

REQUEST FOR QUOTE

The Florida State Fair Authority is soliciting quotes for Social Media and digital advertising services for the annual State Fair. Firms should provide details of how they can assist the Fair in producing a digital and social media campaign that will generate attention for the Fair and effectively deliver our message of affordable family fun.

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 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.

Campaign Objectives:

- * Timeline: September 1, 2017 through February 28, 2018.
- * Promote our Pre-fair discounted advance sale program, generating ticket sales.
- * Tell potential guests about the excellent value of the fair.
- * Motivate guests to attend the 2018 event through promotions and contests.
- * Educate the public about special days and promotions.
- * Educate the public about the Fair and all it offers.
- * Generate engagement throughout the campaign.

Duties of the Social Media/Digital Advertising firm include:

- * Developing a strategy for posts/ads.
- * Developing editorial calendar pre-fair and during fair.
- * Producing posts that generate buzz and continue engagement.
- * Increasing the social media presence of the fair, generating additional likes and follows.
- * Efficiently deliver reach and frequency, especially within our target demo.
- * Complete post-fair wrap-up report with results from all aspects of campaign.

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.
3. Provide examples of social media campaigns you have created.
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 review plan detail 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