

**MARKETING, ADVERTISING, AND PUBLIC  
RELATIONS SERVICES FOR THE  
NEW YORK STATE FAIR AND FAIRGROUNDS**

RFP #0231  
**Addendum 1**

**Questions and Answers**  
**Issued July 16, 2020 (Updated July 22, 2020)**

*\*Please note that the questions that follow are taken verbatim from the emails received by the Department without editing.*

- 1) Does the state currently have a firm contracted at this time for any marketing or PR services for the NYS Fair?  
**Yes.**
- 2) If so, could I ask the name of the firm and contract number?  
**Dixon Schwabl Advertising, Inc., Contract Number C300413.**
- 3) If there is a contracted firm in place, are there any changes or new initiatives specifically not provided on the current contract that this RFP seeks to procure?  
**No.**
- 4) Will there be anything specifically related to the COVID-19 pandemic that firms should address in marketing/advertising plans and capabilities? (safe to attend the fair, specific safety initiatives, etc.?)  
**Fairgoer safety is likely to be an issue of concern to the public going forward.**
- 5) Are these services a continual need for the state? The RFP notes a term of 5 years, so would this be bid out again as the awarded contract approaches expiration at that time?  
**Yes.**
- 6) Why are you starting the RFP process?  
**The RFP is issued in accordance with Section 163 of the State Finance Law to procure marketing, advertising and public relations services for the New York State Fair and Fairgrounds.**
- 7) What does your company or organization hope to improve?  
**See response to Question #6.**
- 8) What is the scope of the insurance requirements?  
**See Exhibit 3 for insurance requirements.**
- 9) Which events has the highest priority? What are those factors, -- locations, attendees, budget?

**The State Fair is the major priority. Promotion of the Fairgrounds for non-Fair events is the other annual effort.**

10) Do you currently have in-house creative?

**The Fair's Public Relations and Marketing Manager handles most PR writing and press relations. The Fair's Social Media Manager creates most, but not all, social media content.**

11) Do you have any website that you will be driving traffic to?

**Nysfair.ny.gov for the Fair; nysfairgrounds.ny.gov for the Fairgrounds**

12) Is there an option to co-brand events? Can you leverage their creative assets?

**There is a possibility of co-branding but it has not been done in the past and it would be on a case-by-case basis.**

13) Do you have community outreach – religious house of worship, community groups, etc?

**There is significant community outreach.**

14) What are your goals for the project, and do they align with the goals of your company?

**Goals are outlined in Section 1.3 of the RFP.**

15) What is the budget?

**As stated in Section 3.6 of the RFP, the Fair's annual marketing budget has ranged in recent years from \$750,000 to \$1.2 million.**

16) How will you monitor progress and performance on the account?

**This is outlined in Sections 2.2.3, 2.2.4, 2.2.5, and 2.2.6 of the RFP.**

17) Who are your competitors?

**Fairs, festivals, concert venues, amusement parks.**

18) How are you different from your competitors?

**The biggest difference is the passion fairgoers have for the Fair. They build their vacations and family visits around it and create annual traditions among family or friends based on visits to the Fair.**

19) What are your goals for this project?

**See response to Question #14.**

20) Do you have any existing documentation or related work?

**No.**

21) Is there anything that could impact the scope of the project?

**There is nothing foreseeable that could impact the scope of the project.**

- 22) How closely will you be involved in the project?  
**Directly and continually.**
- 23) How do you prefer to communicate?  
**Phone, email, shared files. Occasional face-to-face meetings, depending on travel.**
- 24) If you accept the proposal, what's the next step?  
**Per Section 1.6 of the RFP, "the Department intends to make an award within thirty (30) days of the Bid Response due date. The contract will require approval from the Office of the Attorney General of the State of New York (AG) and the Office of the State Comptroller of the State of New York (OSC) before it becomes effective."**
- 25) What are your goals for the project, and do they align with the goals of your company?  
**See response to Question #14.**
- 26) Will one agency be awarded the project, or will multiple agencies be selected to execute on different aspects?  
**One agency will be awarded the contract. See Section 4.3 of the RFP for "Method of Award."**
- 27) If multiple agencies are selected, could we provide an RFP for only the services we are capable of supplying?  
**See response to Question #26.**
- 28) The bid documents require agencies have two clients annually with over \$2 million dollars in billing each. That seems such a high bar for qualification as to preclude many full-service but smaller agency/MWBE businesses to participate. Is there any flexibility there?  
**Section 3.3, Minimum Qualifications states the requirement that the bidder be a going concern with a minimum of five (5) consecutive years' experience in the advertising industry with annual billing of \$2 million or more. Section 3.5F, References states that the bidder "must provide a minimum of three (3) verifiable references...from clients in which the bidder provided similar work as that requested in this RFP with annual billing at or above \$100,000."**
- 29) Approximately how many new Fair-operated events do you anticipate annually that will need promotion?  
**At present, one to three Fair operated events could require minor promotion.**
- 30) Will the selected contractor need to create a sponsorship packet in addition to the print collateral?  
**A sponsorship packet has already been created. Updates will be required.**
- 31) One goal is to increase the diversity of patrons attending the Fair. What is the current demographic and what parts of NYS do Fair-goers tend to travel from currently? Do you pull from outside NYS currently? If so, what state(s)?  
**See Exhibit #2.**

