



# REQUEST FOR QUALIFICATIONS & QUOTE

## FLY LOCAL CAMPAIGN CREATIVE

RFQ Issue Date: March 9, 2023  
RFQ Responses Due: March 31, 2023

Send proposals to:

Tri-Cities Airport Authority  
Attn: Trevor Rice  
2525 Highway 75, Suite 301  
Blountville, TN 37617

Send any questions on the RFQ to:  
Trevor Rice, Marketing and Air Service Development Manager, [trice@triflight.com](mailto:trice@triflight.com)

# Request Overview

The Tri-Cities Airport Authority (TCAA) is soliciting quotes from qualified and recognized creative agencies and design firms (“Proposer” or “Respondent”) for the planning, design, development, and delivery of marketing materials as specified in this Request for Qualifications & Quote (RFQ).

## About the Tri-Cities Airport

The Tri-Cities Airport (TRI) is a full-service commercial airport serving Northeast Tennessee, Southwest Virginia, portions of Western North Carolina, and Eastern Kentucky. The airport offers nonstop flights to five hubs (Atlanta, Charlotte, Dallas Fort Worth, Orlando Sanford, and St. Pete-Clearwater) on Allegiant, American, and Delta.

Located in Blountville, TN, TRI is situated between the Tennessee cities of Bristol, Johnson City, and Kingsport. The airport is managed and operated by the Tri-Cities Airport Authority. The TCAA is tax exempt, and a regional airport authority organized under Tenn. Code Ann. 42-3-104. The facility houses nearly 30 businesses that employ more than 400 individuals. TRI is home to Aerospace Park, a fixed base operator (FBO), government services, a flight school, helicopter maintenance, and private hangars.

With an annual economic impact (2019) of over \$233 million, \$109 million in visitor spending, and \$80.6 million in payroll, TRI is one of the leading economic generators in the region.

## Target Audience

Our target audience is primarily composed of residents in the Tri-Cities area who are routine and frequent travelers with emphasis on those planning to travel in the near future. This includes both leisure and business travelers, with a focus on families, young professionals, and retirees.

Our target audience is varied, including multiple income brackets, education levels, affinity groups, professions, and ages. The expansion of multicultural audiences is a growing focus. We want to reach a broad range of potential passengers and communicate the benefits of using our airport to all of them.

In terms of behavior, our target audience is tech-savvy and heavily relies on the internet to plan and book their travel. They are also likely to be active on social media and respond well to visually appealing and engaging content.

We would like the campaign to resonate with our target audience and convey the message that choosing Tri-Cities Airport for their travel needs is not only convenient and cost-effective but also increases our chances of gaining additional air service. We hope to better demonstrate the clear correlation between increased passenger numbers and increased availability of flights at TRI.

## Campaign Objectives

The primary objective of our campaign is to educate local passengers on the benefits of flying from their local airport. The objectives for the creative services required for the "Fly Local" campaign are:

- Create a clear and consistent visual identity
- Effectively communicate the benefits of flying local
- Educate the community of the benefits of supporting their local airport
- Illustrate the true cost of traveling through an out-of-market airport

The selected agency should develop a unique and coherent visual identity for the upcoming marketing campaign which will be implemented across all promotional materials.

The agency should create a variety of marketing materials, including print and digital ads, social media graphics, and promotional items, to effectively communicate the benefits of local air travel and its contribution to the regional economy.

Marketing materials should seek to include diverse representations of travelers including but not limited to individuals of varying racial and ethnic backgrounds, ages, family structures, and abilities.

## Creative Deliverables

Campaign deliverables should include:

- Video ads – 2-3 variations each
  - :06, :15, and :30 ads for use in video pre-roll, mid-roll, YouTube, social and connected TV
  - Aspect ratios: 16:9, 9:16, 1:1, and 4:5
- Animated display ads with static companion banners – 3-5 variations each
  - HTML5 format with JPEG static companions
  - Sizes: 300x250, 160x600, 728x90, 300x600, 320x50, 300x50, 250x250, 970x250, 1200x1200, 1080x1920, 1200x628
- Audio only – :15 and :30 sec reads

