



**METROPOLITAN AIRPORT
AUTHORITY OF PEORIA**

**REQUEST FOR PROPOSALS
FOR
DIGITAL MARKETING
STRATEGITES**

Issued by Metropolitan Airport Authority of Peoria
6100 W. Everett Dirksen Parkway, Peoria, IL 61607
Phone (309) 697-8272, Ext. 100

Sealed proposals will be received at the airport's main office or via email at cbsloan@flypia.com until **NOON, CST, February 17, 2025.**

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*This form must be included within your proposal.

The Metropolitan Airport Authority of Peoria (MAAP) reserves the right to accept or reject any and all proposals and to accept the proposals determined to be in its best interest.

LEGAL NOTICE
REQUEST FOR PROPOSAL

MAAP is currently accepting proposals
for the following goods or services:

Digital Marketing Strategies

**Proposals will be received until:
NOON, CST, February 17, 2025**

At the following location or via email:

MAAP office

Gen. Wayne A. Downing Peoria International Airport

Second Floor, Administrative Offices

6100 W. Everett McKinley Dirksen Parkway

Peoria, IL 61607

cbsloan@flypia.com

** MAAP bears no responsibility for emailed proposals that are not received.

Emailed proposals with attachments greater than 10MB may not be received and no error message will be generated.

All questions must be submitted in writing to: cbsloan@flypia.com

RFP documents may be obtained by emailing: cbsloan@flypia.com

MAAP reserves the right to accept or reject any and all proposals determined to be in its best interest.

GENERAL INFORMATION

The “Digital Marketing Strategy RFP” is now a stand-alone RFP, running the entire Fiscal Year, March 1, 2025 – February 28, 2026.

Digital Marketing Strategy RFP includes: Search Engine Marketing, Online Video, Targeted and Retargeted Display Ads, Connected and Streaming Video, Social Media, and other General, Overarching, Online Media Strategies.

The “Traditional Advertising RFP” will run for 6 months, March 1, 2025 – August 30, 2025, then rebid every 6 months. MAAP considers traditional advertising: Regional Radio, TV, Billboards, Print and any online products that accompany the agencies. i.e. Banner ad on XZZZ Radio Home Page.

An Agency must submit their information accordingly to be considered for either RFP. Submitting 1 RFP does NOT automatically submit you for BOTH. These are considered SEPARATE RFPs, and should be treated as such when you are submitting your proposals.

INTRODUCTION

MAAP is currently accepting proposals from qualified vendors to provide digital marketing strategies as described in this document for their FY2026 (March 1, 2025 – February 28, 2026).

RFP INFORMATION

Sealed proposals will be accepted by MAAP until NOON, CST, on Monday, February 17, 2025. RFPs shall be submitted in a sealed envelope or package with the RFP name and date marked on the outside or submitted via email in the format of a **PDF** to cbsloan@flypia.com. Proposals received after the stated date/time will not be considered.

These are minimum specifications. MAAP reserves the right to waive technicalities and accept the proposal that best suits its needs.

AWARD of RFP

The RFP will be awarded to the lowest responsive and responsible bidder that best fits MAAP’s advertising needs, based on the given requirements. MAAP reserves the right to award to multiple vendors.

QUESTIONS

All questions regarding the RFP must be submitted in writing to cbsloan@flypia.com.

Vendors may not contact any other MAAP staff or MAAP board member with inquiries regarding this bid.

SCOPE OF WORK/STATEMENT OF PURPOSE:

The purpose of this Request for Proposal (RFP) is to solicit proposals from a qualified agency to lead a digital marketing campaign. This agency should have knowledge of Central Illinois audiences and experience with the travel and/or aviation industry.

Background: The Metropolitan Airport Authority of Peoria oversees both the Gen. Wayne A. Downing Peoria International Airport (PIA) and the Mount Hawley Auxiliary Airport (3MY). PIA currently has numerous nonstop destinations, and offers convenient connectivity to major hubs.

