



WASHINGTON STATE WINE

REQUEST FOR PROPOSALS

Proposals Due: May 11, 2012 at 5:00pm

Washington State Wine Commission
Attn: Chris Stone
1201 Western Ave Suite 450
Seattle, WA 98101

cstone@washingtonwine.org

Contract Term: Two year contract beginning on or approximately July 1, 2012

Eligibility: This procurement is open to all firms who satisfy the minimum requirements and who are available to work in Washington State.

Please direct all questions about the RFP process to Chris Stone, Deputy Director at cstone@washingtonwine.org, or 206-326-5749.

Request for Proposals

INTRODUCTION

The Washington State Wine Commission (WSWC), the marketing and promotional agency of the Washington State wine industry, initiates this request for proposals (RFP) to solicit applications from firms interested in developing integrated marketing, communications & brand strategies including, but not limited to:

- Creative design of advertising & POS materials
- Advertising placement
- Strategic planning
- Communications strategies
- Brand management
- Public relations

MINIMUM QUALIFICATIONS

The Consultant must be licensed to do business in the state of Washington and have:

- A minimum of five years experience in providing marketing and/or advertising agency services.
- An office located in western Washington or within a maximum one hour drive from the WSWC office in downtown Seattle.

DEFINITIONS

Definitions for the purpose of this RFP include:

The WSWC – The Washington State Wine Commission

Consultant – Individual or company submitting a proposal in order to attain a contract with the Commission.

Contractor – Individual or company whose proposal has been accepted by the WSWC and is awarded a fully executed, written contract.

Proposal – A formal offer submitted in response to this solicitation.

Request for Proposal – Formal procurement document in which services needed are identified and procedures are outlined for individuals or businesses to present their qualifications, proposals, and proposed costs for providing those services.

ABOUT THE WASHINGTON WINE COMMISSION

On behalf of the State of Washington and its wineries and grape growers, the mission of the Washington State Wine Commission is to raise awareness and demand for Washington State Wine through marketing and education while supporting viticulture and enology research to drive industry growth.

The Washington State Wine Commission is a State Agency within the Department of Agriculture. The WSWC is engaged in programs locally, nationally and internationally. All bonded wineries and all wine grape growers are members that fund the WSWC through annual assessments on gallons of wine production and tons of grapes sold. The WSWC is governed by an appointed board of 13 commissioners comprised of wineries, wine grape growers, a wholesaler and the Department of Agriculture.

OBJECTIVES

The objective of this RFP is to identify and select a consultant to serve as an advisor, and partner with the WSWC on development and execution of comprehensive marketing and communications strategies to promote Washington State Wine as a leader in the global wine industry.

The Washington wine industry is the second largest wine producing region in the United States and continues to grow at unprecedented rates. Wine consumption in the United States is also increasing at impressive rates, recently becoming the world's #1 wine consuming nation. The goal of the WSWC take advantage of these trends and increase trade, media and consumer awareness and preference for Washington wine to support the growth of the industry.

GOALS

As stated in our mission statement, the goal of the WSWC is to increase awareness and demand for Washington Wine. To accomplish that goal most efficiently, the WSWC has identified the following audience priorities for its marketing programs:

1. Wine Trade - this includes sommeliers and other restaurant staff, retailers, distributors, wine educators, wine & culinary schools etc.
2. Media – this includes wine industry media, lifestyle and travel media, and social media influencers.
3. Core consumers – defined as consumers who drink wine at least once per week.

Success will be measured in a variety of ways, including:

- Trade awareness and perceptions of Washington State Wine
- Market share of Washington State Wine, locally and nationally
- Increased traffic to WSWC web properties
- Increase in wine related tourism throughout Washington State

- Constituent (wineries and growers) approval ratings
- Industry engagement in WSWC programs
- Increase in wholesale distribution of Washington State wine in key national markets leading to wider availability for trade, media and consumers
- Increase of Washington wine placements on restaurant wine lists
- Consumer awareness and demand for Washington wine
- Editorial coverage of Washington wine in print and on-line publications (wine and lifestyle publications)

The WSWC will work with the selected consultant to develop a more specific set of measurable goals and objectives.

SUBMISSION OF PROPOSALS

Consultants must submit proposals as hard copy and an electronic version. For the hard copy version, one (1) original and five (5) copies are required. The proposal, whether mailed or hand-delivered must arrive at the WSWC no later than 5:00 p.m. on Friday, May 11, 2012. Consultants assume the risk for the method of delivery chosen. The WSWC assumes no responsibility for delays caused by any delivery service.

