



The Reno-Sparks Convention & Visitors Authority is soliciting a  
Request for Proposals for  
Agency of Record and Media Buying Services

## RFP 2025-MKT01

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*Released by Christina Erny, Vice President of Marketing  
(Thursday, March 13, 2025)*

The Point of Contact is Nicole Duxbury, Marketing Specialist at [nduxbury@visitrenotahoe.com](mailto:nduxbury@visitrenotahoe.com)

All questions or requests for additional information concerning the RFP document must be submitted to the Point of Contact via email and reference "RFP 2025-MKT01" in the subject line.

**SUBMISSION DEADLINE DATE/TIME: Tuesday, April 22, 2025 by 3:00 PM PT**

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### Company Information

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone No. \_\_\_\_\_ Fax No. \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

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**PLEASE NOTE THAT THIS REQUEST FOR PROPOSALS IS FOR PROFESSIONAL SERVICES AND IS THEREFORE EXEMPT FROM COMPETITIVE BIDDING REQUIREMENTS SET FORTH IN THE NEVADA REVISED STATUTES (“NRS”) CHAPTER 332, AS PROVIDED IN NRS 332.115(1)(b). NOTHING CONTAINED HEREIN SHALL BE DEEMED AN ELECTION BY THE RSCVA TO “OPT-IN” TO THE COMPETITIVE BIDDING REQUIREMENTS SET FORTH IN NRS CHAPTER 332.**

**I. INTRODUCTION**

The Reno-Sparks Convention and Visitors Authority (RSCVA) is seeking to contract with an experienced organization to serve as our lead integrated Agency of Record – a collaborative partner in amplifying our brand, driving visitation and delivering measurable impact through innovative, data-driven media strategies – for a multi-year term (with future years subject to Board funding allocation per NRS 354.626). We are seeking a highly creative and dynamic agency partner with deep media expertise, creative thinking and a shared passion for shaping the future of destination marketing. The Agency of Record acts as the owner of our brand strategy, serving as our lead agency in the implementation of creative development, audience targeting, and integrated efforts with various partners, and executing all aspects of our paid media initiatives. Expertise in strategy development and media buying is required, along with breadth of knowledge and proven experience across a wide variety of marketing channels to fulfil our vision for this role. As the RSCVA’s lead agency, our chosen partner will be responsible for the efficient strategic execution of our key initiatives, ensuring brand consistency across all channels, as well as the direct management of all paid media activities. While our vision for this role combines brand strategy with media buying services, these contracts may be awarded independently if appropriate. As such, **proposals should be segmented and scoped for both of the following scenarios: 1) a combined contract for both brand strategy and media buying services 2) Separate contracts for brand strategy and media buying as distinct scopes of work. See ATTACHMENT A for details regarding the expectations, objectives, and goals for this partnership.**

The RSCVA represents and promotes tourism in Washoe County, Nevada which includes Reno, Sparks, and the Incline Village/Crystal Bay area of North Lake Tahoe. Publicly and from a marketing perspective, the RSCVA operates primarily as the brand *Reno Tahoe*, which embodies the geographic region it serves.

This RFP is being issued by the RSCVA Marketing Department, which will coordinate the review of all submissions and make recommendations to the RSCVA Board of Directors. Final contract approval will be by the RSCVA Board of Directors. Funding for the contract(s) will be contingent on the RSCVA marketing budget for the fiscal year 2025-2026. The awarded contract(s) will tentatively commence June 2025.

**1. SCHEDULE**

Release Date	<b>Thursday, March 13, 2025</b>
Question Submission	<b>Thursday, March 27, 2025</b>
Response to Questions Due	<b>Tuesday, April 1, 2025</b>
Submission Deadline Date/Time	<b>Tuesday, April 22, 2025 by 3:00 PM PT</b>
Opening Date/Time	<b>Tuesday, April 22, 2025 at 4:00 PM PT</b>
Interviews of Finalists in Reno, NV	<b>Scheduled early May per availability</b>
Contract Recommendations to Board of Directors	<b>Thursday, May 22, 2025</b>

## **2. PREPARATIONS OF PROPOSALS**

Respondent will examine all special instructions and terms and conditions of this RFP. Failure to do so will be at the respondent's risk.

