

## Midcoast Regional Redevelopment Authority

### Request for Proposals

### Great State of Maine Air Show

### Marketing Services

Proposal Due Date: Friday, February 24th, 2012

The Midcoast Regional Redevelopment Authority (MRRRA) is seeking proposals from qualified individuals and firms to provide marketing services for the Great State of Maine Air Show 2012.

### Introduction

The Midcoast Regional Redevelopment Authority (MRRRA) is a public municipal corporation and an instrumentality of the State of Maine. The mission of the MRRRA is to implement the Reuse Master Plans for the former Naval Air Station Brunswick (NASB). The MRRRA is governed by an eleven member Board of Trustees.

MRRRA will host the Great State of Maine Air Show (GSMAS), featuring performances by the US Air Force Thunderbirds on August 25 and 26, 2012, with a practice show and night show on August 24, 2012.

### Requested Services

MRRRA is requesting quotes on marketing services. Selected Vendor will provide marketing for the GSMAS scheduled for August 24, 25 and 26, 2012. Services would start upon award of the proposal and continue through follow-up of event to end approximately September 15, 2012.

### Proposal Requirement

Please prepare a letter or proposal that responds to the following requirements:

#### Marketing

The Vendor shall provide marketing services as follows:

- Marketing strategy
- Rack card design
- Poster design

- ❑ Website redesign (maintenance, updates, volunteer/vendor/sponsor requested data forms and online signup)
- ❑ Banner design
- ❑ Print ads (color/black and white, full page and resizable to publication requirements)
- ❑ Sponsorship and Hospitality Sales presentation
- ❑ Post-show reports suitable for both sponsor feedback and media release

## Financials

The Vendor shall provide:

- ❑ Cost for providing above services, including a price breakdown and optional services that the Vendor may supply at MRRRA's discretion.
- ❑ Billing schedule.
- ❑ Proof of financial solvency. MRRRA shall receive a copy of an insurance binder describing the company's insurance limits and coverage, and willingness to name MRRRA and the Great State of Maine Air Show as an additional insured.

## Advance Planning

The Vendor shall provide one on-site visit for advance planning coordinated by the Air Show Director.

## Related Services

The Vendor shall provide MRRRA with:

- ❑ A list of details on any other services the Vendor will provide if the awarded the bid.
- ❑ Prices for any available optional/recommended services.
- ❑ A description of the on-site needs by the Vendor.

## References

The Vendor shall provide the following in the response:

- ❑ Proof of a successful “track record” in providing services for large-scale events.
- ❑ Two (2) references based on your performance at a large-scale event as described above.
- ❑ A list of related work performed by the firm in the past five years.

## Permits

The Vendor is responsible for obtaining all necessary permits and notices as follows:

- ❑ The Vendor will, at its own expense, obtain all necessary permits, give all notices, pay all license fees, and comply with all laws, rules, ordinances, and regulations applicable to the service or business contracted under this contract.
- ❑ The burden of determining the applicability of licensing requirements, laws, ordinances, and regulations for the Vendor and his employees rests with the Vendor.

## Selection Criteria

MRRA will review submissions and may or may not hold interviews. MRRA is not bound by the “highest bid” proposal, but may accept the proposal that is considered the best value for MRRA. MRRA will negotiate terms for a contract to complete the tasks with the proposer that best meets its needs. If a satisfactory agreement cannot be reached, negotiations with that firm will be suspended and negotiations opened with a second firm.

The following criteria will be used to evaluate proposals:

1. Qualifications and experience of the Vendor.
2. Determination that Vendor possesses adequate and high-quality resources to meet the proposal requirements.
3. Quality of performance on previous air show / event contracts.
4. Overall cost and value of services provided to the air show.

## Proposal Due Date

Please submit **on or before Friday, February 24, 2012, at 4:00 p.m.** an original proposal and three (3) copies to:

Marty McMahon, Aviation Services Manager  
Midcoast Regional Redevelopment Authority  
2 Pegasus St, Suite 1, Unit 200  
Brunswick, ME 04011

MARRA reserves the right to accept or reject any or all proposals, parts thereof, and to further make modifications as it deems in the best interest of MARRA. It also reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the firm of the conditions contained within this request for proposals.

The successful Vendor shall agree to defend, indemnify, and hold MARRA harmless from and against any and all such claims whatsoever arising out of or occurring during the performance of these services and occasioned directly or indirectly by its error or omission, negligence or fault. Prior to entering a contract, the successful consultant shall provide evidence satisfactory to MARRA of both Professional and Public Liability insurance in an amount not less than \$1,000,000 and a certificate of Worker's Compensation insurance.

MARRA also reserves the right to waive or disregard any informality, irregularity, or deficiency in any proposal received and to reject any or all proposals received for whatever reason it deems appropriate.

## Communications in Reference to this RFP

Any communication in reference to this RFP should be made in writing or e-mail on or before February 17 and directed to:

Marty McMahon, Aviation Services Manager  
Midcoast Regional Redevelopment Authority  
2 Pegasus St, Suite 1, Unit 200  
Brunswick, ME 04011

Telephone (207) 798-6512  
Fax (207) 798-6510  
E-mail [martym@mrra.us](mailto:martym@mrra.us)

Answers to questions will be posted at [www.greatstateofmaineairshow.us](http://www.greatstateofmaineairshow.us).