



May 30, 2018

**SUBJECT: Request for Proposal (RFP) For Creative Design Work for the Riverside County Fair & National Date Festival**

The Riverside County Economic Development Agency (EDA) is requesting proposals for the creative design and production of marketing materials for the 2019 Riverside County Fair & National Date Festival. The Fair is held annually in February at the Riverside County Fairgrounds in Indio, CA. The 2019 dates are set for February 15-24, this will mark the Fair's 73<sup>rd</sup> year.

For more information about the Riverside County Fair & National Date Festival, please visit [www.DateFest.org](http://www.DateFest.org) or for information about Riverside County EDA, you may visit our website at [www.RivcoEDA.org](http://www.RivcoEDA.org).

Please see the following Request for Proposal (RFP) for additional information and requirements. If you have any questions, please feel free to email me at [kjwright@rivcoeda.org](mailto:kjwright@rivcoeda.org) or call me at 951.452.0940.

Sincerely,

Kimberly Wright, Fair Marketing Manager  
Assistant Marketing Manager, Riverside County  
Economic Development Agency

## **Riverside County Economic Development Agency (EDA)**

### **REQUEST FOR PROPOSALS (RFP)**

#### **INTRODUCTION:**

The Fair began as the Date Festival, in 1921, in Indio City Park, as a celebration of the end of the annual date harvest in the desert region. The Coachella Valley, the major commercial date-producing area in the western hemisphere, produces over 90 percent of the dates consumed nationwide.

One of the biggest traditions for residents of the Coachella Valley and County as a whole, the Riverside County Fair & National Date Festival runs for 10 days and is the first California County Fair of the year. The fairgrounds are located in Indio, approximately 130 miles from Los Angeles. The Riverside County Fair & National Date Festival has grown in its scope and celebrates the agriculture of Riverside County (dates, eggs, artichokes, etc.), various arts and crafts, cultures and education through entertainment and competitive exhibits.

The Fair has an Arabian theme tying in with the desert region and date industry, even spilling over into the buildings with Arabic motif on the fairgrounds. The hallmark attractions at the Fair are the Nightly Musical Pageant, a musical production loosely based on the story of the 1001 Nights, countywide agriculture with thousands of exhibits, including dates, as well as the camel and ostrich races which have been a mainstay since the 1950s. The Fair also boasts a full-fledged carnival and kids' carnival that attracts visitors of all ages. The Fantasy Springs Concert Pavilion, a 5,000 person capacity concert area, has accommodated larger-than-ever performers in recent years, such as Chase Rice, Sheila E., WAR, Foghat and many more.

The Desert, known for its great winter weather, truly gives Los Angeles, San Diego, Orange and Riverside Counties' residents a taste of summer before it arrives.

## PROJECT SCOPE:

The Riverside County Economic Development Agency (EDA), managing agency of the Fair, is requesting proposals for a one-year agreement with an option for two (2) additional one-year terms for the design and production of marketing materials for the 2019, 2020 and 2021 Riverside County Fair & National Date Festival in Indio. (Fair dates are: February 15-24, 2019; February 14-23, 2020 and February 12-21, 2021.) Should the additional one-year terms be granted, the Fair will desire special branding, to include a 75<sup>th</sup> Anniversary logo, for the **Fair's 75<sup>th</sup> Anniversary in 2021**.

## PROPOSAL FORMAT:

Each firm shall submit three (3) copies of their written proposal, references and one (1) package of samples. Each proposal must clearly itemize the cost of each task to be performed and detail all services to be provided. Incomplete proposals **will not** be considered. Each proposal **MUST** include all of the following information to be considered:

### 1. Itemized list of costs for the following projects for 2019, 2020 and 2021:

- a. Consultation, Concept Development, Meetings, Design, Editing, Color Proofs and Revisions
- b. Logo modification as needed, both in full color and black & white
- c. Design an annual theme or look, with a minimum of three (3) concepts presented to agency for consideration. The annual theme will be used in the Fair marketing pieces detailed in this RFP. For the 75<sup>th</sup> year in 2021, the Fair desires to do something exceptional and noteworthy to mark its anniversary year.
- d. Design and production of **rack card** (4" x 9"), creating a new layout and style with two (2) panels on 110# (14-16 pt cover) gloss, quote quantity of 15,000
- e. Design and production of rack size **brochure** (folds to 4" x 9"), creating a new layout and style with eight (8) panels on 80# gloss book, quote quantity of 80,000

- f. **Sponsorship Brochure**, creating a new layout and style with six (6) panels and bleeds on 80# gloss book, quote quantity of 500.
- g. 18" x 24" full-color **Poster** based on the approved annual theme on 80# gloss book, quote quantity of 1,000.
- h. Three (3) color and (1) black & white **Newspaper Ads**, one of the ads below to be done in Spanish.
  - i. 2 col x 8"
  - ii. 2 col x 10"
  - iii. 3 col x 10"
- i. Up to ten (10) **Digital Ads**, sizes to be determined, for mobile and desktop. Up to five (5) of the ads may be animated gifs, the others will be static .jpegs.
- j. Three (3) full-color **Magazine Ads** sizes to be determined, may include, but not limited to: ¼, ½ and full page ads.
- k. Three (3) full-color **Billboard** designs for use on vinyl and/or digital outdoor display with resizing as needed for billboard space/location availability.
- l. Design of two (2) full-color **Program Cover Pages**, 3.66" x 5.625" and an 8.5"x11" for use in Fair Programs.
- m. Create and produce two (2) 30-second **TV Commercials** each year (stock footage provided by client) also translated into two 30-second Spanish spots.
- n. Create and produce two (2) **Radio Commercials** each year, two 30-second spots, each will be translated into Spanish.

## 2. Samples of relevant work

## 3. A list of references

## SELECTION PROCESS

The selection of the firm for the proposed project(s) will be evaluated based on the following criteria for each of the following mandatory sections:

1. Detailed list of costs for the project	<b>40%</b>
2. Samples of relevant work	<b>40%</b>
3. A list of references	<b><u>20%</u></b>
	<b>100%</b>

Riverside County vendors will be given local preference for those bidders located within the County of Riverside. A local vendor who is within five percent (5%) price over all low non-local vendor, may, where applicable, be offered an opportunity to match the overall low bidders price and receive the award. Under no conditions will the fee proposal of one prospective consultant be disclosed to or discussed with another prospective consultant prior to the job being awarded.

The County of Riverside participates in a local preference program for those bidders located within the County of Riverside. A five percent (5%) price preference may be applied to the total price during the evaluation of the responses.

Once a firm has been selected, EDA staff will prepare a formal contractual agreement.

## APPLICATION PROCEDURES AND SCHEDULE

The EDA reserves the right to evaluate, accept, and reject any and all proposals, and to change the scope of the RFP. Any proposal submitted during this RFP process becomes the property of the EDA. The EDA will not be liable for, nor pay, any costs incurred by the respondent in preparation of a response to this RFP or any other costs involved, including travel. The RFP mailing list is available upon request.

Questions concerning this RFP should be directed to:

**Kimberly Wright, Fair Marketing Manager**  
**Assistant Marketing Manager, Riverside County EDA –**  
**Marketing Division**  
**3403 10<sup>th</sup> Street, Suite 400**  
**Riverside, CA 92501**  
**951.452.0940**  
[kjwright@rivco.org](mailto:kjwright@rivco.org)

You may mail your proposals to the above Agency address by **Friday, June 29, 2018, at 4:00 PM**. Faxed or emailed proposals will not be accepted. Proposals submitted after the deadline will not be considered and returned unopened.