

## **REQUEST FOR QUOTE**

The Florida State Fair Authority is soliciting quotes for Public Relations services for the annual fair. Firms should provide details of how they can assist with earned media and contacts to promote and generate positive press attention for 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**

In conjunction with our paid media, our Public Relations campaign will work to promote everything the fair has to offer and concentrate on our core message of providing affordable family entertainment, primarily in the Tampa MSA.

Press conferences, media events and other inventive ways for garnering press attention, while retaining the integrity of the brand, are greatly encouraged.

The timeline of work will generally run as follows:

- \* November/December – Planning meetings and editorial meetings. Development of PR plan/final timeline and press kits.
- \* January — Execute PR plan, media stories and opportunities pre-fair.
- \* February — Pre-fair publicity/appearances, stories, opening day event, PR work throughout fair.
- \* March — Complete post-fair wrap up report.

Duties of the PR team include:

- \* Writing and distributing press releases with photos both pre-fair and during fair.
- \* Work with fair team to generate story ideas for media pitches.
- \* Work with fair team to develop PR timeline.
- \* Develop press kits with fair team.
- \* Conduct pre-fair editorial meetings with media outlets.
- \* Work with fair team to develop and execute press conferences, media events and media attention for fair activities.
- \* Promoting advance ticket sales program which begins with a holiday sale in December and continues early January through February 7, 2018.
- \* Organize, plan and coordinate media during opening day activities.
- \* Assisting with organization, planning and implementation of media party.
- \* Serving as media spokesperson (optional).
- \* Work with fair staff to generate media opportunities during fair.
- \* Work with fair staff to develop media credential/access policy.
- \* Developing plan for daily media alerts and follow-up.

## **PROJECT SCOPE CONTINUED**

- \* Tracking media mentions, stories and provide written report to fair team daily or as needed.
- \* Complete wrap-up and provide written report post-fair with information and analysis of earned media, and suggestions for following year.

## **SUBMISSION REQUIREMENTS**

1. Provide a written quote detailing price, services and timeline for services to be rendered.
2. Provide references and experience, especially experience with entertainment events. Give examples of press opportunities and creative ways you have been able to garner media attention.
3. Detail what clipping service and/or press distribution method you will be using for the project.
4. 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 a meeting 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](mailto: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