



**CITY OF MANCHESTER, DEPARTMENT OF AVIATION
(Manchester-Boston Regional Airport)**

**REQUEST FOR PROPOSALS FOR GRAPHIC DESIGN, MARKETING
AND ADVERTISING SERVICES**

FY18-805-72

SECTION 1: INTRODUCTION

The City of Manchester, Department of Aviation (hereafter “Manchester-Boston Regional Airport” or “airport”) is seeking proposals from **ESTABLISHED PROFESSIONAL GRAPHIC DESIGN, MARKETING AND ADVERTISING FIRMS** with proven capabilities in creating, producing and efficiently managing a variety of electronic and print design initiatives. Manchester-Boston Regional Airport will rely on the chosen firm’s creative ability and strong project management skills to support ongoing and future marketing, advertising and public relations activities at the airport.

The firm must have capabilities to effectively interface with a variety of local, regional and national print, broadcast and digital media organizations and printing vendors. An in-depth knowledge of project estimating, budgeting, scheduling and media buying is essential.

The chosen firm will assist the airport in the design, development and production of materials to support the airport’s comprehensive marketing, advertising and public relations programs.

This RFP contains information describing the desired services, as well as instructions for preparing and submitting a firm’s proposal.

SECTION 2: DESCRIPTION OF WORK

2a: Project Scope

- Assist the airport in developing the appropriate marketing mix and translating key messages into effective visual interpretations for various internal and external audiences. Projects may include, but are not limited to:
 - strategic marketing plans
 - brochures
 - newsletters
 - print advertisements
 - direct mail
 - electronic mail campaigns
 - special event announcements
 - social media initiatives
 - quarterly performance reviews
 - website support
 - support customer loyalty programs
 - community involvement initiatives
 - media buying

- The chosen company will provide “turnkey” graphic design and printing services. It will be the chosen firm’s responsibility to deliver high quality electronic files or printed materials, whichever is required, on time and within the established budget. The chosen firm will provide media buying services and website maintenance.

2b: Specifications

Proposals must include company qualifications, as well as individual qualifications of all team members involved with the contract; examples of strategic marketing initiatives; print and electronic graphic design work; an hourly rate-plus expenses fee structure and at least three references. Interested firms must be able to demonstrate a high level of experience and a proven track record of success in producing award-winning campaigns and materials.

SECTION 3: INSTRUCTIONS AND SCHEDULE

3a: Proposal Content and Organization

Firms submitting proposals must include the following information.

- Brief description of company/firm
- Statement of understanding about the scope of work
- Fee structure
- Examples of successful marketing campaigns
- Examples of successful graphic design projects
- Listing of at least three references with contact names and telephone numbers

Each firm must submit three (3) copies of their proposal.

3b: Contract Agreement

The airport intends to enter into an agreement with one qualified firm to complete the above-referenced description of work for a period of three years with two additional one year options that may be initiated by the airport. The airport reserves the right, at its sole discretion, to solicit for and obtain other consulting and professional services as it sees fit at any time in the future without regard to any procurement action resulting from this request.

3c: Selection Process

The Airport will examine and evaluate each proposal. A detailed and objective evaluation will be conducted, the sole intent of which will be to identify the firm that most closely meets the Airport's needs as described herein. The Airport will rank each proposal and may elect to interview one or more of the highest ranked design firms. Criteria used for the ranking and selection are as follows:

1. Meeting all requirements of this proposal as outlined herein
2. Prior experience
3. Fee structure for the various services rendered
4. Creativity and quality of prior work
5. References

The Airport reserves the right to consider any other evaluation criteria it deems appropriate to the review process. The relative importance of the evaluation criteria will be determined at the sole discretion of the Manchester-Boston Regional Airport.

Recognize that no firm shall have any cause of action against Manchester-Boston Regional Airport, the City of Manchester, or its Department of Aviation arising out of a failure by the Airport to consider a firm's proposal, or the methods by which the Airport evaluated proposals received. The selection of the prospective firm shall be at the sole discretion of Airport based upon the aforementioned criteria.

The Airport intends to select one firm for graphic design, marketing and advertising as well as other aforementioned services and reserves the right to accept none of the proposals, to negotiate for modification of the proposal with the selected firm, and to waive/modify any of the requirements of the proposal explained in this document at any time prior to execution of a contract, if deemed to be in the Airport's best interests.

Manchester-Boston Regional Airport has no legal obligation to execute a contract with the successful firm on the basis of this Request for Proposals. Further, the Airport discloses that the material provided in the responses to this document may serve only as a means of identifying the various firm alternatives and budget estimates for the services requested.

All responses and accompanying attachments become the property of the Airport upon submission and will not be returned. Proposals submitted shall be considered public documents and available for review and copying by the public after an award of contract is made by the airport. Firms submitting proposals shall not lobby, either on an individual or collective basis, the airport or any federal, state or local elected or public officials or staff regarding this RFP or

its written Proposal. Firms, their acquaintances, friends, family, outside advisors, agents, or other representatives shall not contact the airport or any federal, state, or local elected or public officials or airport staff to arrange meetings, visits, or presentations to influence the outcome of the selection process. Violation of this provision, by or on behalf of a firm, intentionally or unintentionally, will result in disqualification of the firm and/or rejection of a written Proposal.

Manchester-Boston Regional Airport reserves the right to negotiate an extension of the term of any resulting agreement from this solicitation beyond the initial period of performance.

If a firm is selected for contractual negotiations, the successful contractor may be required to prepare and submit additional information prior to final contract execution for the purpose of defining terms for design services so described that are agreeable to both parties.

SECTION 4 INQUIRIES AND SUBMISSIONS

4a: Inquiries

Inquiries on all matters pertaining to this RFP should be directed to Cheryl Paiva at 603-624-6539 extension 317 or cpaiva@flymanchester.com

4b: Proposal Submission Procedures – Interested firms shall follow all RFP procedures specified by Manchester-Boston Regional Airport in the preparation and submission of proposals. Three (3) complete copies of the firm’s Proposal and all supporting documentation shall be mailed or delivered to:

Thomas J. Malafronte, A.A.E.
Interim Airport Director
Manchester- Boston Regional Airport
One Airport Road, Suite 300
Manchester, NH 03103

All proposals must be clearly marked “GRAPHIC DESIGN, MARKETING AND ADVERTISING SERVICES” and received at the above address no later than 5:00 PM on Thursday, June 21, 2018.

The contract will be awarded on or before June 29, 2018 and will commence July 9, 2018.