- 3.1 Any irregularities or lack of clarity in this RFP should be brought to the attention of the Point of Contact for correction or clarification.
- 3.2 Any addenda to this RFP issued will forthwith become an integral part of this RFP. Respondent is required to acknowledge receipt of same by signing and returning the addenda in its response.
- 3.3 Respondent will furnish the required information typed or written in ink.
- 3.4 The person signing the Proposals must initial erasures or other changes in ink.
- 3.5 In the space provided, a duly authorized representative of the respondent will sign this RFP document. (Page # 1 – Cover Sheet).
- 3.6 Respondent will proofread their Proposals carefully for errors.
- 3.7 In the event of a difference between written words and figures, the amount stated in written words will govern.
- 3.8 The RSCVA is not liable for any costs incurred by respondents prior to entering into the final agreement. Costs of developing the Proposals or any other such expenses incurred by the respondent in responding to this RFP are entirely the responsibility of the respondent and shall not be reimbursed in any manner by the RSCVA.
- 3.9 Any information deemed confidential or proprietary should be clearly identified by the Respondent as such. It may then be protected and treated with confidentiality only to the extent permitted by state law. Otherwise, the information shall be considered a public record. Information or data submitted with a response will not be returned.

### 3. **SUBMISSION OF PROPOSALS**

Respondent will submit its response to this RFP on the letterhead of its company, respondent establishment, corporation, etc. attached to the RFP 2025-MKT01 document. Respondent will sign and return a copy of the ENTIRE RFP DOCUMENT marked as ORIGINAL, with five (5) duplicate copies, together with any addenda, in a sealed envelope to:

[Preferred]  
RSCVA Marketing Department  
Attn: Nicole Duxbury  
P.O. Box 837  
Reno, NV 89504-0837

OR

RSCVA Marketing Department  
Attn: Nicole Duxbury  
4065 S Virginia St, Suite 100  
Reno, NV 89502

*\*Note: This office is only open between 8am and 5pm PT M-F. Coordinate delivery as necessary. We suggest shipping to our PO box and discourage delivery to the RSCVA Administrative office.*

***Inclusion of a digital version (flash drive) in the envelope is encouraged.***

***Response envelope must indicate name and address of respondent, RFP number, and Submission Deadline Date.***

The RSCVA assumes no responsibility for errant or failed delivery of responses. Nothing herein restricts the RSCVA's ability to consider any and all responses to this RFP, and to the extent that an untimely response to this RFP is considered, it will be done at the sole discretion of the RSCVA.

Any irregularities or lack of clarity in this RFP should be brought to the attention of the Point of Contact prior to or on the date for Written Questions set forth in this Section for correction or clarification.

Respondent may not contact any individuals in the organization other than the Point of Contact regarding this RFP or the services described herein. Failure to abide by this restriction may result in Respondent being disqualified from consideration for the the award.

### 4. **OPEN MEETING LAW**

NRS 241 provides that public business will be conducted in an open meeting.

### 5. **QUESTIONS/CLARIFICATIONS**

All questions or requests for additional information concerning the RFP document must be submitted to the Point of Contact via email and reference "RFP 2025-MKT01" in the subject line. Responses to questions will be published at <https://www.rscva.com/about-rscva/bidding-opportunities/> by the due date listed in the Schedule.

If any questions or responses require revision to this RFP, such revisions will be by formal amendment only. Any oral or written representations made by anyone at the RSCVA that appear to materially change any portion of this RFP will not be relied upon unless subsequently ratified by

written amendment to this RFP issued by the RSCVA Marketing Department. For determination as to whether any representation made requires that amendment be issued, please contact the Point of Contact.

## **6. RSCVA NON-DISCRIMINATION POLICY**

It is the policy of the RSCVA that Minority and Women-Owned Business Enterprises shall have equal opportunity to participate in the performance of RSCVA contracts. Respondent firms shall not be discriminated against on the basis of race, color, national origin, gender or any other protected category in the award and performance of any contract entered into pursuant to this advertisement.