- Text only – 5-6 variations each
  - 40-character headline
  - 25-character primary text
  - 30-character description
  - LinkedIn copy variations:
    - Ad name (optional): 255 characters
    - Headline: 70 characters
    - Introductory text: 150 characters
- Image only – 5-6 variations each
  - No text overlay
  - Image with logo only
- Print Ads – 2-3 variations each
  - Full-page ad template
  - Half-page ad template
- Digital billboard ads – 2-3 variations each
  - 440x400
  - 220x760
  - 200x680
- Supplementary materials – 1 variation each
  - Proposed landing page design
  - Infographic for use on social media and web
  - Brochure for use in airport and through local partners
- Optional: promotional product designs including t-shirts, hats, tote bags, water bottles, etc.

We require that all deliverables related to the campaign be provided in full to us upon completion of the project. This includes all drafts, revisions, and final versions of all creative deliverables. The vendor must ensure that all files and assets related to the campaign are provided to us in a timely manner and in a format that is easily accessible and usable.

Furthermore, the vendor must obtain our approval and sign-off on all deliverables before finalizing and delivering them. Any additional materials or deliverables that are discovered or required after the project's completion must also be provided to us promptly.

# Proposal Submission

All responses shall adhere to the format outlined below. The proposal must address all of the requirements in this RFQ and provide a complete and concise description of how the Proposer will perform the required project work.

The required content and format of the proposal are as follows:

## Title Page

1. Table of Contents
2. Executive Summary (2-page maximum)
3. RFQ Response
  - a. Project Scope and Approach
  - b. Proposer’s Background
  - c. Estimated Schedule
  - d. Specific Experiences and References
  - e. Team Qualifications
  - f. Creative Portfolio of Work
  - g. Quote for Services
  - h. Signature Page
  - i. Additional Information (optional)
4. Exhibits
5. Guarantee

## Table of Contents

The Table of Contents section is self-explanatory.

## Executive Summary

The Executive Summary should present a clear and concise summary of the Proposer's background, level of expertise, and direct relevant experience, and should make a case as to why the Proposer and the proposed services are best suited for the Project.

## RFQ Response

The response to this RFQ shall describe the following: Proposer’s specific scope of services to be provided and approach to service delivery; background or description of the Proposers’ organization; estimated schedule; specific experience relevant to the Project; team qualifications; compensation proposal; and any other pertinent information.

### **A. Project Scope and Approach**

This section shall describe the methodology that the Proposer will use to ensure that the Project is compliant with the requests provided in this proposal and shall be completed on time and within the amount of the proposed costs.

### **B. Proposer's Background**

The Proposer shall present an introduction that details the firm's principal business(es), company size, structure, and firm ownership. If a local office is proposing, the Proposer shall describe the attributes of the local office. In particular, the Proposer should describe how its firm's professional background and expertise is most suited toward meeting TCAA's requirements. The proposer must also disclose if they plan to outsource any portions of the project. In that event, the proposer shall include which portions would be outsourced and the aforementioned information for the 3<sup>rd</sup> party.

### **C. Estimated Schedule**

The Proposer shall provide an estimated schedule of the work identifying milestones for the entire project. This schedule will be used for planning purposes only.

### **D. Specific Experiences and References**

The Proposer should generally describe three (3) relevant projects performed by the firm within the last five (5) years. Please provide names and contact information for client references for those projects.

### **E. Team Qualifications**

The Proposer shall provide an organization chart identifying the personnel the Proposer plans to assign to the project, their intended roles, and the experience and skills that make them appropriate for this work. Clearly identify who will be the lead person representing your firm in contract negotiations and in managing the subsequent contract with TCAA. Include brief resumes for each of the individuals identified above. Include in those resumes the specific relevant projects on which those individuals have worked or are presently working.

## **F. Creative Portfolio of Work**

The Proposer shall provide links to campaigns that the Proposer has created and shall highlight how each link demonstrates key design objectives documented herein.

## **G. Quote for Services**

Provide line-item description of cost to the airport for deliverables as described in the RFQ.

Please be sure to include any revision limits or policies within your response. Having a clear understanding of the revision process will help us make an informed decision when selecting a vendor and ensure that we can work collaboratively to achieve our desired outcome while staying within our budget and timeline.