All written proposals received after the deadline stated above will be returned to the Consultant without consideration.

PRE PROPOSAL CONFERENCE

The WSWC will host a conference at its office (1201 Western Ave Suite 450 Seattle, WA 98101) on April 11, 2012 at 10:00am to answer any questions about this RFP and the WSWC expectations. The WSWC will not entertain individual meetings with potential consultants.

REVISIONS TO THE RFP AND REJECTION OF PROPOSALS

In the event that it becomes necessary to revise any part of the RFP, the WSWC reserves the right to add an addendum to the RFP. An addendum will be mailed to all those who have requested a copy of the RFP and who are on the RFP mailing list.

The WSWC reserves the right to reject any and all proposals received without penalty and to not issue a contract as a result of this RFP. The WSWC also reserves the right to cancel or to reissue the RFP in whole or in part prior to the execution of a contract.

PROPRIETARY INFORMATION/PUBLIC DISCLOSURE

Materials submitted in response to this competitive procurement shall become the property of the WSWC.

All proposals received shall remain confidential until the contract, if any, resulting from this RFP is signed by the Executive Director of the Washington State Wine Commission and the apparent successful Contractor; thereafter, the proposals shall be deemed public records as defined in RCW 42.17.250 to .340, "Public Records."

Any information in the proposal that the Consultant desires to claim as proprietary and exempt from disclosure under the provisions of RCW 42.17.250 to .340 must be clearly designated. The page must be identified and the particular exception from disclosure upon which the Consultant is making the claim. Each page claimed to be exempt from disclosure must be clearly identified by the word "confidential" printed on the lower right hand corner of the page.

The WSWC will consider a Consultant's request for exemption from disclosure; however, the WSWC will make a decision predicated upon Chapter 42.17 RCW and Chapter 143-06 of the Washington Administrative Code. Marking the entire proposal exempt from disclosure will not be honored. The Consultant must be reasonable in designating information as confidential. If any information is marked as proprietary in the proposal, such information will not be made available until the effected Consultant has been given an opportunity to seek a court injunction against the requested disclosure.

A charge will be made for copying and shipping, as outlined in RCW 42.17.300. No fee shall be charged for inspection of contract files. All requests for information should be directed to the RFP Coordinator.

COSTS TO PROPOSE

The WSWC will not be liable for any costs incurred by the Consultant in the preparation or delivery of a proposal submitted in response to this RFP. All proposals submitted become the property of the WSWC upon receipt and will not be returned to the Consultant. The WSWC shall have the right to use all ideas contained in any proposal received in response to this RFP. Election or rejection of the proposal will not affect this right.

TECHNICAL COMPONENT

This section is designed to provide a format that can judge the competence, knowledge, and qualifications of the Consultants.

- A. Describe a marketing strategy in which you either developed a brand or utilized an existing brand in advertising, public relations, website, or other activities to increase trade/media awareness or credibility. How did you measure the effectiveness of the strategy?

- B. Describe how you have developed and implemented a marketing and communications strategy for a client (or clients) that you consider to be similar to the WSWC. What market data did you use to develop that strategy? What were the primary market objectives? How did you determine whether the objectives were met? Describe any experience in developing and implementing a marketing strategy that must be reviewed by a Board or Committee.
- C. Describe a media negotiation strategy you used for a client with a limited budget that enabled that client to increase the reach or frequency of the message delivery for a marketing campaign.
- D. Describe any partnership program you negotiated on behalf of a client that enabled that client to extend or leverage its budget by partnering with other businesses or organizations.
- E. Describe any marketing strategy you developed or implemented that utilized the web and/or social media as the primary vehicle for delivery of information or product. Describe how this strategy was evaluated for success.
- G. Describe the types of performance measures you believe would evaluate the cost-effectiveness of an agency's marketing services for the WSWC. Would you use these measures to help determine your fee structure?

