

Request for Proposal for Digital Media Marketing

Issue Date: November 6, 2023
Issued By: Montgomery Airport Authority
4445 Selma Highway
Montgomery, Al 36108

Effective Date: Digital advertising for the year ending 30 December 2023

Point of Contact: Brittney Jones-Dabney
Marketing and Communications Manager
b.dabney@flymgm.com
(334) 281-5040

Proposal Deadline: 24 November 2023

Montgomery Airport Authority is currently in the process of exploring opportunities to enhance its digital presence and engage our audience effectively. MGM is seeking the assistance of a qualified Digital Media Marketing Company to ensure that the airport develops a comprehensive, targeted plan to increase general awareness of the MGM airport and all its services, and to boost airline sales on inbound and outbound flights to MGM.

We are interested in receiving a comprehensive proposal outlining your recommended digital marketing strategies and a targeted inclusive plan to increase traffic and flight bookings to MGM. Generate brand awareness for MGM, drive qualified visitors to the airport's website, and ultimately increase bookings. Target and attract both local and national travelers through tailored tactics that meet the unique needs and objectives of MGM Airport.

Overview

MGM is issuing this Request for Proposals (RFP) to solicit proposals from qualified firms that have demonstrated experience in providing services to small to medium size airports.

Submission Deadline

For full consideration, proposals in response to this RFP are due at the Montgomery Regional Airport located at 4445 Selma Highway, Montgomery, Al 36108 no later than 5:00 PM (EST) November 24, 2023.

SUBMITTAL REQUIREMENTS In order to control the dissemination of information regarding this RFP, organizations interested in submitting proposals shall not make personal contact with any member of the MAA Board of Directors other than as provided for below. Questions regarding this RFP shall be submitted no later than Monday, November 20 at 12:00 pm. All questions must be directed via email to the individual listed below:

Mrs. Brittney Jones-Dabney
Communications and Marketing Manager
Montgomery Regional Airport
4445 Selma Highway

Montgomery, AL 36108
334-281-5040
Email: bdabney@flymgm.com

MGM reserves the right to accept or reject any or all Proposals and/or re-solicit or cancel the procurement process, if deemed to be in the best interest of MGM. Additionally, MGM reserves the right to waive any informality in this RFP and in the responses as delivered to MGM. MGM will not conduct debriefings to firms not selected for this assignment. Submitters shall be responsible for all expenses incurred in preparing said proposals.

Submission of Proposals All proposals will be time-stamped upon receipt and any proposals received after the time specified above will be returned unopened. Please submit one (1) signed original and two (2) copies of the proposal addressed to the attention of Mrs. Brittney Jones-Dabney, Montgomery Regional Airport. In bold lettering, mark the envelope with the following words: "MGM AIRPORT DIGITAL MEDIA MARKETING SERVICES RFP".

Each proposal shall include the following as a minimum:

1) Cover Letter: A maximum one-page, dated introductory letter must be submitted including the legal name of the respondent, office and email address, telephone and fax numbers, and the name, title and signature of the person or persons authorized to submit the proposal on behalf of the firm.

2) Table of Contents: A Table of Contents of the material contained in the proposal must follow the cover letter.

3) Executive Summary: The Executive Summary should contain an outline of your general approach to the provision of services in addition to a summary of your qualifications to engage in a professional service relationship with MGM.

4) Narrative: Provide a comprehensive narrative of the types of services offered by your firm. The narrative shall include the following key areas:

A. Experience: Describe your firms' experience working with other airports and airport sponsors. Detail your firms' experience with airports that have Essential Air Service (EAS), if any.

B. Personnel: Provide an organization chart illustrating the lines of communication between the team and MGM. Include resumes of personnel who would be assigned to this project. Specifically define the role of each person and outline his or her individual experience. Indicate who would serve as the two primary contacts for MGM. Indicate office locations and the methods to assure coordination of all work on the project.

C. Additional Data: Provide additional information about the firm as it may relate to this RFP.

Minimum Proposer Requirements

Candidates must have experience with a successful Media Marketing program for an airport. Demonstrate the ability to create a strategic digital marketing plan that fits the MGM marketing budget. The candidate shall have a working knowledge and understanding of the latest marketing tools available,

the ability to provide comprehensive KPI reporting, create a winning Brand Awareness Program, and offer Marketing Strategies to entice traffic to MGM. In addition, the RFP must prepare a format that provides an insightful and concise overview of the capabilities of the items below:

- 1. Target Audience Analysis:** Provide insights into our primary target demographics, their online behavior, and preferences.
- 2. Campaign Objectives:** Clearly define the specific goals and KPIs you propose to achieve through the digital marketing campaign.
- 3. Digital Channels and Platforms:** Detail the platforms (e.g., social media, search engines, email marketing, etc.) you recommend leveraging for optimal reach and engagement.
- 4. Content Strategy:** Describe the type of content (e.g., articles, videos, infographics, etc.) that will be created and distributed to effectively convey our message.
- 5. Budget Allocation:** Provide a breakdown of the proposed budget allocation across different aspects of the campaign, including advertising costs, content creation, and management fees.
- 6. Measurement and Reporting:** Outline the metrics you will use to measure the success of the campaign, as well as the frequency and format of progress reports.
- 7. Deliverables:** Provide cost breakdown by type of advertising used in the campaign strategy.
- 8. Timeline:** Present a detailed timeline indicating key milestones, deliverables, and the overall duration of the campaign.
- 9. Previous Success Stories:** Share case studies or examples of similar projects where your agency has achieved outstanding results for clients.

Term of Contract

It is anticipated that the initial term of the Agreement shall be for nine months and may include a renewal option.

Fee for Services: Provide a fee for the Scope of Services this RFP that does not exceed the MGM budgeted amount of \$65,000.00 for a nine-month campaign period. The fee shall be a “not to exceed amount” for the services outlined in the RFQ and invoiced on a time and cost accrued and approved basis.

IV. SELECTION PROCESS

MGM will complete a review of the proposals submitted in response to this RFP. The proposals will first be reviewed to ensure compliance with the requirements and requested information contained in this RFP. MGM will review written responses to this RFP and score each proposal based on the criteria listed below.

Each proposal shall be evaluated and scored based upon the following criteria as a guide; however, this **ranking system will not necessarily determine any award of contract.**

	Points
1. Firm’s history of providing successful media marketing services to airports	25
2. Evaluation of the firm’s proposed MGM marketing strategy	35
3. Ability to work within the MGM marketing budget	20

4.	Familiarity with airline and tourism advertising	10
5.	References	10
6.	DBE or State/Local certified firm	3

Terms and Conditions

- This RFP does not commit MGM to award a vendor's contracts, to defray any costs incurred in the preparation of a response to this request, or to procure or contract for services.
- All submitted RFPs become the property of MGM as public records. All RFPs may be subject to public review, by request, unless exempted as discussed elsewhere in this RFP.
- MGM reserves the right to reject all submittals. Selection is dependent upon the negotiation of a mutually acceptable contract with the successful respondent.
- MGM reserves the right to cancel, in part, or in its entirety, this RFP including, but not limited to: selection schedule, submittal date, and submittal requirements. If MGM cancels or revises the RFP, all respondents of record will be notified by MGM.
- MGM reserves the right to request additional information and/or clarifications from any or all respondents to this RFP.

We look forward to the opportunity to collaborate with your team and create an impactful digital marketing campaign for Montgomery Regional Airport. Thank you for your time and consideration.