## **H. Signature Page**

Signature on the included Signature Page (Exhibit A) will serve as an acknowledgment that the proposer is willing to enter the agreement if awarded the contract. *The Signature Page (Exhibit A)*, also includes a non-collusion statement, non-discrimination statement and agreement to insurance requirements.

The RFQ submission shall not exceed thirty (30) pages, excluding cover page, table of contents and dividers.

## **I. Additional Information**

Additional information which the company may deem necessary to provide relevant information to a successful Fly Local campaign.

### **Exhibits:**

A company representative authorized to bind the firm contractually must complete and sign each of the included Exhibits.

**A. Signature Page** (*Exhibit A of this RFQ*)

**B. Insurance Requirements** (*Exhibit B of this RFQ*)

# Evaluation Criteria

All properly completed proposals will be reviewed by an airport selection committee who will recommend a successful proposal for final approval of the Board of Commissioners. The selection committee may request a formal presentation prior to accepting any proposal.

The following criteria shall be considered by the airport selection committee upon the evaluation of proposals. Selection will be based on the best judgment of the selection committee in seeking the highest and best quality of services utilizing the following criteria as a guide:

### **Responsiveness to the Request for Quote**

- Requested information was provided by Proposer in a clear and concise manner and evidences a clear understanding of the nature and scope of services being requested.
- Overall quality of the written proposal.

### **Design and Concept**

- The agency's ability to create a unique and coherent visual identity for the "Fly Local" campaign that is visually appealing, easily recognizable, and consistent across all promotional materials.
- The level of creativity demonstrated by the agency in creating a variety of marketing materials, including print and digital ads, social media graphics, and promotional items.
- The extent to which the agency's creative services align with the primary objective of educating local passengers on the benefits of flying from their local airport and the objectives outlined for the "Fly Local" campaign.
- The overall quality of the agency's deliverables, including attention to detail, accuracy, and relevance to the campaign objectives, will be evaluated.

### **Experience**

- Firm qualifications and relevant experience
- Recent projects of similar nature and scope
- Ability to work within a team framework – this project requires close coordination between TCAA and the selected Proposer’s team in order to be successful.

- Qualifications of personnel who shall be assigned and the relevance of each person's experience to the work to be performed.

**Price**

- The proposer should provide detailed project cost information for all services proposed. Price will play a role in the decision-making process but will not be the ultimate determination of selected proposer.

## Status Updates & Award Notification

Proposers must complete and return the entire Request for Qualifications & Quote packet. Proposals will not be opened publicly.

All properly completed proposals will be reviewed by an airport selection committee that will recommend a successful proposal for final approval to the TCAA Board of Commissioners.

TCAA reserves the right to request additional information it may deem necessary after the submissions are received.

As part of the evaluation process, Respondents may be requested to make an oral presentation, at the Respondent's expense, to an evaluation committee. Key staff to be assigned to this project must participate in this presentation unless otherwise waived by TCAA. The presentation may be followed by a question-and-answer session. However, proposals may be accepted and approved without such discussion, at the Authority's discretion.

The TCAA will select the proposal that, in the Authority's sole judgement, is deemed the best and most advantageous for the public and for the TCAA. The decision of the Authority will be final and conclusive, subject to successful negotiation and execution of an Agreement.

TCAA reserves the right to reject any and all submissions and to waive an informality in the RFQ process to the extent permitted by applicable law, and to accept any proposals, which in its sole discretion, is in the best interest of the Airport, if permitted by applicable law. Any omission, inaccuracy, or misstatement may be cause for rejection of a proposal. The TCAA further reserves the right to modify or incorporate additional steps in the evaluation process in the interest of having a thorough and comprehensive body of information in order to make a recommendation.

The Campaign Creative Request for Qualifications & Quote is anticipated to be awarded following approval by the Tri-Cities Airport Authority at their regularly scheduled meeting on Thursday, April 27, 2023. Submitting organizations will be notified of proposal status via email by 5:00 PM Eastern Time on Thursday, April 27, 2023, and subsequently by written letter sent via the U.S. Postal Service.