COST COMPONENT

- A. Standard Procedures for Payment of Fees
 - 1) It is anticipated that the contract awarded as a result of this contract will be a cost-reimbursement contract with a not-to-exceed amount. Payment will be made only upon the completion of services, or after the delivery of goods authorized in an approved invoice.
 - 2) Cost component proposals may be based on a monthly service to cover all or part of the activities described in this RFP or may be based on fees per project or a combination of these two approaches.
 - 3) For all activities or projects not covered by a monthly fee, the successful Contractor must submit detailed cost estimates in a format approved by the WSWC for every project undertaken, including strategic plan development and media and public relations as part of the contract developed from this RFP. The WSWC must first approve in writing all estimates before any activity for any project can be undertaken. No increases in the approved project estimates can be made without prior written approval from the

WSWC. Signed project estimates must accompany all project invoices submitted to the WSWC.

- 4) The WSWC will not pay a commission for outside services or media. Any media commissions or discounts earned will be passed along to the WSWC. The successful Contractor must also make the WSWC aware of any cost savings that might be achieved by the expedited payment of media or other invoices and must pass along to the WSWC any such savings.

B. Fee Explanation

Specify the fees you would expect to receive for providing the services described in this RFP

- 1) If a monthly service fee is to be charged, specify the amount and describe in detail all services covered by that fee.
- 2) List all fees for activities listed below that would not be included in a monthly service fee (or would be charged in lieu of a monthly service fee). Indicate whether these fees are hourly.

	Rate Charge	Hourly?
a) Marketing and Strategic Planning	_____	_____
b) Creative Direction	_____	_____
c) Copywriting	_____	_____
d) Layouts	_____	_____
e) Semicomps and Comp Layouts	_____	_____
f) Art Direction for Keylines, Photography, etc.	_____	_____
g) Production Estimating	_____	_____
h) Print Production – Ordering of Type, Prints, Etc.	_____	_____
i) Broadcast (Radio/TV/CD) Creative Development	_____	_____
j) Broadcast (Radio/TV/CD) Production Supervision	_____	_____
k) Website Graphics/ Development	_____	_____
l) Research Coordination	_____	_____

- m) Media Research, Negotiation, Buying _____
- n) Account Supervision _____
- o) Media/ Public Relations Planning _____
- p) Media/ Public Relations Implementation _____
- q) Clerical _____

3) Specify other types of charges (use a separate page if necessary).

4) What fee, if any, would you charge for outside services such as research, for which no direct or billable hours by your staff or subcontractors are incurred?

FUNDING AND AWARDS

The maximum amount available for a 2-year contract awarded under this RFP is not expected to exceed \$1.5 million (\$1,500,000), inclusive of all media purchased as part of any marketing programs. The WSWC expects to award one (1) contract as a result of this RFP.

EVALUATION

All proposals are due to the Washington State Wine Commission by May 11, 2012 at 5:00pm. An evaluation committee comprised of WSWC Marketing Committee will review the proposals and select finalists. Finalists will be invited to make presentations to the entire WSWC board on June 1, 2012.

Proposals will be scored according to the following criteria:

<u>Category</u>	<u>Points Possible</u>
Campaign Strategies	20
- <i>Recommendations on achieving objectives</i>	
Creative Concepts	20
- <i>Examples of creative print advertising, on-line strategies and any other alternative methods</i>	
Agency Experience & Capabilities	20
- <i>Branding, Advertising, Public Relations, Marketing</i>	
- <i>Value-added food & beverage products</i>	
- <i>Examples of measurable results</i>	
Project Management	20

- <i>Outline project team and responsibilities</i>	
- <i>If subcontractors will be used, please outline specifics</i>	
Cost Component	20
- <i>Fees & expenses</i>	
	Subtotal
	100
Finalists Only:	
Presentation to WWC Board	20
	Total Points Possible
	120

Once an agency is selected, WSWC staff will work closely with the agency team and report regularly to the WSWC board.

PERIOD OF PERFORMANCE

The period of performance of any contract resulting from this RFP will be for two years beginning on approximately July 1, 2012, or date of contract execution, whichever is later, and is renewable with consensus among all parties and available funding, for up to two additional 2 year terms.

SCHEDULE

- April 2, 2012 – Advertisement placed announcing RFP
- April 11, 2012 – Pre-proposal conference at WWC office at 2:00pm
- May 11, 2012 – All proposals due to WSWC by 5pm
- May 18, 2012 – Finalists selected by WSWC Marketing Committee
- June 1, 2012 – Presentations to WSWC Board of Commissioners
- June 15, 2012 – Final selection of agency (date approximate)
- July 1, 2012 – Contract executed and work begins! (date approximate)

WSWC reserves the right to alter schedule at its sole discretion. Agencies submitting proposals will be notified promptly by email and/or telephone if schedule changes.