## **7. RFP SUBMISSION CHECKLIST**

- Attach a detailed proposal of services addressing needs identified in *ATTACHMENT A* and provide estimated fees to execute all services described within said proposal.
- Attach at least one case study highlighting recent (2022 or after) and relevant work performed by the organization related to the leisure travel and tourism audience.
- Attach at least one case study highlighting recent (2022 or after) and relevant work performed by the organization related to the meetings & conventions audience.
- Provide the names, titles, resume/work history, and significant accomplishments of the key staff members who will be assigned to the RSCVA account and lead the development and execution of primary strategic activities.
- Provide a list of past or current CVB and/or DMO clients and explain the scope of work with each one. Limit this to the last three years.
- Provide a schedule of rates and fees for ad hoc services relevant to this RFP.
- Fill out all information on Cover Sheet (Page 1).
- Review and address all items in Section 8 (Evaluation of Proposals), including conflicts of interest.
- Complete Section 9 (Disclosure of Principals).
- Complete Section 10 (References).
- Complete Section 11(Exceptions).
- Complete Section 12 (Insurance Requirement).
- Complete, Sign, and Date Section 16 (Submission).
- Provide details on how your organization incorporates Diversity, Equity, and Inclusion (DEI) practices, and explain how those policies may benefit the Reno Tahoe brand.

## **8. EVALUATION OF PROPOSALS**

RFPs will be evaluated by a panel of RSCVA staff and community leaders. After review of the RFP submissions, the RSCVA may invite back the top submissions for an in-person interview. The panel will make a recommendation to the RSCVA Board of Directors for final approval and awarding of the contract.

The RSCVA will select the Respondent that the RSCVA determines is in the best interest of the organization. Proposals will be evaluated on criteria including, but not limited to:

- a. Successful track record of developing and executing highly innovative brand, creative and media buying strategies.
  - Expertise in strategic account planning and strategy development
  - Developing innovative, cross-channel marketing and advertising programs that drive visitation

- Understanding and using the latest technology, platforms and trends
- Track record of proactively seeking, building and maintaining relationships with reputable media partners to maximize added-value opportunities and ROI for clients
- Performance-driven decision making, using media research and data analytics
- b. Proven experience working with DMO, entertainment and/or hospitality brands with projects similar in scope to the RFP
- c. Demonstrated thought leadership, creativity and progression in services related to the RFP
- d. Expert knowledge and experience with a wide range of marketing channels and services
- e. Experience collaborating and managing projects, initiatives and relationships with various third-party marketing partners and platforms
- f. Ability to clearly communicate the vision and requirements of the proposed strategies
- g. Value of the proposed solution, balancing quality of deliverables and cost
- h. Proximity of staff resources to Reno Tahoe
- i. Possibility of conflicts of interest. Organizations must indicate any potential conflicts of interest in providing the services for the RSCVA. If the organization has existing client and/or personal relationships that would compromise the RSCVA or prevent the objective and effective implementation of the assigned scope of work, the organization must disclose such relationship(s) to the RSCVA during the qualifications submission phase of this RFP. Additionally, if the organization takes on a client that would compromise the RSCVA or prevent the objective and effective implementation of the assigned scope of work, the RSCVA must be notified immediately. This includes, but is not limited to, disclosure of any existing or future engagements by the organization with any property or organization located in Washoe County required to collect and remit transient lodging tax to RSCVA.



**9. DISCLOSURE OF PRINCIPALS – NAMES OF OFFICERS OR OWNERS OF CONCERN, PARTNERSHIP, ETC.**

NAME \_\_\_\_\_ OFFICIAL CAPACITY \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY, STATE AND ZIP CODE \_\_\_\_\_

NAME \_\_\_\_\_ OFFICIAL CAPACITY \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY, STATE AND ZIP CODE \_\_\_\_\_

NAME \_\_\_\_\_ OFFICIAL CAPACITY \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY, STATE AND ZIP CODE \_\_\_\_\_

NAME \_\_\_\_\_ OFFICIAL CAPACITY \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY, STATE AND ZIP CODE \_\_\_\_\_

If further space is required, please attach additional sheet(s).