The award will not be final and effective, nor shall the Tri-Cities Airport Authority be legally bound, until the fully executed contract is returned to the successful Proposer. In the event of a default of any of the successful respondents or his/her refusal to enter into an agreement with TCAA, TCAA reserves the right to accept the proposal of the next qualified respondent.

## Solicitation & Project Schedule

| ACTIVITY                              | DATE  |
|---------------------------------------|---|
| RFQ Issue Date                        | Thursday, March 9, 2023                     |
| Submission Due Date                   | Friday, March 31, 2023                      |
| Firm Interviews <i>(if necessary)</i> | Monday, April 10 – Thursday, April 13, 2023 |
| Contract Award                        | Thursday, April 27, 2023                    |
| Commencement of Contract              | Monday, May 1, 2023                         |

*NOTE: All times are in Eastern Time*

TCAA reserves the right to modify the schedule set forth in the above table at its sole discretion. Any such modifications will be stated in an addendum.

## Request for Information

For more information or an alternate format of this RFQ, please contact Trevor Rice at [trice@triflight.com](mailto:trice@triflight.com).

TCAA reserves the right to publish and respond to an inquiry, respond directly to the inquirer without publishing, or not respond to the inquiry at its sole discretion.

It is the Respondent's responsibility to completely examine, understand, become familiar with and fully informed of the terms, conditions, and specifications of this solicitation.

Lack of understanding or misinterpretation of any portions of this solicitation shall not be cause for withdrawal after opening or for subsequent protest of award.

Addendums will only be published by the TCAA Marketing Department and available for review under the Public Documents section of the Doing Business with TRI webpage: <https://triflight.com/about/business-with-tri/>.

## Request for Qualifications & Quote Submission

Responses may be delivered electronically or physically. To be considered, complete submissions must be received in the Tri-Cities Airport Authority office located in the Administrative Offices on the second floor of the terminal building prior to **Friday, March 31, 2023 by 3:00 PM Eastern Time**.

- Hard copy responses may be mailed or otherwise delivered to the address noted below.

Tri-Cities Airport Authority  
ATTN: Trevor Rice, Marketing & Air Service Development Manager  
2525 Highway 75, Suite 301  
Blountville, TN 37617

Hard copy submissions shall be submitted in a sealed envelope, clearly labeled TRI Campaign Creative, Respondent's name, telephone number, and company name.

- Electronic responses may be sent via email (24 MB limit), Dropbox, Microsoft 365 OneDrive, or other method for sharing documents.

Email Address: [trice@triflight.com](mailto:trice@triflight.com)

Electronic submissions shall be named TRICampaignCreative\_ (insert portion of firm's name here). Example: TRICampaignCreative\_DesignFirm

Submissions may be withdrawn by written request only if the request is received prior to the proposal closing time. Negligence or mistake on the part of the Proposer shall not constitute a right to withdraw after closing time.

Late responses will not be considered. Corrections and/or modifications received after the closing time specified will not be considered.

If more than one proposal is offered by one party, all such proposals shall be returned unopened. If duplicate proposals are not discovered until after opening, such duplication shall be cause for immediate rejection of such proposals. A party who has quoted prices to a proposer is not thereby disqualified from quoting prices to other proposers or from submitting a direct proposal on his/her own behalf.

Sales and marketing material beyond the scope of this request will not be used to determine the award and is not desired. Each submission should be simply and economically prepared, providing a concise description of the Respondent's ability to perform the product or services requested. Emphasis should be on the completeness and clarity of content.

All submitting firms must be properly licensed to conduct business in the State of Tennessee.

Submissions that are incomplete, conditional, obscure or which contains additions not called for, or irregularities of any kind, may be cause for rejection of the bid.

TCAA is not liable for any costs incurred by any prospective Respondent prior to the awarding of a contract, including any costs incurred in addressing this solicitation.

Each submission must be signed by a person authorized to sign contracts on the behalf of the Respondent. The name of the person signing must be followed by title and date.

All proposals, including attachments, supplementary materials, addenda, etc. shall become the property of the TCAA and will not be returned.