- 32) Who is the current contractor? What, if anything, is the agency lacking?  
**See response to Question #2. Dixon Schwabl is a full-service agency.**
- 33) Fair signage on the Fairgrounds – what are the sizes and how many?  
**The selected contractor will provide signage design and production on an as-needed, limited basis.**
- 34) Signage Does the Expo Center have an in-house sales/marketing team we will be working in conjunction with?  
**Yes.**
- 35) Define the difference in budget for the Fair vs Fairgrounds (year-round use)?  
**The Fairgrounds budget is relatively small, and targeted for trade publication advertising and updating the Fairgrounds website and collateral. The Fair budget is more comprehensive, encompassing a large advertising, marketing, production and public relations program as well as maintenance of the Fair website.**
- 36) One of your goals is stated as “Promote and advertise the Great New York State Fair to the public, potential sponsors and concessionaires, and the entertainment industry”. In regard to “the entertainment industry”, does this include national live-stage performers, regional or both?  
**Not at present.**
- 37) Another goal is stated as “Conceive and design the Fair’s annual printed materials, including but not limited to flyers, brochures, programs, and credentials”. Does the audience for these materials include fair patrons, vendors/exhibitors, etc.? Do you currently have a printing partner for these assets?  
**For Fair patrons, yes. For vendors or exhibitors, not at present. Printing services are bid annually by project.**
- 38) Regarding “Provide support and assistance to the Fair in the creation, maintenance, look, and content of Fair and related websites, including nysfair.org and nysfairgrounds.ny.gov. Work with the Fair to update design and content as requested”, Are you considering completely new websites, redesigns or is that to be determined? What would you say your current website(s) accomplish well and where would you say they need improvement?  
**Redesign of the Fair website within the 5-year contract term is likely. The Fairgrounds website is new and unlikely to change significantly. Both websites accomplish their goals.**
- 39) “Opportunities for special events, promotional activities, and any other topics specified by the Fair.” This suggests that you will be looking to an agency partner for recommendations for events and activities. Can you confirm that this is the case?  
**This is more about the agency forwarding ideas for events or elements within existing events as the Fair values bringing in ideas from everywhere.**

40) What is your current ticket sale tracking system (CRM or ticketing platform)? Does it provide audience information such as geography, demographics, historical purchases, etc?

**Etix is the Fair's current ticketing provider and provides detailed information on purchases and purchasers.**

41) Are you able to provide a breakdown of the overall budget allocation(s) from 2019/2020?

**Using the current agency's breakdown of budget areas:**

- **Public Relations support: \$15,939**
- **Content and social media: \$27,426**
- **Research: \$51,911**
- **Digital/Martech: \$36,646**
- **Creative Development: \$91,481**
- **TV/Radio Production and Photo/Video Support: \$119,339**
- **Print and Specialty Production: \$33,250**
- **Paid Media: \$416,562**
- **Admin/Account Management: \$129,730**
- **Fairgrounds/Non-Fair: \$26,380**

**The figures above are for the 2019 Fair, which was 13 days in duration. Please note that on the bid form, both estimated hours and production and media spend estimates were prorated to reflect an anticipated 18-day Fair in 2021.**

42) What are the in-house capabilities of AGM in terms of marketing and PR personnel and production capabilities?

**The Fair's communications department consists of the Public Relations and Marketing Manager, the Social Media Manager and a Website Manager. Each has other duties. The PR/Marketing Manager is also an assistant public information officer for the Department of Agriculture and Markets. The Social Media Manager also coordinates the hiring and event management of grounds entertainers for the Fair. The Website Manager handles a host of miscellaneous duties, principally coordinating basic signage on the grounds and managing content on the Fairgrounds' digital marquee.**

**There is a dedicated computer and Adobe suite of tools for audio and video editing. The PR and Marketing Manager can edit audio proficiently and video at a basic level.**

43) How does this year's fair cancellation affect the RFP processes this year?

