of past projects, ability to meet deadlines, and managerial experience. The Proposer should demonstrate knowledge and understanding of our brand in the marketplace, and the shifting dynamics of how consumers receive and use information today.

### **1. Objectives**

**1.1 Marketing and Advertising Planning:** Develop recommendations for a Marketing and Advertising Plan that supports the strategies set forth by The Cocopah Indian Tribe. Includes Strategic Direction, Creative Strategy, Brand Development and Stewardship, Media Plan and Cooperative Plan.

**1.2 Media Buy:** Buy (execute) the media plan presented in the Advertising Plan and approved by The Cocopah Indian Tribe. Execution includes placement, optimization, cancellations, auditing, payment to a media planning and buying service selected by the Tribe.

**1.3 Concept Development/Production:** Concept creative materials/campaign elements (TV, online, etc.) as described in the Marketing and Advertising Plan. Once approved, produce and bring to final form the approved advertising materials to run/air on behalf of The Cocopah Indian Tribe.

**1.4 Research:** Work with The Cocopah Indian Tribe's Enterprise Managers, Public Relations Department, and Business Development Manager in implementing tracking research and other projects as needed.

**1.5 Account Stewardship:** Prepare periodic reports, a monthly budget recap, arrange for storage and shipment of materials and documents as directed by The Cocopah Indian Tribe. Make presentations at the monthly Business Communications meeting.

**1.6 Miscellaneous:** Provide creative input and support for other projects, and work collaboratively with the Yuma Visitors Bureau, the Arizona Office of Tourism and other enterprise partners.

### **2. Location of Work**

Will be performed at proposers facility and/or at the Cocopah Indian Tribe Enterprises, or other locations as needed.

### **3. Period of Performance**

The successful proposer will enter into a contract for services with The Cocopah Indian Tribe. The duration of the initial contract between The Cocopah Indian Tribe and the successful proposer is expected to begin

upon the date of contract approval (approximately June 1, 2015) and terminate on June 1, 2016. The Cocopah Indian Tribe reserves the right to renew its agreement prior to the end of each contract term for a total of five (5) years, providing funding to do so is appropriated for this purpose in subsequent budgets.

#### 4. Who Does What When Report

Proposers should complete the Intent to Bid Form (Attachment A) and submit it no later than April 3, 2015. The deadline for submitting the RFP is April 24, 2015.

The Cocopah Indian Tribe will form a committee to evaluate the written proposals. The criterion for the scoring of the proposals is included as Attachment B. The committee may at any time during the evaluation process seek clarification from Proposers regarding any information contained within their proposal. Final scores for each Proposer will reflect a consensus of the evaluation committee. Any attempt by a proposer to contact a member of the evaluation committee outside the RFP process, in an attempt to gain knowledge or an advantage may result in disqualification of proposer.

The top three to five finalists chosen by an evaluation committee will be asked to provide oral presentations to the committee at The Cocopah Indian Tribe’s office in Somerton, Arizona. After the oral presentations, there will be a question and answer period. In addition to Proposer management, key personnel performing day-to-day activities will be requested to attend.

#### 5. Tentative Schedule

This tentative schedule may be altered at any time at the discretion of The Cocopah Indian Tribe.

<b>03/23/2015</b>	<b>RFP Dissemination</b>
<b>04/03/2015</b>	<b>Q&amp;A Notice of Intent to Bid due</b>
<b>04/10/2015</b>	<b>Q&amp;A sent to agencies</b>
<b>04/24/2015</b>	<b>Q&amp;A and Proposals due</b>
<b>Week of 04/27/2015</b>	<b>Finalists chosen</b>
<b>Week of 05/11/2015</b>	<b>Oral presentations by finalists</b>
<b>Week of 05/18/2015</b>	<b>Selected proposed award &amp; contract negotiations begin</b>
<b>06/01/2015</b>	<b>Start date</b>

#### 6. Proposal Requirements

Proposals must address each item listed within the following sections, giving specific details of techniques to be used in meeting these requirements.