Overview: MAAP has approved up to \$145,000 for digital marketing strategies for PIA from March 1, 2025 through February 28, 2026.

MAAP will determine the best agency to achieve their digital marketing goals. The intent of this RFP is to identify the most responsive and responsible companies capable of finite targeting, maximizing engagement, boosting impressions, and providing the best reach and return for our spend within our targeted Central Illinois market.

Scope of Services: The successful vendor(s) shall provide the following:

- Develop and implement a year-round digital marketing strategy for PIA that conveys the airport to specific and diverse audiences.
- MAAP also prefers to use a broad range of methods, therefore, proposals that include several levels of pricing are typically preferred.
- Specific pricing – i.e. SEM, Digital Display (Including Retargeting), Online Video (YouTube, OTT, etc), Social Media (Facebook, Instagram), Streaming, Etc. – for strategy implementation. Rate cards are appreciated.
- Most current reach/coverage area for each strategy
- Any design or other fees should be listed separate, but included in proposal
- Chosen vendor(s) will need to provide a monthly invoice and monthly proof of performance (POP)/ analytics. These can be submitted via email.

Selection process: MAAP staff will shortlist proposals and may ask for additional information and references before awarding contract(s). Contracts should be agreed upon and signed before any campaign begins to run, unless otherwise noted.

EVALUATION CRITERIA:

In general, proposals shall be evaluated on the following criteria.

MAAP reserves the right to:

- award a contract to the most qualified, responsive and responsible vendor(s)
- accept or reject any and all proposals
- accept the proposals determined to be in its best interest

1. Vendor Reputation

- a. Experience of vendor/reputation in community
- b. Experience of assigned staff
- c. Financial stability

2. Quality of Proposal

- a. Quality and responsiveness of proposal
- b. Ability to perform work in a timely manner
- c. Proposals should meet all specified requirements.
Creative and easy-to-follow proposals are appreciated
- d. Proposals with more than one cost option are preferred

3. Audience Reach

- a. Priority will be placed on our Tier 1 and 2 Markets surrounding the Peoria Region.
- b. Circulation areas/reach outside of a 30-mile radius of Peoria will be considered Tier 3 and 4 markets (depending on our current customer data) and will be considered as secondary reach markets.
- c. Evaluations will be made based on type of strategy reaching particular audiences
- d. Detail on audience reach required

4. Best value for Budget

- a. Estimated quantity, frequency and reach of recommended advertising
- b. Value-added opportunities

GENERAL INSTRUCTIONS TO BIDDERS

This document is for your information and does not need to be submitted with your response. The terms “bid” and “proposal” and “RFP” are interchangeable when referenced in this document, as are the terms “vendor” and “contractor.”

Bid submittals:

- A. Bids will be received until Noon, CST, Monday, February 17, 2025.
- B. Bids shall be submitted via email as a PDF to cbsloan@flypia.com or in a sealed envelope or package and addressed as follows:

Marketing Manager
Gen. Wayne A. Downing Peoria International Airport
6100 W. Everett McKinley Dirksen Parkway
Peoria, IL 61607

For mailed bids, bidders are requested to write the RFP name and the date and time the bid is due in the lower left-hand corner of their envelope. Bids will be marked by MAAP staff when they are received. For emails, bidders are requested to put “PIA Digital Strategy RFP” in the subject line with PDF attachments.

Inquiries:

All inquiries concerning the bid must be submitted in writing to the marketing manager. An email will suffice. If the nature and volume of inquiries indicate a substantial defect in the bid specifications, terms or conditions, MAAP will either schedule a prebid conference, extend the deadline or cancel the bid and reissue the proposal with modified specifications, terms and/or conditions.

Contract to be awarded/terms and conditions:

The following is not intended to be exclusive and additional terms/conditions may be required by MAAP. Nor are these terms non-negotiable. By inclusion in the bid or RFP documents, the following becomes a part of the bid and any subsequent contract.