**It does not affect the RFP process. The current contract expires on Dec. 31, 2020 and the RFP was released to ensure the process would be complete before contract end.**

44) How is COVID19 affecting this RFP and KPIs? (Page 4)

**It is not as yet. Plans will be based on the state's guidance in effect at the time; the situation is fluid. The Fair anticipates that assuring Fairgoer safety will be part of its marketing efforts.**

45) Is there any information you can share on how COVID19 is affecting events?

**The NYS Fair has been cancelled for 2020. Scheduled non-Fair events between March and this posting have been cancelled. The future schedule will be dictated by mass gathering guidance from New York State.**

46) Have you revised your submission guidelines to include email vs. mail or in-person hand in (Page 9)?

**No. Per Section 3.2 of the IFB, "Facsimiles or e-mailed copies are not acceptable."**

47) Creative Submission: Does creative have to be submitted in Microsoft Word? (Page 10)

**No. The creative portion may be submitted in a widely accessible format such as PDF.**

48) Creative Submission: Does creative have to be submitted on 7/31? Or presented in August? (Page 5)

**Section 3.5B "Creative Examples and Case Histories" must be submitted by 7/31. The Creative Concept Pitch/oral presentation (Section 3.5C) does not need to be submitted on 7/31 as it will be presented on August 24, 25 and 26.**

49) Creative Submission: Do we have the flexibility to present via videoconference?

**Per Section 3.5C of the IFB, the presentations will be in-person. Depending on social distancing guidance from New York State, the Department may change the in-person presentation to videoconference, and will notify the presenting bidders at least a week in advance.**

50) Do you have photos/summaries/results of past events?

**Photos, summaries and news articles can be found on the Fair's website and social media (Facebook, Twitter, Instagram and Flickr).**

51) Will the agency be responsible for the consumer campaign idea only? Or also to attract sponsors? We see we are to provide assets to share with sponsors, but not clear if a separate strategy is required. (Page 6)

**At present, a separate strategy is not required.**

52) Can you share any past advertising campaigns and any wins/losses?

**The Fair's 2019 advertising campaign commercials can be found on the Fair's You Tube site at: <https://www.youtube.com/channel/UC6IBLI4qxjxHYTi2mvjDb6A/featured>. Also, see responses to questions #81, #85 and #94.**

53) Deliverables include an app — Is the agency expected to build an app? If so, do you want us to include app ideas for all events? Or specifically the Fair? (Page 7)

**Currently, the app envisioned is only for the Fair. Future improvements could include the non-Fair events calendar and/or other events created by the Fair.**

54) If not, is this just advertising events on other apps? If so, are there any apps that you have in mind or would you want recommendations?

**See response to Question #53.**

- 55) Can you share more information on GreenFair? And what those changes would look like in 2021/2022 (Page 6).  
**Planning for GreenFair goals for 2021-2022 are in progress. For more information on the program, please see Governor Cuomo's press release:**  
**<https://www.governor.ny.gov/news/governor-cuomo-kicks-172nd-great-new-york-state-fair>**.
- 56) Should campaign timing align with any key milestones that AGM is working toward?  
**The Fair has begun its ad campaigns in July in recent years, ramping up in the final two weeks before the Fair as that is when most ticket purchases occur.**
- 57) Who do you see as your main competition?  
**See response to Question #17.**
- 58) Percentage Commission of Production is listed as a requirement, but are we expected to project production costs? Or does that come out of a separate budget? (Page 13)  
**The vendor will receive an annual Purchase Order that encompasses all costs under one budget. Per Section 2.2.3 of the RFP, "Prior to the start of each calendar year, the Fair will provide the selected agency with an annual budget and business priorities and goals. Within sixty (60) days of receiving said budget and business priorities and goals from the Fair, the selected agency shall prepare and provide a written annual advertising plan for the Fair."**
- 59) Do you have hypotheses about the current perception of the State Fair?  
**Our opinions about the perception of the State Fair are driven by direct contact with attendees, vendors, and exhibitors, the Annual Survey, media reports, interaction on social media, etc.**
- 60) If we bid with a co-bidder, should we incorporate our co-bidder's answers only where relevant or do you need us to answer all questions for both companies?  
**See response to Question #26. The Department is only accepting bids from firms that can meet the Minimum Qualifications outlined in Section 3.3 and provide all the services sought under the RFP. However, there may be opportunities for subcontracting with the chosen firm.**
- 61) Do you have hypotheses about which target segments you feel are being under- engaged by the State Fair now?  
**The key targets for growth are minority communities and markets of two hours or more driving time to the Fairgrounds.**
- 62) Are you able to provide a breakdown of the \$750K-\$1.2M budget by service, i.e. Advertising, Media, PR?  
**See response to Question #41.**
- 63) Who will the spokespeople be for the NY State Fair?