The proposal should describe how the Proposer intends to perform the scope of work during a 12-month period and shall be subject to negotiation between The Cocopah Indian Tribe and the Awardees’ for the initial contract period. The information provided will be used to negotiate the contract scope of work, and to score proposals as described in Attachment B, Proposal Evaluation Criteria.

##### 6.1 Minimum Requirements

- Questions: All Proposers wishing clarification of this RFP must submit questions via email to: [magrinog@cocopah.com](mailto:magrino@cocopah.com) by April 10th as referenced in the Tentative Schedule. Questions must be categorized based on scope of work elements.
- Notice of Intent to Bid (non-binding): All Proposers interested in responding to this RFP must submit Attachment A, Notice of Intent to Bid by the date and time referenced in the Tentative Schedule. If you responded to the RFP, this requirement has been met.

- Annual Billings: Proposers must have 2014 annual billings that demonstrate your agency has a mix of small to medium-size clients, companies that employ a minimum of 25 people to more than 100 employees. If you did not respond to the RFP, please include clients and budgets.
- Experience: Local and Regional media planning and buying experience – both online and offline – in at least two US markets with one being Spanish speaking. If you did not provide this in response to the RFP, please list markets in which your agency has experience and what media vehicles were planned and purchased. If using a subcontractor, provide a signed letter of commitment that includes the name of the subcontractor, their annual billings and the information requested above regarding international media planning and buying. All media planning/buying subcontractors must also meet the stated minimum requirements.
- References: Provide three client references. At least two must be current clients. Include client name, contact information, and the engagement start and end dates.
- Financial Statements: Proposers are required to demonstrate financial viability for maintaining an account of this size. Please provide GAAP compliant financial statements, including but not limited to:
  - Statements of Financial Position;
  - Statements of Activities; and
  - Statements of Cash Flows.

All of the above Financial Statements must be the most recent statements available, but no more than 12 months old. Financial statements are to be submitted in a sealed envelope. After review, all financial statements will be destroyed or returned to Proposer. If Proposer would like a Non-Disclosure Agreement (NDA) signed, the NDA must be received along with the Q&A by the date specified in the Tentative Schedule.

*Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by The Cocopah Indian Tribe. This RFP is not subject to State contracting rules and regulations and The Cocopah Indian Tribe reserves the right to modify any and all terms and conditions in its sole and absolute discretion.*

All proposals submitted shall become the property of The Cocopah Indian Tribe and shall not be returned to the Proposer. The Cocopah Indian Tribe also reserves the right to: Reject any and all bids; Waive any or all mandatory requirements, if no proposers meet one or more of those requirements; Cancel this RFP; Amend this RFP as needed; and not select a vendor and award a contract from this RFP.

All proposers agree that budget costs submitted with their proposals are valid for 180 days from the date The Cocopah Indian Tribe receives your proposal.

***Proposals may be rejected if minimum requirements are not met.***

## **6.2 Description of Proposer**

- Provide a letter of interest, an executive summary of your proposal, a description of the nature of the Proposer's services and activities, and the year in which your company was formed.
- Note your company's history and expertise in gaming, golfing, hospitality, and tourism advertising. List the address from which the primary work on the contract would be performed and size of agency by headcount. List the number of full and part-time employees. Do not list any sub-contractors in this section.

*If RFP is amended, The Cocopah Indian Tribe will send an addendum to all Proposers.*

### **6.3 Conflicts of Interest:**

- List all gaming and tourism-related clients for whom you have acted in the United States during the past 12 months.
- You must certify that there are no conflicts of interest between any existing contracts. Client relationships that could potentially be a conflict of interest must be listed together with a discussion of how the Proposer will resolve the potential conflict of interest. The respondent cannot currently be working with the state tourism offices of the following states: Colorado, Utah, Texas, or New Mexico.