**10. REFERENCES**

(Must be verifiable)

References must be companies or associations contracted within the last three years for projects similar in scope to the RFP.

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**11. EXCEPTIONS**

Does the respondent take exception to any of the terms and conditions of this RFP and attachment thereto?

Yes \_\_\_\_\_ No \_\_\_\_\_.

If yes, please indicate the specific nature of the exception or clarification in the space provided below. Attach additional sheet(s) if necessary.

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## 12. INSURANCE REQUIREMENT

The agreement contemplated by this RFP requires that the successful firm maintain, during the continuance of the agreement, Workers' Compensation and Employer's Liability, General Liability and Automobile Liability, as described below against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by the firm, its agents, representatives, employees or sub-respondents. At the time of execution of the agreement, successful firm agrees to furnish the RSCVA with a copy of respondent's Certificates of Insurance and a policy endorsement, or policy rider evidencing proof of coverage in accordance with the agreement. The cost of all such insurance shall be borne by the firm, and name the RSCVA as additionally insured in the amounts set as follows:

a. General Liability with the limits set as follows:

Coverage will be at least as broad as Insurance Services Office Commercial General Liability coverage "Occurrence" form CG 00 01 12/07 or equivalent. Carriers must be A- VII rated (or higher) based on Best Guide and are subject to approval by the RSCVA.

Coverage will provide a minimum limit of \$1,000,000 or the amount customarily carried by the respondent, whichever is greater, combined single limit per occurrence for bodily injury, property damage as well as professional liability coverage. If a general aggregate limit is used, the general aggregate limit shall be equal to at least twice the required occurrence limit.

Proposer waives all rights against the Authority, and its agents, beneficiaries, partners, employees, the County of Washoe, and the Authority of Reno any other Indemnitees listed in this this Agreement for recovery of damages to the extent these damages are covered by the commercial general liability or commercial umbrella liability insurance maintained pursuant to this agreement. Proposer's insurer shall endorse CGL policy to waive subrogation against with respect to any loss paid under the policy.

b. Automobile liability insurance will be on a comprehensive Automobile Liability Form and will cover all owned, non-owned and hired automobiles as follows:

Coverage will be at least as broad as Insurance Services Office Business Auto Coverage Form CA 00 01 03/06 or equivalent. Coverage will include Automobile Liability Symbol "1" for "Any Auto" unless otherwise agreed in writing.

Coverage will provide a minimum limit of \$1,000,000 or the amount customarily carried by the respondent, whichever is greater, combined single limit per accident for bodily injury and property damage including Non-Owned and Hired Automobile Liability. No aggregate limit may apply.

c. Worker's Compensation and Employer's Liability with the limits set as follows:

It is understood and agreed that there shall be no coverage provided for respondent or any sub-respondent by the RSCVA. Respondent agrees, as a precondition to the performance of any work under the Agreement contemplated by this RFP to provide the RSCVA with certificates issued by an insurer acceptable to the RSCVA which demonstrate compliance with all applicable laws.

Should the respondent be self-insured, the respondent shall so notify RSCVA in writing prior to signing any agreement. The RSCVA reserves the right to approve said retentions and may request additional information for review prior to the signing of any agreement.

d. Blanket Employee Dishonesty Coverage as follows:



The Proposer shall maintain crime insurance including coverage for the loss of money, securities and other property by employees, sub-contractors or other parties with a limit not less than \$1,000,000 per occurrence. Coverage shall be endorsed to include coverage for loss of money, securities and other property in the care, custody or control of Proposer, whether in transit or at a permanent or temporary premises.

e. Network Security and Privacy Liability as follows:

Proposer shall maintain network security and privacy liability insurance (aka Cyber Liability) insuring against loss resulting from (1) privacy breaches [liability arising from the loss or disclosure of confidential information] (2) system breach (3) denial or loss of service (4) introduction, implantation, or spread of malicious software code (5) unauthorized access to or use of computer systems and (6) system failure. Coverage shall be provided with a limit of not less than less than \$1,000,000 per occurrence, per claim and annual aggregate.

f. Technology Services Requirements:

If Proposer is providing technology services, including but not limited to software, hardware, networking, information security, information technology consulting and training, cloud computing, telecommunications services, data processing, data and application hosting, provision of managed services, programming, mobile services and web applications, coverage shall be included, without limitation, for any form of infringement of copyright or other intellectual property misuse including software copyright infringement, as well as, errors, omissions, or negligent acts in the performance or failure to perform technological services for others which result in claims for damage arising out of or alleging programming errors, software performance, or Contractor's failure to perform the services and the products Contractor delivers.

**Proof of Insurance to be provided upon Notification of Award**

Agent: \_\_\_\_\_ Phone: \_\_\_\_\_

**13. INDEMNIFICATION**

The final agreement shall provide that the successful respondent shall defend, indemnify and hold harmless the RSCVA, its directors, officers, agents and employees from and against any and all liabilities, damages, losses, claims, actions or proceedings, including, without limitation, reasonable attorneys' fees that are caused by the negligence, errors, omissions, recklessness or intentional misconduct of the successful respondent or its employees or agents in the performance of the agreement. The successful respondent shall use counsel reasonably acceptable to the RSCVA in carrying out the foregoing obligations. The indemnity provisions shall survive the expiration or earlier termination of the Agreement.

**14. ARBITRATION**

All disputes under this RFP shall be submitted to binding arbitration in accordance with the procedures of the Commercial Rules of the American Arbitration Association and judgment of the arbitrator shall be binding as a final judgment and shall be entered by a court of competent jurisdiction. Such arbitration shall be conducted in Washoe County, Nevada. The procedures specified herein shall be the sole and exclusive procedure for resolution of disputes arising out of or relating to this RFP except those instances otherwise overseen by the governing law of the State of Nevada.

**15. NON-DISCRIMINATION**

The firm, with regard to any work performed hereunder, shall not discriminate on the grounds of race, color, creed, national origin, sex, sexual orientation, gender identity or expression, age, or any other characteristic protected by law, in the selection and retention of any employee or applicant for employment.

**16. SUBMISSION**

In compliance with this RFP and subject to all Terms and Conditions thereof, the undersigned offers and agrees, if this proposal is accepted, to enter into negotiations with the RSCVA to provide the services as set forth herein.

**Signature:** \_\_\_\_\_

**Dated:** \_\_\_\_\_

**Print Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_



## **ATTACHMENT A**

### **Organization Overview**

The Reno-Sparks Convention and Visitor Authority (RSCVA) is a government organization in the Travel/Tourism industry. Established in 1959 as the Washoe County Fair and Recreation Board, the RSCVA acts as a marketing organization for the county to promote convention and tourism business. Unlike many convention and visitors bureaus across the country, the RSCVA also owns and/or operates several venues designed to draw out-of-town visitors.

### **RSCVA's Vision**

The RSCVA's vision is to be the preferred outdoor, gaming and event destination.

### **RSCVA's Mission Statement**

Attract overnight visitors to Reno Tahoe while supporting the sustainable growth of our communities.

Reno Tahoe is the public-facing brand of the RSCVA. With a mandate to drive overnight visitation to Washoe County, the RSCVA recognizes the importance of Reno, Sparks and Lake Tahoe and has incorporated elements of that into the Reno Tahoe brand. This is where the country's largest alpine lake meets The Biggest Little City in the World. The inherent tension in contrast fuels the energy and ambition to seize life, act on instinct, and explore infinite possibilities. It's proof that this is a place that lives in refreshing non-conformity.

The RSCVA operates four local venues that host a variety of events: Reno Events Center, Reno-Sparks Convention Center, National Bowling Stadium, and Reno-Sparks Livestock Events Center.