**The Fair Director serves as the main spokesperson. The PR & Marketing Manager serves as backup and both speak for the Fair during the Fair itself. The Assistant Director can speak for the Fair as well. The advertising agency never speaks for the Fair.**

64) Are you interested in working with influencers as well? If so, do you typically pay influencers for their posts?

**The Fair has had a small paid influencers program in recent years.**

65) Do you have any updated activation plan for the Fair for 2021 based on potential COVID-19 related issues?

**Not as yet. Plans will be based on the state's guidance in effect at the time.**

66) Is the incumbent agency responding to this RFP?

**The Department does not know what agencies will respond to the RFP. The incumbent agency is permitted to submit a proposal.**

67) Of the 300+ additional events at the fairgrounds, how many do you anticipate PR supporting?

**In the recent past, we have provided minor PR support to one or two non-Fair events.**

68) Can you please share the number of clips and impressions you received last year for both the Fair and fairgrounds as a whole?

**We do not track clippings but they are in the hundreds, if not the low thousands.**

69) How many media visits did you host last year?

**Central New York media is a constant presence. We are the region's major event and receive wall-to-wall coverage. During the Fair, all 3 Syracuse-based TV outlets set up broadcasting facilities at the Fair to do their newscasts live and report multiple Fair-related stories per day. The regional newspaper/website dedicated 4 reporters to the Fair last year, covering individual beats, and, on opening day, brought approximately 50 staffers here to sample and review the food at each of the Fair's 200 food stands for an online database. Media from other regions come for a day or two and major media make an annual visit when the Governor comes.**

70) 2.2 Scope of Work, under Media Types, social media advertising is not listed explicitly. Was this omitted purposely, as in, is social media advertising prohibited from use for any reason?

**The Fair advertises extensively through social media. It is one more advertising vehicle and is not broken out on its own.**

71) 2.2.1.E SCOPE OF WORK/DELIVERABLES: How often does AGM update content on [nysfair.org](https://nysfair.org) and [nysfairgrounds.ny.gov](https://nysfairgrounds.ny.gov)? Will the agency have access to CMS for each site?

**Content on each site is updated as needed. The need is frequent, particularly as the Fair nears. The agency will have access to the CMS as it will be expected to provide technical support for updates, improvements, bug fixes, etc.**



- 72) 2.2.1.I Are production and distribution costs of sales package separate from the overall budget?  
Is the agency responsible for distribution?  
**All costs are included in a single budget. The Fair handles its own distribution.**
- 73) 2.2.1.J. Can you provide previous total annual economic impact reports as a point of comparison?  
**There is no recent economic impact study. One was planned for this year but did not occur because of the cancellation of the Fair. A baseline number the Fair uses is \$100 million, which is arrived at by taking total attendance and multiplying by fairgoers' average spending per person as reported in the Fair's annual fairgoer surveys. It is expected a study will find a much higher number.**
- 74) 2.2.1.K. This is a broadly open statement considering the number of non-fair events that take place. Can you give more specific guidance as to what percentage of the annual budget goes to the Fair and what percentage satisfies 2.2.1.K?  
**The majority of the annual budget is earmarked for the Fair. With respect to 2.2.1K, "Assist with other marketing, advertising, and public relations duties as requested" would comprise a limited portion of the annual budget.**
- 75) 3.5.C Creative Concept Pitch: Is the CCP/Oral Presentation part of all participants' submissions due on 7/31, or will "finalist" be asked to create and present that portion in August?  
**See response to Question #48.**
- 76) 3.6 Cost Proposal: Is the annual budget that has ranged from \$750,000 to \$1.2 million for agency fees or is it an all-inclusive including media (with commission), production (with commission), and agency fees?  
**The budget is all-inclusive. See response to Question #41 for the breakdown by major department, including agency fees.**
- 77) 3.6.A Personnel costs: How does AGM define "personnel who provide administrative support for the account"?  
**For the purposes of this RFP, administrative personnel should be defined as those who provide administrative and clerical support to the agency based on the hours they have worked on Fair or Fairgrounds projects. The exception is that time spent preparing billing is not allowed to be billed.**
- 78) 3.6.B Are all commissionable print production costs covered under a separate budget? Can you provide some historical context to aid in budgeting for 2021?  
**No. All costs are included under one budget. See responses to Questions #37, #41, and #58.**
- 79) 3.6.C Are all commissionable gross media costs covered under a separate budget? Can you provide some historical context to aid in budgeting for 2021?  
**No. All costs are included under one budget. See responses to Questions #41 and #58.**
- 80) 5.5.I Contract Goals: Is the SDVOB 6% goal part of 30% MWBE participation, or is the contract requirement a total 36%?  
**MWBE and SDVOB are separate goals.**