### **6.4 Personnel/Management:**

- Identify those individuals on the Proposer's account team who will manage the contract work. Identify specific individuals who will be conducting day-to-day activities. Identify all personnel assigned to this account by position title. Include a description of the duties for each position title.
- Note who will be the contract manager and primary contact.
- For all individuals, please document overall experience on tourism accounts, and include current resumes/biographies. Provide education, experience and expertise with pertinent information demonstrating qualifications for this RFP. Include length of time with agency, and length of time in any previous related positions. Do not exceed two pages per person.
- Include a detailed organizational chart for your entire organization, and an organizational chart for the management and personnel that will be assigned to this account, if applicable.

### **6.5 Subcontractors:**

- Identify all proposed subcontractors for work that exceeds \$10,000 annually and document which portions of service will be performed by subcontractors and their ability to perform the work. Additionally, Proposer should submit signed letters of commitment for all proposed subcontractors and resumes/biographies of proposed subcontractor's key personnel, including those conducting day to day activities. Resumes/biographies should detail education, experience, and key timeframes for all individuals on the account. Do not exceed two pages per person.
- The use of subcontractors is subject to approval by The Cocopah Indian Tribe. Therefore, not all work recommended by the Proposer will necessarily be approved and not all subcontractors listed in the Proposal will necessarily be selected. The Proposer must make it clear to any subcontractors included in the Proposal that even if the Proposer is selected, the subcontractors may not necessarily be selected.

### **6.6 Budget:**

Proposer shall provide an overview of how they would allocate The Cocopah Indian Tribe's advertising budget using percentages. These allocations will be used to demonstrate your firm's philosophy on resource allocation and compensation. If commission or other fees are part of the media or production breakdown, proposers must list the percentage rates of those commissions and fees. Please also provide your point of view on compensation – commission, retainer, hourly fees or any hybrid approach.

## **Budget Format**

The table presented below is the minimum acceptable budget format. Additional detail may be provided if applicable.

<b>Category</b>	<b>% Total Budget</b>	<b>Commission % or Hourly rate</b>
Strategic Planning		
Production/Creative		
Media Buying/Placement		
Research & Analytics		
Travel & Administration		
Agency Fees		
Other		
<b>Total</b>		

## **6.7 Internal Control Structure**

Please provide a discussion of your internal control structure for ensuring key controls are in place and operating effectively for such items as:

- Sales and use taxes;
- Exchange rates;
- Reconciliation of pre-paid media;
- Media performance reconciliations; and
- Expense approvals.

## **6.8 Billing & Related Requirements**

### **Invoices**

- Please identify any discounts you offer for payment within certain timeframes. For example, ‘payment within 10 days of invoice’ or something similar.
- Please identify all acceptable methods of payment.

### **Exchange Rates**

- Please identify your agency’s policy on foreign exchange policy in regards to foreign media or production costs.
- Please identify any subcontractor policy on foreign exchange policy in regards to foreign media or production costs.

## **7. Payments**

Payments may be issued, as agreed, on a monthly basis or on completion of special projects, conditional upon meeting acceptable standards of work.

## **8. Progress/Compliance**

There will be a 6-month oral review in 2015 and subsequent reviews annually in each year the contract is renewed. Proposed renewals are also assessed according to program direction, funding, and consistency of price and scope of work continuity.

The Tribe requires the following from contractor in order to monitor progress and ensure compliance:

Weekly Status Report  
Monthly Progress Report  
Project Management Team (PMT) Meetings  
Program Reviews  
Outlines and Drafts

## **9. Standards**

The agency that will be awarded this contract must meet acceptable standards of advertising ethics and principles as defined by The Institute for Advertising Ethics (IAE). Visit: <http://www.aaf.org/institute-advertising-ethics>

**Letters of interest, emails or calls must be received no later than APRIL 3, 2015**

### **PROPOSALS due no later than APRIL 24, 2015**

*Contact: Business Development Manager, Gary Magrino*

*(928)627-2102*

*email [magrinog@cocopah.com](mailto:magrinog@cocopah.com)*

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