### **Marketing Model and General Audience**

There are multiple marketing strategies within the RSCVA, driven by the needs of different audiences, including leisure travel, meetings & conventions and sports.

Leveraging research data and audience profiling tools, combined with specific goals and objectives of the RSCVA and a vision for the future, we operate holding the following to be true for our leisure audience: *The target audience for Reno Tahoe is ambitious, outgoing, and curious. They are more likely to be older millennials and married with or without children. They enjoy a high household income, seeking to succeed in their careers and be a leader. They seek out variety in their free time, enjoying the outdoors, art, socializing, tech, and design. They value power and ambition, open-mindedness and creativity, and adventure and excitement. Sustainability and progress are paramount. While traveling, they seek out new places and cultural influences, staying active with a variety of activities including the outdoors, cultural sites and events.*

We leverage a wide variety of marketing channels and tactics to target our leisure audience, currently with a focus on paid media, social media, PR and organic search. We invest significantly in our website, [visitrenotahoe.com](http://visitrenotahoe.com), which was redesigned in 2024, as well as our social media channels and content creation opportunities.

To learn more about our leisure audience and find important insights about the interests, demographics, and psychographics of past and potential visitors to the Reno Tahoe destination, please [Click Here](#) to download and view our most recent *Visitor Profile Study* or *Summary of Key Findings*.

Our M&C audience includes corporate, association and SMERF business. The RSCVA has a strong sales team, with seven regional offices around the country in addition to dedicated staff for sports and business



development. Marketing efforts have supported the sales team's goal of contracting around 300k group room night on an annual basis. Nearly 40% of group room nights are in the sports segment. This will grow with the new state-of-the-art indoor track facility, set up seasonally in the Reno-Sparks Convention Center. This, combined with the region's other sports venue offerings, will allow Reno Tahoe to strengthen our position as a hub for competitive athletics.

While our primary mission is to attract overnight visitors to Reno Tahoe, we recognize that many locals regularly engage with our content and resources. We are proud to play a role in highlighting events and experiences that are meaningful to our local community. This is especially true when it comes to our four venues operated by the RSCVA, where local attendance and support are vital. As part of our strategic marketing efforts, the team dedicates resources to promoting events at the RSCVA venues with the goal of increasing attendance and driving revenue – from both local and out-of-market audiences. These efforts align with our larger mission of generating economic impact for the region while fostering a dynamic event landscape that benefits visitors and locals alike.

The RSCVA works closely with the Reno-Tahoe International Airport (RNO) to maintain and expand year-round air service to ensure traveling to Reno Tahoe for leisure or business is easy and convenient. We look to maintain and expand air service through sales, tourism and media promotions. In addition, we take an active approach to airline relations and assist airlines in their efforts to increase service and enhance destination partnerships. With \$3 million in total funds currently allocated toward these efforts, it is a significant and meaningful aspect of our marketing programs, reflective of the importance of air service to our mission and the community as a whole.

### **Agency of Record and Media Buying Services Partnership Objectives**

The RSCVA envisions our Agency of Record (AOR) as our lead agency, providing oversight and ownership of the development and implementation of the Reno Tahoe brand strategy. With paid media being a major organizational investment, an ideal situation is one in which our AOR also manages media buying strategies. Ownership of paid media in this context includes all aspects necessary for successful campaign execution, including strategy development, creative services, project management, media buying, data tracking and analysis, optimization strategies, and budget management.

As our lead agency, the AOR should also be involved and engaged with all other service providers and partners, owning the utilization of key strategic UVPs and the implementation of brand strategy and audience targeting. Through a strengthened partnership between the RSCVA, our AOR and our agency partners (web, PR, etc.), we expect an efficient, uniform, strategic execution of our key initiatives across all channels and partners. Our vision is a relationship that enables and encourages effective strategy, well-defined ownership, and operational efficiency.

### **Agency of Record and Media Buying Services Proposal Requirements**

The RSCVA encourages the development of a proposal that represents an authentic vision of an AOR and Media Buying partnership, taking into consideration all information provided within the RFP 2025-MKT01. Listed below are aspects of the scope to consider addressing in your proposal, however, the RSCVA team suggests the inclusion of additional elements as deemed appropriate within the context of the proposal.

