

# Request for Proposals

## LVCVA Canadian-Based PR Agency

3/4/2013

### Overview

R&R Partners has been the marketing communications agency of record for the Las Vegas Convention and Visitors Authority (LVCVA) for more than 25 years. The LVCVA is the quasi-public entity (funded primarily by a hotel room tax) that markets the international tourism and convention destination worldwide. Tourism generated USD \$40.2 billion in economic impact in Southern Nevada in 2011. R&R and the LVCVA partner to create and implement successful integrated marketing communications campaigns that help to attract almost 40 million visitors annually to Las Vegas, and fill its more than 150,000 hotel rooms and 10.6 million square feet (487,680 square meters) of meeting and exhibit space.

While the LVCVA and R&R market the destination primarily in the United States, international tourism is increasingly important, and our primary global markets are Canada, Mexico and the United Kingdom. Public relations is a critical component in the campaigns R&R creates and implements on behalf of the LVCVA.

R&R Partners has historically subcontracted with a Canadian-based PR agency to oversee public relations efforts in that country. The contract with our incumbent agency expires June 30, 2013, and as part of our customary contract review process, we are seeking Requests for Proposals (RFPs) from qualified Canadian-based firms interested in entering into a three-year, renewable relationship beginning July 1, 2013.

### Overview of Awarding Organizations

#### *About the LVCVA*

As the official destination marketing organization of Las Vegas, the LVCVA promotes tourism, conventions, meetings and special events, as well as ongoing advocacy to extend the city's influence as a leader in tourism and hospitality. To drive the tourism engine that powers the Southern Nevada economy, the LVCVA is charged with and committed to building and protecting the Las Vegas brand among the diverse audiences of current and potential visitors. The LVCVA focuses on attracting ever-increasing numbers of leisure and business visitors to the area.

The LVCVA's 14-member governing board is appointed by various elected governing bodies in Clark County, Nevada. In addition to the room tax, the LVCVA owns and collects building revenue from the Las Vegas Convention Center, a 3.2 million-square-foot (300,000 square-meter) facility capable of hosting shows with as many as 200,000 participants, along with the Cashman Center and Cashman Field, which the authority also operates.

#### *About R&R Partners*

R&R Partners is one of the largest independent marketing communications agencies in the United States and one of the preeminent firms in the American west.

A world leader in travel, tourism and hospitality marketing, R&R created the now-iconic "What happens here, stays here<sup>®</sup>" tagline and supporting campaigns that have established Las Vegas as a global resort and convention destination. That tagline led to R&R being named *Brandweek's* coveted "Grand Marketer of the Year" – the only advertising agency ever to win this honor. The tagline also has been ensconced on Madison Avenue's Advertising Walk of

# Request for Proposals

## LVCVA Canadian-Based PR Agency

3/4/2013

Fame in New York, winning out over such formidable competitors as Nike's "Just Do It," Capital One's "What's In Your Wallet?", and DeBeers' "A Diamond is Forever."

R&R was founded in 1974, and reports annual billings of \$300 million. A total of 290 employees work out of our Las Vegas headquarters and seven offices located in: Austin, Texas; Denver, Colorado; Los Angeles, California; Phoenix, Arizona; Reno, Nevada; Salt Lake City, Utah; and Washington, D.C.

### Agency Selection Timeframe

The selection of a Canadian public relations firm to work with R&R Partners in representing the LVCVA will be judged in two phases:

- Written responses to the RFP, which outline the expertise of applicant firms and demonstrate their qualifications in meeting the needs and requirements detailed below.
- From the proposals submitted, three agencies will be selected to make in-person presentations to a R&R committee, after which the most qualified agency, as judged by the committee, will be awarded the contract. That contract will run from July 1, 2013, until June 30, 2016, with the option of (a) mutually agreed-upon renewal(s).

### ***Important Dates***

March 4, 2013: Request for Proposals (RFP) issued.

March 5-25, 2013: Written questions regarding the RFP may be submitted by interested agencies.

March 25, 2013, 5pm PST: Deadline for questions from interested agencies about the RFP.

March 29, 2013: Answers to submitted questions provided by R&R to all respondents.

**April 3, 2013, 5pm PST:** RFP responses DUE from all interested agencies.

**May 7-8, 2013** (expected): Three selected agencies give in-person proposals in Toronto to a selection committee.

**May 15, 2013** (expected): R&R Partners awards contract.

**July 1, 2013** (expected): Selected agency commences work.

June 30, 2016: Contract concludes, or is extended.