- A. It is agreed that the vendor will not assign, transfer, convey or otherwise dispose of the contract or its right, title or interest without previous consent of MAAP.
- B. The vendor shall appoint an individual who, when requested, shall be available for discussions concerning the fulfillment of the contract.

- C. A vendor submitting a bid proposal thereby certifies that no officer, agent, board member or employee of MAAP has any pecuniary interest in the bid, that the bid is made in good faith without fraud, collusion or connection of any kind to any other vendor, and that the vendor is competing solely in its own behalf without connection with, or obligation to, any undisclosed person or firm connected to MAAP.
- D. Contracts shall be entered into within the State of Illinois, and the laws of said state, whether substantive or procedural, shall apply to the contract. All statutory, charter and ordinance provisions applicable to public contracts in the County of Peoria and the State of Illinois shall be followed with respect to the contract.
- E. MAAP is a tax-exempt entity. A tax exemption certificate is available upon request. The prices in the bid should be exclusive of all taxes.

Cancellation or Default:

In case of default by the vendor, MAAP will procure the articles or services from other sources and hold the vendor responsible for any excess cost incurred. MAAP reserves the right to cancel in whole or in part, any contract if the vendor fails to perform any of the provisions in the contract or fails to make delivery within the timeframe stated.

Permits and Licenses:

The successful bidder shall obtain, at his/her own expense, all permits and licenses which may be required to perform the contract.

Prices Specified:

The bidder agrees to furnish the material or services according to MAAP's plans, specifications and conditions and at prices specified in the bid proposal.

Hold Harmless and Indemnification agreement:

The vendor shall save and hold harmless and indemnify MAAP against any and all liability, claims and costs of whatever kind and nature for injury to or death of any person or persons and for loss or damage to any property occurring in connection with or in any way incident to or arising out of the use, service, operation or performance of work under the terms of this contract, resulting from the negligent acts or omissions of the vendor, or any employee, agent or subcontractor.

Limited Distribution or Use of Information:

Performance of this contract may require the vendor to have access to and use of data and information which may be considered proprietary to MAAP. Vendor agrees that vendor personnel will not divulge or release data or information developed or obtained in connection with the performance of resulting contract, unless made public by MAAP or upon written approval by authorized MAAP staff.

All proprietary information and all copies thereof shall be returned to MAAP upon completion of the contract.

Ownership of Equipment, Information and Materials:

If the agreement is for sale of goods, vendor will pass title to MAAP after completion and will warrant title. Title to all source data, information and materials furnished to MAAP, including any other items pertaining to the work and services to be performed pursuant to this agreement, including any copyright, shall rest with MAAP. Such ownership does not extend to proprietary materials brought in by the vendor for use on any project. Upon project completion, MAAP shall have the full right to use each of the above for its purposes without compensation or approval of the vendor.

Responsibility of MAAP property:

The vendor assumes full responsibility for and shall indemnify MAAP for any and all loss or damage of whatsoever kind and nature to any and all MAAP property, including any equipment, supplies, accessories or parts furnished while in the vendor's custody and care for storage, repairs or services to be performed under the terms of the resultant contract.



Signature Sheet

EXECUTION OF THIS FORM CERTIFIES UNDERSTANDING AND COMPLIANCE
WITH THE RFP FOR DIGITAL MARKETING STRATEGIES

THIS FORM MUST BE COMPLETED AND SUBMITTED FOR PROPOSAL
TO BE EVALUATED

Please print or type

Company Name: _____

Authorized agent, Name & Title: _____

Contact Person: _____

Company Address: _____

City, State, Zip: _____

Daytime phone: _____

E-mail: _____



Check box that you have read and agree to all terms/conditions outlined in general instructions to bidders.

Signature of Authorized Agent

Date

***MAAP reserves the right to reject any and all bids, to waive technicalities and to select the best proposal for MAAP's needs.**