#### Brand Strategy, Identity and Voice

- Authentic and distinctive creative identity development and evolution
- Dynamic brand strategy development and evolution
- Audience identification, profiles and key demographics
- Implementation, administration, consistency and uniformity (from partnerships to omnichannel campaigns)

- Innovative and bold tactics that push creative boundaries and drive brand affinity

#### Industry Intelligence, Trends, Learnings

- In-depth research to support and guide high-impact marketing initiatives
- Insights, research and data provided by RSCVA partners
- Identified emerging travel, media and consumer behavior trends, that align with organization goals
- Forward-looking forecasts that are strategically actionable
- Integrated best-in-class marketing practices clearly communicated and curated

#### Marketing Innovation & Thought Leadership

- Strategy trends that go beyond traditional tourism marketing
- New platforms, tools and media innovations
- Case studies highlighting breakthrough campaigns focused on results
- Game-changing ideas that disrupt and differentiate

#### Integrated Cross-Channel Marketing

- Development and execution of a seamless, cross-channel marketing ecosystem
- Technology assessments and recommendations
- Integrated full-funnel performance analytics
- Recommendations to enhance owned channels managed by RSCVA's internal marketing department, i.e., email, organic social media, web content, etc.
- Onboarding support for agencies and creative partners specific to brand strategy and identity
- A deep understanding of 1<sup>st</sup> party data highly targeted integrated campaigns

#### Multi-Channel Performance and Analytics

- Cross-channel, full-funnel analytics with actionable insights
- Working with RSCVA and agency partners to set marketing goals, KPIs and supporting metrics
- Leverage data platform(s) - including Zartico, Future Partners and Tourism Economics - to track media attribution, economic impact, visitor spend, in-market POIs, audience behaviors and more.

#### Project Management

- Full ownership of contracted media channels with results-driven mindset
- Expert leadership and platform management for campaign execution
- Agile and impactful execution of integrated marketing plans
- High-impact presentation development for key stakeholders, including RSCVA Board of Directors, Executive Leadership and community partners

#### Paid Media Strategy and Execution

- Knowledgeable in emerging media trends and new technologies
- High-value opportunity assessments with strategic recommendations
- Optimized media investments through precision media mix modeling and data-driven strategies
- Budget management and optimization - negotiation of pricing and terms to maximize effectiveness
- Execution of best-in-class media buying and placement

#### Creative Strategy and Content Production

- Compelling, brand-aligned creative development across all channels, including video, social, digital and non-traditional programs
- Develop, produce and manage diverse creative assets including copywriting, graphic design, layout, video production
- Experience with top-tier production teams, designers and photographers to bring the brand to life
- Landing page user experience to drive seamless user journeys and higher conversion rates



- Campaign optimization strategies creating real-time performance improvements

### **Budget Estimate**

The estimated budget for paid media budget for leisure, meetings & conventions, sports, and air service campaigns for fiscal year 2025-2026 is around \$6.5 million. This includes only costs specifically for media placement and excludes any agency fees associated with media buying, media management, creative services, project management, data analytics, etc.

All proposals should be scoped in alignment with the details provided within this RFP and presented as a unique vision to fulfill the needs of the RSCVA. Fees and charges for services provided should account for any/all requirements to fully execute the vision as proposed, excluding fees/charges specifically for media hard costs. Note, the RSCVA prefers a flat retainer model over percentage-based model for media buying services. A specific budget range for the awarded contract is being purposefully omitted to encourage creativity and a focus on the value of the proposed services. Additionally, as per section 7 of this document, please provide a schedule of rates and fees for ad hoc services relevant to the services scoped and budgeted within the proposal.

Firms should be aware that the RSCVA strives to be fiscally responsible and works to ensure that its marketing budget is used to deliver maximum results. It is the RSCVA's goal to be as fiscally conservative as possible and partner with a firm that implements this contract in a cost-effective manner while achieving the RSCVA's goals and objectives.