81) What marketing tactics have been most successful in the past to cause a lift in attendance to The Fair?

**The Fair's own programming is its most successful marketing tool. The lineup of free national touring concerts is consistently the best at any fair in America and a major driver of buzz for fairgoers. The Fair's grounds entertainment lineup is always solid, there are 200 places to get food and drink and almost as many more at which to shop. The Fair prioritizes adding several dozen new elements and events each year to keep things fresh. Beyond that, repositioning the Fair in its advertising and marketing away from the traditional pig-and-corn-dogs model of fair advertising and towards the Fair as a consumer product that fills a need or solves a problem has been very helpful. In addition, Governor Cuomo's investment of more than 120 million dollars in the Fair in the last five years has revitalized the Fairgrounds and driven great curiosity.**

82) What tactics have been used to encourage non-fair event planners to use Fairgrounds?

**Fairgrounds event growth has been fairly organic. Promoters approach the Fair with ideas and events. The construction of the new Exposition Center, the largest clear-span building north of NYC between Boston and Cleveland, has opened opportunities that promoters contact the Fair with. Excellent customer service for promoters has been a major driver of repeat and new business.**

83) What do you see as NYS Fair and Fairgrounds biggest challenge over the next year from a marketing/advertising/PR standpoint?

**Increasing the success in reaching out to minority communities and to people who live 2 hours or more from the Fairgrounds to convince them to come.**

84) What is the biggest opportunity for the NYS Fair and Fairgrounds over the next year?

**For the Fair, it is capitalizing on the improvement in the Fairgrounds and the growth of the Fair to keep growing while improving. For the Fairgrounds, it's attracting larger and more profitable events.**

85) What's NYS Fair and Fairgrounds biggest marketing success story over the last 5 years? Was there a campaign or tactic that particularly moved the needle to attract visitors/exhibitors?

**It's the Fair's overall programming strategy. In recent years, the Fair has embraced a programming strategy of adding new events/activities/promotions each year, sometimes as many as 30 or 35, to create buzz and excitement. These were promotions for discounted attendance, special Fair events, themed days and more. At the same time, the Fair has invested more heavily in free musical entertainment, opening a second stage for national touring shows. Had the 2020 Fair taken place, it would have provided approximately 50 national touring shows on two stages, all free with admission. These shows draw as many as 40,000 people each night. Additionally, the Fair has pursued a strategy of making the Fair more affordable. Admission prices have been pushed downward. This year's price would have been \$3 per person admission, with children 12 and under free. No major Fair in the country is less expensive.**

86) Two stated goals are to increase the geographic reach of patrons and diversity of patrons attending the fair. Are there particular geographies or demographic groups that represent

growth opportunities (i.e increase the percentage of Black or African American attendees from the 4% seen in 2019)?

**There are many opportunities to increase the Fair's attendance, including expanding outreach to communities of color and specific geographic regions.**

87) Is there an incumbent firm?

**See response to Question #2.**

88) What are the KPIs you have previously used to track and evaluate the success of marketing campaigns?

**KPIs were created to measure the three goals of the Fair (Increase attendance; increase diversity of fairgoers; increase geographic reach) and two goals of the Fairgrounds (advertise the Fairgrounds through paid media; add to the printed Fairgrounds collateral package). KPIs include creation of a complete advertising campaign, Fairgoer exit survey results, a media plan that increases spending on communities of color and in distant markets, results of advertising efforts, advertisements for the Fairgrounds, and new elements and/or updates to the Fairgrounds marketing package.**

89) What does success look like to you in 2021?

**Increased attendance, maintaining and improving customer satisfaction, growth in attendance from distant markets and minority groups.**

90) How do you define "experience in the advertising industry"?