## Agreement

The top ranked firm will be invited to negotiate an agreement with the TCAA. A detailed scope of work will be developed and agreed to by the selected consultant and the TCAA. This detailed scope of work and associated fee(s) will be incorporated as part of the agreement.

## Terms & Conditions

The selected firm will be required to enter into a written agreement with the TCAA on a form approved by the Authority's legal representative. The selected Proposer will be required to comply with all the requirements of the Agreement, which will be prepared in accordance with the successful proposal. Signature on the included *Experience Record Form* (Exhibit D) will serve as an acknowledgment that the proposer is willing to enter the agreement if awarded the contract.

TCAA reserves the right to require that its standard terms and conditions apply to any actual order placed in response to a Respondent's submission. No attempt to modify TCAA's Standard Terms and Conditions shall be binding, absent agreement on such modification in writing and signed by TCAA.

No payment shall be made to the Respondent for any extra material or services, or of any greater amount of money than stipulated to be paid in the contract, unless changes in or additions to the contract requiring additional outlay by the Respondent shall first have been expressly authorized and ordered in writing by contract amendment or otherwise furnished by the TCAA.

The intention of the Request for Proposals specifications is to promote the properly designed and all-inclusive responses. Any requirements not in the specifications, but which are needed for such a response, are to be included in the submission.

The Respondent shall not discriminate against an employee or applicant for employment with respect to hire, tenure, terms, conditions or privileges of employment, or a matter directly or indirectly related to employment, because of race, color, religion, national origin, age, sex, height, weight, marital status, or disability that is unrelated to the individual's ability to perform the duties of a particular job or position.

The Respondent shall observe and comply with all applicable federal, state, and local laws, ordinances, rules, and regulations at all times during the completion of any contract with TCAA.

The terms of this request shall be interpreted, construed, and enforced pursuant to the laws for the State of Tennessee, and the parties irrevocably consent to the jurisdiction of the federal and state courts presiding in Tennessee.

Vendor Representation and Warranty Regarding Federal Excluded Parties List: The Respondent acknowledges that the TCAA may be receiving funds from or through the Federal Government; such funds may not be used to pay any Respondent on the Federal Excluded Parties List (EPLS). The Respondent represents and warrants to the TCAA that it is not on the Federal EPLS. If the Respondent is in non-compliance at any time during

execution or term of this agreement (including any extensions thereof), the Respondent shall be in breach and the TCAA shall be entitled to all remedies available to it at law or equity, specifically including but not limited to recovery of all moneys paid to the Respondent, all consequential damages (including the loss of grant funding or the requirement that grant funding be returned, and attorney fees (including the costs of in-house counsel) sustained as a result of the Respondent's non-compliance with this warranty and representation.

Each bidder will be required to maintain minimum insurance requirements as detailed in the *Insurance Requirements* provision attached as Exhibit B.

Termination For Cause: Should the Respondent fail to perform the work as required by and in accordance with the schedule or time requirements, or otherwise violate any of the terms set forth in the Solicitation Request, it shall constitute breach of the Contract. Other than in force majeure situations, Respondent shall have thirty (30) calendar days to cure a breach of the Contract (the "Cure Period") following issuance of TCAA written notice. Failure to cure a breach of the Contract within said Cure Period shall allow the TCAA to, without further notice to the Respondent, declare the Contract terminated and proceed with the replacement of the Respondent and the TCAA shall be entitled to all remedies available to it at law or in equity including a claim against any required payment/performance bonds.

Termination Without Cause: Notwithstanding any other provision, at any time and without cause, TCAA shall have the right, in its sole discretion, to terminate the contract by giving sixty (60) days written notice.

Although it is the intent to contract with one provider, the TCAA reserves the right to contract with alternate sources if the Respondent is unable or unwilling to service its obligation, or it is deemed by TCAA to be in its best interest to use alternate sources.

Assignment: Neither party shall assign or delegate any of its rights or obligations under this Agreement without the prior written consent of the other party.

Respondent warrants that they are an authorized provider of products or services of his/her submission.

## Equal Opportunity

The Authority is an Equal Opportunity Employer in accordance with Title VI of the Civil Rights Act of 1964. Proposers are required to certify that the firm does not discriminate

against any employee or applicant for employment on the grounds of race, color, national origin, or sex. The Proposer shall submit a completed and signed Certificate of Non-Discrimination with the Response Document. See Exhibit A.