### **The LVCVA and Public Relations in Canada**

As the key strategic driver for all Canadian PR and special events efforts on behalf of Las Vegas and the LVCVA, the selected agency will implement the overall consumer and business/trade PR and event marketing strategy as established by R&R and the LVCVA, and provide the day-to-day execution throughout Canada, with particular focus on major population and media centers (Toronto, Vancouver and Montreal). The selected agency will serve as the key account manager, ensuring program cohesion and consistent message delivery across all media channels, with a focus on media relations (including measuring and reporting media impressions and publicity value, in USD), and special events (including overseeing FAM trips to the destination for select, top-tier Canadian reporters, editors, producers and bloggers, and planning and hosting events within Canada designed to heighten awareness about and interest in Las Vegas). We are also particularly interested in agencies that have experience and expertise in identifying and executing collaborative media and event sponsorships with

# Request for Proposals

## LVCVA Canadian-Based PR Agency

3/4/2013

appropriate Canadian business, industries and organizations, and in those that have contacts with TV and film companies working in Canada that would provide opportunities for Las Vegas to be included as an in-production destination.

Any agency participating in the RFP process must:

- Be domiciled in Canada, and headquartered, or with a significant presence, in Toronto.
- Demonstrate capabilities and effectiveness in promoting non-Canadian tourism and convention destinations, such as Las Vegas, to the Canadian marketplace, including specific events and initiatives.
- Provide proof of expertise and effectiveness at garnering positive and comprehensive media coverage across print, TV, and Internet media throughout Canada and its major population centers that supports and encourages tourism to Las Vegas and Southern Nevada.

### Activities

The selected agency will provide strategic direction and program execution for R&R, LVCVA, Las Vegas and Southern Nevada within the areas of:

- **Media Relations** – generate significant consumer media coverage in local and national consumer and business/trade media outlets.
- **Event Planning** (including FAM trips) – In-destination and in Canada.
- **Media Measurement** – Have sophisticated understanding and deep experience with media measurement practices and tools. As part of the retainer (with no additional expenses billed to R&R), provide detailed media measurement reports and metrics documenting media relations placements and ROI, using one of the trusted, industry-recognized media monitoring and measurement tools.
- **Event Sponsorships** – Expertise identifying and executing collaborative media and event sponsorships with appropriate business, industries and organizations interested in being affiliated and associated with the Las Vegas destination and brand.
- **Film/TV Production Facilitation** – Experience and industry contacts in facilitating and coordinating opportunities for Las Vegas to be included in television and movie projects based or shooting primarily in Canada.
- **Brand Education** – Expertise in executing strategies, campaigns and tactics that create awareness, drive buzz and drive visitation to destinations or products consistent with Las Vegas generally, and for specific and relevant targeted events and activities
- **Account Administration** – Ability to provide professional administration of the account, including accurate and timely submission of media value reports, event post-mortems, and retainer and expense invoices.

3

### The winning agency will NOT:

- Create comprehensive branding/marketing plans or overarching messages (but rather support the plan already in place).
- Develop materials for paid advertising, collateral, or social media.

# Request for Proposals

## LVCVA Canadian-Based PR Agency

3/4/2013

### Retainer/Compensation

This work will be compensated as a flat fee, billed and paid monthly, **inclusive of all costs related to a media monitoring service** that will track and measure the value of print, broadcast and online media coverage. R&R will oversee the contract for **consumer PR, which will be the bulk of the work, and that monthly retainer should not exceed USD \$9,000 monthly**. The LVCVA will independently negotiate a separate contract with the selected agency to perform business/trade PR.

### RFP Response Requirements

Proposals submitted must contain the following information. To facilitate the review process, please number your response in the same sequence as outlined below.

#### 1. AGENCY BACKGROUND

- a. Provide agency name and brief description, including physical address of company headquarters and all offices or branches; ownership (sole proprietor, partnership, etc.); date of incorporation/formation; areas of primary business (PR, advertising, brand marketing, etc.); number of years in business.
- b. Detail total gross billings in each of the previous three (3) years.
- c. List number of full-time employees in Canada, and number with expertise to support the requirements detailed in this RFP. Provide agency location(s) from which employees would be assigned to this project.
- d. Provide current client roster with scope of work/services the agency provides to them, along with all clients added and/or lost in the past two (2) years. If any clients were lost, please provide the reason(s) why.
- e. Include brief bios for key individuals who would be assigned to this account, including education, professional/relevant experience, and current/previous clients.