**To meet the minimum qualifications in Section 3.3, the agency must "Be a going concern with a minimum of five (5) consecutive years' experience in the advertising industry with annual billing of \$2 million or more." In Section 3.5A, Experience and Key Personnel, bidders are asked to "describe relevant experience comparable in scale and scope to the services contemplated herein."**

91) What are the specific materials you need to demonstrate \$2 million in annual advertising industry experience over the past five years? For instance, does this mean \$2 million in contracts held with clients for whom we provide advertising services? Or does this mean \$2 million in advertisement bookings?

**Section 3.3, Minimum Qualifications, requires agencies to "Be a going concern with a minimum of five (5) consecutive years' experience in the advertising industry with annual billing of \$2 million or more." This would mean at least \$2 million in contracts, not \$2 million in advertisement bookings only. Section 3.3 requires bidders to submit financial documentation such as audited financial statements to demonstrate the requisite experience. Information and documents should be included in Attachment 11 – Experience Form of the RFP Submission Documents.**

92) How do you anticipate the COVID-19 pandemic being incorporated into 2021 marketing efforts?

**Consumers will want to be reassured that it's safe to come.**

93) Who do you consider your highest priority audiences?

**The Fair is a general admission event. All audiences are high priority, with added effort placed on minority and distant audiences.**

- 94) Are there any specific areas of previous marketing campaigns that you believe have been particularly successful or have been less successful than anticipated?  
**The campaigns do not exist in a vacuum. They have occurred as the Fair has been renovated and expanded and as strategies for programming expansion and admission fee cutting have been implemented. To the extent the Fair has seen the greatest four-year growth in its history and has become the largest state fair in the East and the third largest in America, the campaigns have been successful.**
- 95) What do you want to change about the current way you are marketing the fair and non-fair events?  
**The Fair is not looking for change; it is looking for evolution, in line with the broader changes in society and with the data available. The Fair has issued an RFP because the current contract is set to expire.**
- 96) Who are the key spokespeople who would primarily engage with media, the public, elected officials, and other external stakeholders?  
**See response to Question #63.**
- 97) What team members/roles within the NY State Fair will the selected agency be working with?  
**The Public Relations and Marketing Manager is the contract administrator and the direct contact. The successful bidder may work with other Fair staff, including the Director, Assistant Director, Social Media Manager, Non-Fair Events Manager and Website Manager, among others, as appropriate.**
- 98) In developing the spec media plan, are you setting the \$800,000 as media placement only or is that to cover agency fees and production as well?  
**For purposes of this exercise, per Section 3.5Ciii of the RFP, the sample media budget should only include the proposed media buys and the commissions on media.**
- 99) If supporting sponsorship marketing efforts means we'd also be doing creative production for those in some way separately from the other materials we'd produce  
**The question as written is not comprehensible. See responses to questions #30 and #110 regarding sponsorship marketing.**
- 100) Social media isn't specifically called out in the RFP, so what role do you see social playing in this scope of work?  
**See response to Question #70.**
- 101) Has the Fair worked with influencers in the past, and are you open to working with influencers in the future?  
**See response to Question #64.**
- 102) Do you have attendee data available through an existing tracking tools such as a CRM?  
**Attendee data is available. We do not use a CRM solution at present.**

- 103) Are you currently using any in-house tools for project management, customer management, or asset management?  
**No.**
- 104) Have you utilized marketing automation as part of previous year's campaigns, and if so which platforms have you used?  
**No.**
- 105) Does your team have a desire to have more visibility of advertising effectiveness on an ongoing basis as part of an online dashboard?  
**The Fair is neither for nor against the use of new tools. It always depends on how they are used.**
- 106) Under section 2.2.2 Media Types you mention "digital apps" - can you expand on the types of apps you are envisioning?  
**The Fair needs to develop a phone app.**
- 107) Current media relations efforts focus on NY State media outlets, do you have an interest in exploring trade media relations to target more of the niche agriculture, tech and innovation audiences in addition to the general consumer?  
**The Fair would welcome recommendations for media relations targets.**
- 108) In scope items 2.2.1B, F, and I, and 2.2.2, items are mentioned that may require printing, production, shipping/mailing, and installation. Will the selected agency be asked to provide services for this and is it safe to assume the projected budget is all inclusive of those tasks?  
**The agency will normally provide creation of the printed materials while the Fair normally handles printing and distribution.**
- 109) Can you provide average printing, shipping, installation, and mailing costs for aforementioned items from previous years?  
**See response to Question #108.**
- 110) Scope item 2.2.1G - What is included in sponsorship marketing efforts?  
**Sponsorship marketing efforts are largely focused on the update of information and materials used to market to sponsors, including a sponsorship packet and the non-Fair website.**
- 111) Scope item 2.2.7C - How many layers of approval will be needed to approve agency plans and creative?  
**Normally, plans and creative work are approved at the agency (AGM) level. Occasionally, plans are approved at the level of the Governor's office.**
- 112) What is your target geography to expand to for outside NYS?  
**Border markets in Pennsylvania, Connecticut, Massachusetts, Vermont and Ontario, Canada.**
- 113) Are there markets that are of particular interest outside of the Syracuse DMA that you would like to attract people from? If so, what are the markets and how are they prioritized in terms of budget spend/percentage?