Minority and Woman Owned Businesses are encouraged to submit proposals.

The Authority will make every effort to ensure that all proposers are treated fairly and equally throughout the entire advertisement, evaluation, and selection process. The procedures established herein are designed to give all parties reasonable access to the same basic information.

## Disadvantaged Business Enterprise (DBE) Participation

This Agreement is subject to the requirements of the U.S. Department of Transportation's regulations, 49 CFR Part 23, Subpart F pertaining to the participation of Disadvantaged Business Enterprises ("DBEs") in Airport contracting opportunities. The Company agrees that it will not discriminate against any business owner because of the owner's race, color, national origin, or sex in connection with the award or performance of any concession agreement covered by 49 CFR Part 23, Subpart F.

The Authority is required to submit to the FAA a DBE Concession Plan every three years. The DBE goal for companies providing concessions for FY 2020 has been established at 1.4%.

# Exhibit A

## Signature Page

In Response to: Fly Local Campaign Creative Request for Qualifications & Quote

- (1) The individual executing this Signature Page, on behalf of the Respondent, in the above named process represents and warrants that he/she is authorized by the Respondent’s Board of Directors or other concerned parties who have an interest in the business. Further, he/she certifies by their signature that the information contained in the response is true and accurate to the best of their knowledge, that the response meets or exceeds the requested specifications that the Respondents will comply with all provisions and conditions specified, and that all requested information has been submitted.
  
- (2) \_\_\_\_\_(name); \_\_\_\_\_(title); deposes and warrants that \_\_\_\_\_(firm) has not, either directly or indirectly, entered into any contract or participated in any collusion or otherwise taken any action in restraint of free competition in connection with the response submitted to the request named above. Further, that the response has been independently produced, void of collusion with any other proposer, competitor, or potential competitor. No information contained in this response has been knowingly disclosed prior to the official opening of the response. Lastly, no attempt has been made to induce any person or company to submit or not submit a response to the above named request. This statement is made under penalty of perjury.
  
- (3) By providing a response to this solicitation, the Proposer certifies that he/she does not discriminate against any employee or applicant for employment on the grounds of race, color, religion, national origin, age, sex, height, weight, marital status, or disability that is unrelated to the individual’s ability to perform the duties of a particular job or position. He/she further agrees that he/she will obtain identical certifications from proposed sub-contractors prior to the award of sub-contracts and that he/she will forward a notice of this requirement to such proposed sub-contractors.
  
- (4) Insurance Requirements – Exhibit B of this process details the insurance requirements for this project. The individual executing this signature page warrants that upon winning selection in this process that the Respondent will supply TCAA with a certificate or certificates from the Proposer’s insurance carrier listing TCAA as additional named insureds.

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Company or Corporation Name

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Name (*signature*) Date

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Name (*printed*)

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Title

# Exhibit B

## Insurance Requirements

General Liability coverage (which includes Premises and Property Damage) of at least \$1,000,000.00 combined single limit (CSL).

Operator shall furnish TCAA with a certificate or certificates from Operator's insurance carrier, executed on TCAA's standard form, showing such insurance to be in full force and effect, with said certificate or certificates to contain a provision that written notice of cancellation or any material change in said policy by the insurer shall be delivered to TCAA at least thirty (30) days in advance of the effective date thereof. In the event that Operator shall at any time fail to furnish TCAA with the certificate or certificates required, TCAA, upon written notice to Operator of its intention to do so, shall have the right to secure the required insurance, at the cost and expense of Operator, and Operator hereby agrees to reimburse TCAA promptly for the cost thereof plus Ten Percent (10%) for expenses of administration. All such insurance policies shall be maintained with an insurance company satisfactory to TCAA and shall include TCAA, and TCAA's officers, agents and employees as additional named insureds, as their interests may result from this Agreement.

Operator shall, upon request, furnish to TCAA adequate evidence of provision for Workers' Compensation Insurance, Social Security and Unemployment Compensation, to the extent such provisions are applicable to Operator's operations hereunder.

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