



**REQUEST FOR QUOTES**  
Public Relations Services  
RFQ # 08-19

RFQ Response Due Date: September 3, 2019 at 3:00 p.m. EST

**CONTACT PERSON:**  
Libby Jourdan  
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Tampa, FL 33610

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## **REQUEST FOR QUOTES (“RFQ”)**

The Florida State Fair Authority (“Authority”) is soliciting quotes from experienced professionals (“Contractors”) to provide public relations services for the 2020 Florida State Fair. The services include, but are not limited to, providing the Authority with assistance with the placement of earned media and other activities, in order to promote and generate positive press attention for the Fair, which will be held February 6 – 17, 2020 (“Project”).

## **HISTORY**

The Fair is one of the largest events in the State, attended by nearly 500,000 people each year. The Fair’s history is a small-scale version of Florida history. Our fortunes rose and fell with the “booms and busts” of Florida’s often stormy development. Today, we are one of the larger “Fairs & Festivals” in the United States and Canada. We are a self-supported entity, with no state funds subsidizing our budget.

Our Fair is part of the legacy railroad tycoon, H.B. Plant, left to Florida. In 1898, Plant established the Tampa Agricultural Racing and Fair Association to promote his lavish Tampa Bay Hotel. After many years and name changes, the festival evolved to become the Florida State Fair in 1974, when the Florida Legislature created the Florida State Fair Authority and reaffirmed the annual Tampa event as the official Florida State Fair.

The Florida State Fair is at the center of our mission. The Fair gives the citizens of the State to participate in an event that showcases its agricultural industry. The Florida State Fair is a 12 day event that always ends on President’s Day. Entirely self-sustaining, the FSFA is financed from the proceeds of gate admissions, midway ride revenue exhibitor space sales, sponsorship and non-fair license, and other fees. Every dollar made at the FSFA is put back into the operation of the Fairground’s facilities or in renovations and improvements to uphold its long tradition of excellence.

In addition to providing a fun and safe entertainment experience, the State Fair strives to educate the public about agriculture, crops, animals and sustainable resources through displays, competitions and activities. Every year, youth and adult exhibitors show over 5,000 animals in our livestock area to compete for premiums.

The Fairgrounds is also home to the Mildred W. and Doyle E. Carlton Jr. Cracker Country Living History museum. Cracker Country 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.

Finally, the Fair also offers fish and wildlife conservation exhibits, creative arts competitions and exhibits, a big top circus, unique shopping experiences in Expo Hall and Craftsmen’s Marketplace, hands-on animal experiences and dozens of other family-focused activities. There truly is something for everyone to enjoy at the Florida State Fair.

The Fair is proud of its history as a staple of family-friendly fun for the community. For the

price of admission, customers can experience spectacular entertainment from around the world, the largest carnival midway in North America with over 90 rides and all of the mouth-watering Fair food favorites.

### **GENERAL SCOPE OF PROJECT**

The Florida State Fair public relations campaign (“Project”) will consist of providing assistance to Fair staff with a paid media campaign and other activities to promote everything the Fair has to offer, while highlighting the Fair as a long-running tradition of family friendly, affordable entertainment. The Project includes coordinating press conferences, media events and other inventive ways for garnering press attention, while maintaining the integrity of the Fair’s brand.

### **PRELIMINARY SCHEDULE**

The general anticipated timeline for the Project is as follows:

- December – Planning and editorial meetings with Fair staff. Develop PR plan/final timeline and media kits.
- January – Execute PR plan, media stories and pre-Fair opportunities.
- February – Pre-Fair publicity/appearances, stories, opening day events, PR work throughout the duration of the Fair.
- March – Complete post-Fair wrap up report.

### **THE PUBLIC RELATIONS (“PR”) TEAM**

Duties of the Contractor’s PR team include, but are not limited to the following tasks:

- Draft and distribute press releases with photos both pre-Fair and during the Fair.
- Work with Fair staff to create a general PR timeline, develop specific story ideas for media pitches, and build media kits.
- Create a crisis communications plan and execute, if needed.
- Develop a media credential/access policy with Fair staff.
- Conduct pre-Fair editorial meetings with media outlets.
- Promote the advance ticket sales program.
- Work with Fair staff to develop and execute press conferences, media events and media attention for Fair activities.
- Organize, plan and coordinate media during opening day activities.
- Serve as media spokesperson, when needed.
- Work with Fair staff to generate media opportunities during Fair.

- Track media mentions and stories and provide written report to Fair staff daily, or as needed.
- Develop and execute plan for daily media alerts and follow-up.
- Complete written report post-Fair with recap and analysis of earned media, and recommendations for future fairs.

### **SUBMITTAL REQUIREMENTS**

The response to this RFQ must include:

1. A written quote detailing price, services and timeline for services to be rendered.
2. At least five (5) references, including contact names, e-mail addresses and phone numbers, for projects completed in the last five (5) years especially in the entertainment or special event business.
3. Previous experiences, including examples of press opportunities and creative ways the Contractor has been able to garner media attention.
4. Details regarding which clipping service and/or press distribution method Contractor will use for the Project.
5. Biographies/resumes of proposed Project Manager and all other key members of the staff/team that will be assigned to the Project.

### **SUBMISSION INSTRUCTIONS**

Please submit three (3) hard copies and one (1) electronic version on a USB thumb drive in .pdf format in an envelope marked with "Florida State Fairgrounds RFQ Response" and the name of the firm responding. Responses must be received by September 3, 2019, at 3pm ET. Responses must be delivered to the following physical address:

Florida State Fair Authority  
4800 U. S. Highway 301 N.  
Tampa, Florida 33610  
Attn: Libby Jourdan  
[Libby.Jourdan@FloridaStateFair.com](mailto:Libby.Jourdan@FloridaStateFair.com)  
(813) 627-4318

### **INQUIRIES**

- (1) Note: Entities responding to this RFQ are responsible to ensure that the Authority has their point of contact as well as their name, title, company name, address, telephone, and e-mail address in order to receive any addenda.
- (2) Direct all inquiries to the Authority's Sole Point of Contact, Libby Jourdan.

**CONTRACT NEGOTIATIONS AND ACCEPTANCE**

Contractor must be prepared for the Authority to accept the bid as submitted. If Contractor fails to sign all documents necessary to successfully execute the final contract within a reasonable time as specified, or negotiations do not result in an acceptable agreement, the Authority may reject bid or revoke the award, and may begin negotiations with another bidder. No binding contract will exist between Contractor and the Authority until the Authority executes a written contract.