



JUNIOR LEAGUE OF

OKLAHOMA CITY

**Marketing Campaign
Request For Proposal**

This RFP is for 2018-2019 marketing efforts for the Junior League of Oklahoma City's Mistletoe Market and Speaker in the City major fundraising special events.

RFP Sent: May 15, 2018

Responses Due: Friday, June 15, 2018 by 5 p.m.

Submit proposals and questions regarding the RFP to:
Hillary Ashton, Mistletoe Market Print and Marketing Chair
Junior League of Oklahoma City
1001 NW Grand Blvd
Oklahoma City, OK 73118
hillary326@gmail.com
(580) 284-4622

You may submit your proposal electronically or in a hard copy.

Budget: \$50,000 for both events (see Budget Details for more specific information).

Goal for launch: Tuesday, Sept. 4, 2018

Introduction

The Junior League of Oklahoma City seeks proposals from qualified professional full-service marketing and communications firm with experience in media planning and buying to provide comprehensive, strategic and innovative media strategies. This will include, but is not limited to, planning, buying, tracking and measuring media purchases for special events: Mistletoe Market (October 10-13, 2018) and Speaker in the City (to be held in early 2019.)

Various types of media should be considered and included: broadcast, digital, print, outdoor, social and more.

About Us

For more than 90 years, The Junior League of Oklahoma City has been empowering volunteers to impact our community and enrich lives. Members have started or contributed their time and talents to numerous community projects that continue to serve Oklahoma City. We have trained women who serve on boards of nonprofits and corporations and in local and national leadership.

We currently partner with 19 nonprofit and community agencies to address health and wellness needs across the metro OKC area.

Mission Statement: The Junior League of Oklahoma City, Oklahoma, Incorporated, is an organization of women committed to promoting voluntarism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

Our fundraising events, Mistletoe Market and Speaker in the City, fund our community projects and allow us to support a wide range of agencies, activities and education designed around our health and wellness focus.

Mistletoe Market will celebrate its 25th anniversary in 2018. It is a three-day, one-stop holiday shopping extravaganza featuring unique merchandise from more than 100 carefully selected vendors from Oklahoma and across the country. Since its inception, Mistletoe Market has raised more than \$1.5 million to fund community projects.

Speaker in the City is our newest fundraiser. The event, held in the spring, brings in speakers who address relevant issues relating to our focus area. All proceeds from this public event also support the mission and community projects of the Junior League of Oklahoma City.

Project Scope

The Junior League is an organization of volunteers and the task of researching, planning and executing a media strategy and buy for a major event is a time-consuming task that we cannot reasonably ask one marketing chair to take on alone.

We would like an agency to work with the specific event marketing chairs, as well as key League members, to develop a more unified and strategic approach to our media usage and audience reach.

It is our goal also to find an agency partner that can bring certain added value components to the relationship. These could include providing strategic counsel to our communications team, which includes a marketing chair for each event and a social media chair. It could also include the negotiation of trade media opportunities for Mistletoe Market and Speaker in the City.

Our goals for unifying our media purchase under an agency include:

- Increase effectiveness of paid media to promote two Junior League fundraising events.
- Increase awareness of and attendance at Junior League fundraising events.
- Usable data about target audience and how to reach them.

Scope of Work/ Deliverables

- 2018-19 Media Plan
- Ongoing media buy and reports around events
- Market and audience research
- Media audit

Budget Details

The total budget for 2018-19 is \$50,000 for both events, with 70% designated for Mistletoe Market and 30% for Speaker in the City. This budget is inclusive of all media buys, creative services, production costs and any agency fees/commissions.

In the past, we have been able to negotiate with media outlets for reduced fees or value-added options in exchange for sponsor recognition and benefits associated with the events. This has allowed us to almost double our media buy while keeping to our original budget. It is imperative this trend continues and we would also be willing to provide the selected agency with those sponsor benefits for reductions in fees or in-kind sponsorship.

Request for Proposal (RFP) Overview and Scope

Your response to this solicitation should specifically include the following:

- A cover letter indicating the submission of the proposal, with pertinent contact information.
- A brief background on agency including philosophy, unique differentiator, strongest capabilities or service niches.
- An outline of the planning process or methodology you would use and a corresponding timeline.
- Project budget including:
 - Any approach to minimize costs and expenses.
 - Rate structure (nonprofit rates).
 - Billing methods.
 - Potential out-of-pocket expenses or additional charges that may arise.
- Description of the processes and tools your firm employs to evaluate and measure results of your media buying efforts. Please be specific as to overall campaign measurement.
- Your needs/expectations of staff and/or other resources in supporting this process.
- Certificate of Insurance.
- An outline of any potential conflicts of interest.
- List of three references.
- Up to three case studies or outlines of your work with nonprofits, museums, government or civic organizations.

Evaluation and Selection Criteria

The agency will be selected based on the best use of the budget and the number of elements that reach the target audience as well as forward-thinking plans. The selection process will consider the qualifications as well as prior history of performance on similar projects.

The agency selected will serve as the Agency of Record for Junior League of Oklahoma City with the option to renew the agreement each year. Rights to creative materials and messaging shall be granted to the League for use in additional branding elements not handled by the agency such as brochures, newsletters, website, etc.

The successful respondent will be required to execute a mutually agreeable contract with the Junior League of Oklahoma City and must agree to be bound by all governing regulatory authorities.

Timing

RFP Issued	May 15, 2018
RFP due to JLOC	5:00 pm June 15, 2018
Select Agency Meetings	Week of July 9-13
Agency Selection and Notification	July 13, 2018

We anticipate that the selected media agency will be in place by August 1, and be responsible for the plan and purchasing of media starting no later than September 4.

Respondents are submitting proposals at their own risk and cost. The Junior League of Oklahoma City is not liable to any responding candidate or any other person or entity for any matter arising out of or relating to this Request for Proposal or response thereto, including, without limitation, any expenses incurred by respondent or any use made by the League of the contents of the response.

The Junior League of Oklahoma City reserves the right to terminate, modify or suspend the process, reject any or all submittals, modify the terms and conditions of this process and/or waive any aspect of this process, as it sees fit in its full and absolute discretion.

Thank you for your interest in responding to this RFP with a proposal.
We very much look forward to hearing back from you!

If you have questions, please contact Hillary Ashton, Mistletoe Market
Print and Marketing Chair, at hillary326@gmail.com or (580) 284-4622.