4

#### 2. TOURISM EXPERIENCE

- a. Detail client experiences within last five (5) years relevant to marketing a non-Canadian tourism destination, event or activity, to the Canadian market.
- b. Provide three case studies not to exceed five (5) pages each that describe your experience in developing and implementing PR programs nationally, provincially and/or locally. The work should show the breadth of your agency's capabilities, and include samples highlighting work for tourism or other consumer-centric industries, and include both consumer and business/trade PR outreach and results. We are particularly interested in examples that showcase successful event planning/execution, strong media relations results, and effective media/event sponsorships.

#### 3. MEDIA KNOWLEDGE

Indicate overall experience in various media, highlighting top-tier relationships, particularly related to collaborative PR sponsorships. Please also describe how your agency evaluates the effectiveness of media placement/coverage and its corresponding ROI.

# Request for Proposals

## LVCVA Canadian-Based PR Agency

3/4/2013

### 4. FILM/TV PRODUCTION FACILITATION

Describe your agency's experience or professional networks related to the facilitation and coordination of destination/product placement within television and movie projects based or shooting primarily in Canada.

### 5. RESOURCES

- a. Describe your experience collaborating with other lead PR agencies on accounts, and how your agency contemplates servicing this account and interacting with R&R.
- b. Excluding any pre-approved travel, posting/shipping, translation services, photography, catering, venue rental or similar expenses related to in-Canada events, **please state any fees or expenses for which your agency contemplates invoicing beyond the retainer.**

### 6. CONFLICT OF INTEREST

Disclose any account(s) that your agency currently services that may be perceived as a conflict of interest (i.e., representing any parties that may have an adverse or competing interest with the LVCVA). List any accounts your agency would perceive as a potential conflict, and your willingness, if selected, to terminate existing conflict-of-interest accounts.

### 7. REFERENCES

Provide at least three (3) references, including the company name, contact person and title, physical address, telephone number and email address, and scope and duration of work (start and end dates of the relationship) your agency does/did for the reference.

5

### Contract Term

R&R seeks to contract with the selected agency effective July 1, 2013, and continuing through June 30, 2016, subject to an annual review of agency's performance. The terms of the contract will be set forth in a definitive agreement to be signed by R&R and the selected agency, which will contain common provisions for this type of business relationship, including standard representations, warranties and termination provisions. Upon R&R's determination that the agency is performing in an exemplary fashion, we may mutually negotiate an extension of the contract beyond the initial three-year term.

### Proposal Evaluations

An R&R committee will evaluate the proposals received and select the three finalist agencies, which will be invited to an in-person presentation in Toronto planned for May 7-8. Each proposal will be evaluated according to the following criteria:

- The qualifications of the prospective firm related to the specific requirements and desired skills detailed in this RFP, along with the composition and depth of the proposed team.
- The firm's demonstrated results executing similar PR programs for clients in tourism, entertainment, gaming or other consumer-centric industries.

## Request for Proposals

### LVCVA Canadian-Based PR Agency

3/4/2013

- The firm's willingness and ability to work within stated budget parameters.
- The firm's demonstration of its understanding of R&R's challenges in terms of meeting the PR objectives related to successfully promoting Las Vegas and Southern Nevada.
- The firm's business philosophy and compatibility with R&R's philosophy.
- The firm's demonstrated creativity, resourcefulness, initiative and integrity.

### Proposal Questions & Submission

Any questions about this RFP or the outlined evaluation process should be directed no later than 5 PM PST on March 25, 2013, to Donna Williams, Administrative Assistant, R&R Partners, [donna.williams@rrpartners.com](mailto:donna.williams@rrpartners.com). Please use the email subject line: "**LVCVA Canada Agency RFP Questions.**"

**The deadline for completing and returning the RFP response is 5 p.m. PST on Wednesday, April, 3, 2013.** Applying agencies should submit written proposals that directly respond to all of the questions listed above, but may also include additional information or material that further demonstrates their ability to successfully meet the requirements and desired skills/outcomes of this RFP. **Proposals may be submitted electronically, in PDF form, or via regular mail or express delivery**, but must be received no later than the deadline. If you choose to submit your agency's proposal electronically and your PDF response is too large to email, please contact Ms. Williams for FTP instructions to submit it no later than noon PST on Tuesday, April 2, 2013 (to ensure time to address any technology-related problems or issues).

6

All responses should be submitted to:

Ms. Donna Williams  
R&R Partners  
900 S. Pavilion Center Dr.  
Las Vegas, NV 89144-4581  
USA  
[Donna.williams@rrpartners.com](mailto:Donna.williams@rrpartners.com)  
702-228-0222

Thank you for your interest in this important component of the LVCVA's public relations efforts.