**The Fair focuses its media buys on the ring of markets around Syracuse (in the last few years, the state's I Love NY agency has supplemented our efforts by buying media in Buffalo, Albany and NYC). The Fair has decreased media buying in Central New York given the saturation of free media coverage it receives and added to broadcast and digital buys in the ring markets.**

- 114) Will media efforts be solely on promoting the Fair itself, or will there be a need for media planning and buying for other events? If so, what are the events and please provide any demographic/market details.

**At present, media is only purchased media for the Fair.**

- 115) For the purposes of the RFP, we understand we will provide a spec media plan for demonstrative purposes for Fair promotion only. This is not meant to be our actual media recommendation as that would be developed should we be awarded the project. Please confirm.

**Confirmed.**

- 116) Are there competing events in the Syracuse DMA during the Fair's run?

**Nothing of a regional or statewide nature.**

- 117) Is there a need for outreach beyond attendees? For example, vendors, local businesses. Are media efforts needed to reach specialized audiences?

**Not at present.**

- 118) How far out do you begin your media campaigns and is it a phased approach?

**See response to Question #56.**

- 119) How does the recently announced cancellation of the 2020 New York State Fair impact the current contract?

**See response to Question #43.**

- 120) Will you expect any aspects of the strategic / creative approach that was planned for the 2020 Fair to be carried over to 2021?

**While each Fair has aspects that carryover from year-to-year the programing and the creative changes with each Fair to adjust to changing trends and ideas.**

- 121) Currently missing inside the 2.2.2. "Media Types" component is social media - will social also need to be included inside our SOW - social strategy, content creation, suggested influencers, cadence posting schedule, etc.? If there are to be social influencers, is there a separate talent budget, or will talent fees be pulled from inside this quote?

**See responses to Questions #64 and #70. The vendor will receive an annual Purchase Order that encompasses all costs under one budget. Per Section 2.2.3 of the RFP, "Prior to the start of each calendar year, the Fair will provide the selected agency with an annual budget and business priorities and goals. Within sixty (60) days of receiving said budget and business priorities and goals from the Fair, the selected agency shall prepare and provide a written annual advertising plan for the Fair."**

- 122) In terms of production - is any of the actual fair production creative included in this ask - for example, stage set design, A/V recording, talent booking, shipping, receiving, sourcing contractors, etc.?  
**See Section 3.6B of the RFP, Percent Commission on Production.**
- 123) Since this is a public RFP, can you share with us an estimate of how many agencies you think will be replying, or give us a past number to get a clear idea of the response level?  
**The Department does not know how many agencies will reply to the RFP.**
- 124) Can we obtain access to previous years' ad campaign creative to use as a comparison - in particular for the creation of the spec creative marketing/advertising materials and mockups?  
**See response to Question #52.**
- 125) Does each year's Fair have a central theme, and who leads the creation of the Fair's theme ie. Does Marketing lead the central theme creation, or does the Fair production team lead the idea behind the theme for the year that Marketing is to pick up and build from, or a combination?  
**See Section 2.2.3 of the RFP, "Annual Advertising Plans."**
- 126) Is there a download of branded assets that can be shared that our creative team can use as a resource - NY State Fair logo, brand guidelines, color palette, fonts, etc.?  
**The Fair's logo can be found at <https://nysfair.ny.gov/about/press/logos/>.**
- 127) We find the weighting of only 13 points issued for our creative response to be a bit unusual given the ask is primarily strategic and creative in its nature for advertising and marketing. Is there a reason so many points are being weighted on past case history and bios/experience instead?  
**The weight of each of the components is reflective of the Fair's assessment of what an agency would require to perform successfully for this engagement.**
- 128) Is there a reason your current agency is being replaced?  
**See response to Question #6. The current contract expires on Dec. 31, 2020 and the RFP was released to ensure the process would be complete before contract end.**
- 129) Due to COVID-19, we do understand many current events have in place a "virtual backup." Do you see our response needing to take this into account for 2021? Would love to receive a briefing of how this year's fair pivoted with its cancellation, and if it has any plans to do a virtual event instead.  
**There are no current plans for virtual elements of the 2020 State Fair. See response to Questions #4, #44, #45, #65 and #92.**
- 130) Mandatory Contract Requirements, Clause B states "The selected contractor will have full control of all services provided pursuant to this engagement and assumes total responsibility for financial loss, accident, injury, or death that may occur as a result of the services provided." Confirming the subject of this clause is the contractor (us) and that we are not covering the State of New York et.al. (you) under this?  
**Correct.**

