

REQUEST FOR QUOTE

The Florida State Fair Authority is soliciting quotes for Media Buying services for the annual fair. Firms should provide details of how they can assist the fair in efficiently purchasing television and radio spots and negotiating promotional schedules to best promote the 2018 Fair, to be held February 8 - 19.

OVERVIEW

The 114th annual Florida State Fair will take place February 8 - 19, 2018; concluding on President's Day. The fair is one of the largest events in the state, averaging approximately 450,000 people each year. In addition to the Fair, the fairgrounds is home to more than 250 events annually with a combined attendance of over 1,000,000 people.

The Florida State Fair is tasked with furthering the mission of agriculture in the state, educating the public about the crops and the animals that sustain us and make up such an important part of our daily lives. We have entries from around the state showcasing over 5,000 animals in our competitive exhibits area. Each year we crown a Champion of Champions from among the youth that compete in our livestock programs.

The Florida State Fair is known for the value we bring to our guests. For the price of admission, our customers can experience spectacular entertainment from around the country, competitive exhibits featuring baking, fine art, needlework, crafts, woodworking and technology, just to name a few. The Mildred W. and Doyle E. Carlton Jr. Cracker Country Living History museum is open every day of the Fair and offers fairgoers a chance to take a stroll back in time and experience rural Florida living before the turn of the 20th century. In addition, we offer Fish and Wildlife Exhibits, Agricultural Exhibits, a big top circus, unique shopping experiences in our Expo Hall and Craftsmen's Marketplace, tractor pulls, lawnmower races, and dozens of other family-focused activities.

The Florida State Fair also features the largest carnival midway in North America, with over 100 rides and attractions, including the largest portable Ferris Wheel in North America that was debuted at the 2017 Fair. We have some of the most amazing and unique fair food items as well as plenty of traditional favorites that our guests return to enjoy year after year.

PROJECT SCOPE

The 2018 Florida State Fair's electronic media campaign will have a budget of approximately \$300,000. The Fair's primary target demo is Females 25 – 54, especially those with children in the household. A secondary demo is Females 12 – 17, and younger.

The Fair, depending upon the entertainment booked for the 2018 event, may choose to run smaller campaigns outside our general market campaign with different target audiences.

It is essential that the Media Buying firm understand that the promotional schedule and the negotiation thereof, is vitally important to the success of the event. We work with stations to promote essential areas of the fair; entertainers, promotional days and special events that match with a particular station's target audience.

Post-fair, we will require a summary of commercials that aired, reach and frequency numbers, general information about the campaign for our board meeting and recommendations for future years.

Duties of the Media Buying team will include:

- * Buying TV and radio time, reaching our target audience in the most efficient manner.
- * Developing a strategy for the media buy.
- * Negotiating and leveraging promotional commercials and promotions with the stations.
- * Working with the fair's team to develop a media and promotional strategy.
- * Monitoring buy to ensure commercials run when agreed to.
- * Making every effort to minimize the number of spots bumped and issue make goods to the fair's advantage.
- * Ensuring commercials are delivered to stations and airing on time.
- * Monitoring trade and promotional agreements.
- * Presenting the fair with advertising opportunities and strategies that will maximize exposure and generate ticket sales.
- * Promote advance sale ticket campaign that ends the day before start of fair as part of strategy.
- * Provide post-fair wrap up of campaign along with reach and frequency numbers and provide recommendations for following years.
- * Review affidavits from stations and reconcile bills against spots aired.

SUBMISSION REQUIREMENTS

1. Provide a written quote detailing price, services and timeline for services to be rendered.
2. Provide proposed timeline for media strategy, both paid and promotional.
3. Provide references and experience, especially experience with entertainment events.
4. Media Buying service must affirm they have access to current rating information and subscribe to appropriate ratings services.
5. List team members who will be working on this project and relevant experience.

SUBMISSION DEADLINE

Quotes should be mailed or delivered to the Florida State Fair Authority, Marketing Department, 4800 U.S. Highway 301 North, Tampa, FL 33610, by 5pm, July 31, 2017. No quotes will be accepted after that date.

The Fair Authority may contact firms to schedule meetings to review plan details and gather additional information after quotes have been submitted.

DURATION OF OFFER

The Quote must be valid for a minimum of six (6) months following after submission.

CONTACT PERSON FOR QUESTIONS REGARDING THE REQUEST FOR QUOTE

Questions must be submitted in writing via email.

Teena Tatro, Marketing and Promotions Manager
teena.tatro@floridastatefair.com
Telephone: (813) 627-4319

INVOICE AND PAYMENT

Completed invoices should be sent to:
Florida State Fair Authority
Marketing Department
4800 U.S. Highway 301 North
Tampa, FL 33610