



Request for Proposals for Marketing Services

Proposal Deadline: 5:00 p.m. MST, Friday, March 27, 2020

Submit proposals to: Sheridan-Johnson Critical Air Service Team c/o Sheridan County Chamber of Commerce at info@sheridanwyoingchamber.org. Electronic submissions of the proposals are required and must be submitted to info@sheridanwyoingchamber.org with “RFP Submission for Marketing Services” in the subject line.

SUMMARY

The Critical Air Service Team (CAST) is a collaborative venture between stakeholders in Sheridan and Johnson counties committed to sustaining quality commercial air service in our community. CAST was formed in 2012 by residents, members of local government, travel and tourism representatives, hospitality industry and energy industry personnel concerned with the community’s need for quality, reliable air service. On Jan. 12, 2020, the Sheridan County Airport transitioned from air service provided by Denver Air Connection to service provided by United Express operated by SkyWest Airlines.

CAST seeks to acquire the services of a qualified marketing firm to support its marketing initiatives. CAST invites proposals from interested marketing agencies with experience in brand development and management; marketing; digital, print, social media strategy, implementation, and management; and market research.

CAST’s primary objective is to promote air service and its benefits to Sheridan and Johnson County residents and businesses. The selected firm will work with CAST to formulate and implement a collaborative community-wide marketing campaign.

The contract period will be from May 1, 2020, through April 30, 2021. Based on performance, the contract maybe extended on a no-bid basis.

CAST MARKETING GOALS

Working in collaboration with the CAST board of directors and, when required, the SkyWest marketing team, the marketing contractor will work towards and measure efforts against the following goals:

- Build greater awareness of air service availability
- Promote reasons to utilize local air service
- Educate businesses and the public about the economic impact of local air service
- Create and implement a customer engagement plan to increase ticket sales



SCOPE OF WORK

The scope of work will include the following:

Strategy

- Develop a marketing plan focused on achieving CAST's Marketing Goals
- Serve as CAST's expert advisor for the development and implementation of marketing strategies to increase use of local air service
- Create quarterly planning objectives and reporting for ensuring tactics are managed on brand and on budget, and accountable to measurement KPIs

Marketing and Public Relations

- Provide graphic design and content development for digital, print, and collateral material, as requested
- Manage public relations resources to accomplish the objectives as described in the marketing plan
- Provide strategic campaign support, including planning, development, and execution; multi-channel outreach; and branded material development

Digital

- Determine best use of current website and provide website design, development, and content services, as needed
- Provide social media strategy development, content, and execution

Market Research

- Conduct market research to identify target industry segments
- Conduct community surveys, as needed

Branding

- Advise CAST on maintaining brand consistency or recommend and implement new branding
- Make recommendations on brand advancement



RESPONSE REQUIREMENTS

1. Company profile and contact information
2. Qualifications and knowledge of service area
3. Experience and ability to perform this work
 - Provide examples of relevant work and / or case studies
 - Provide a minimum of three (3) client references
4. Pricing
 - Provide a schedule of fees for all relevant services described in the Scope of Work including cost of Ongoing Consulting, Management, and Strategy Development; Digital Marketing Services; External Collateral; Content Development and Website Maintenance; Public Relations; and, Paid Media

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AWARD

CAST reserves the right to alter the timing of the start of any work described above, to not proceed with some or all of the work, and to contract with more than one vendor for services described within this RFP. CAST reserves the right not to award a contract for this RFP and will not reimburse the cost incurred by bidders who respond to this notice.

SCHEDULE OF EVENTS

- RFP distributed: March 10, 2020
- Proposal due date: March 31, 2020
- Committee review of proposals: April 1-6, 2020
- Contractor Selection: April 9, 2020
- Commencement of Contract: May 1, 2020

NOTIFICATION OF SELECTION

A member of the CAST group will notify the contractor selected on April 9, 2020, via email. Those not selected will also be notified via email no later than April 13, 2020.