- 131) For clarity, the RFP states an example \$800,000 media budget for planning purposes, and a total marketing investment in prior years of \$750,000 to \$1.2m. Taking the higher number of \$1.2m as an example, would this suggest that all deliverables necessary for that year's fair including time and production would be \$400,000?  
**No. See responses to Questions #41 and #98.**
- 132) Are we responsible for attracting/contracting potential vendors for the Fair, outside of corporate sponsors or concessionaires like Pepsi? Small business owners, craft sellers, etc?  
**No. The Fair solicits sponsors through its Sales and Sponsorship Department, but would be receptive to suggestions. See response to Question #110.**
- 133) May we have a comprehensive list of previous years' media efforts?  
**Previous press releases can be found on the Fair website. See response to Questions #68 and #69.**
- 134) Due to COVID-19, would we be able to submit our RFP response just digitally instead of via printed paper and mailing? Want to be sure on this if it is no longer necessary to have hard copies.  
**No. See response to Question #46.**
- 135) Re: section 2.2.9 Ownership of Contract Work Product, does this mean we will not be able to show work online afterwards?  
**No. With permission from the State Fair, the selected agency will be permitted to show their work to future or prospective clients in portfolios or to showcase their experience and work performed. However, as a state agency, the Fair is not permitted to endorse any product or agency.**
- 136) If chosen to progress to the Creative Concept Pitch - August 24, 25 and 26th - will we be sharing the same creative concept that we are submitting for the 31st handoff, or would we be able to make additional refinements and expand then? We want to make sure we understand the level of concepting you want to see for the 31st vs. the separate pitches.  
**See response to Question #48.**
- 137) Re: Section - 2.2.2 Media Types - Pre-recorded - Does this mean we will be tasked with creating new assets through use of existing footage and assets? Re: Raw video, audio, or photos - Does this mean we will have the opportunity for new/custom photo, video shoot and/or audio recording? Or does this simply mean we will have access to existing "Raw" assets?  
**The selected agency would have access to existing raw assets and would be expected to create new assets.**
- 138) For your downstate marketing efforts, how much emphasis is placed on NYC, its boroughs, and the surrounding metropolitan area (Long Island, Westchester County, North and Central NJ, Hudson Valley, etc.)?  
**See response to Question #113.**
- 139) Do you have a fair policy re: marketing efforts and partnering with alcohol brands, given the family nature of the event?



**Sponsorship and partnering is generally handled through the Fair's Sales and Sponsorship Department and not as part of the advertising and marketing campaign.**

- 140) Can you share more on your past efforts of marketing to diverse audiences?  
**The Fair has done a significant amount of outreach to diverse communities to seek their input and has created and/or expanded Pan African Village, Latino Village, Pride Day, New Citizens Day and many similar events to promote the true diversity of the state. The Fair also advertises in diverse markets and publications.**
- 141) For the PR component of this ask, how much is centered around traditional PR methods (writing and releasing press releases, outreach to press to secure media coverage, etc.)  
**The Fair does its own press releases, approximately 50-60 per Fair cycle. The agency may be asked to support Fair PR efforts with some media outreach.**
- 142) How many tv and radio spots on average per fair do you produce? Outside of the fair for other annual events, can you also share?  
**We have traditionally produced one set of broadcast spots per Fair cycle. We do not produce broadcast spots for non-Fair events.**
- 143) Do you supply pre-roll?  
**The selected agency will be expected to create pre-roll.**
- 144) Are we allowed access to fair talent (performers) for tv/radio spots, or use pre-recorded or stock footage to help promote?  
**Access to Fair talent is very limited and only provided if included in the artists' rider.**
- 145) Re: Fair Theme days (women's day, etc.) - are there individual offshoots of the event that need their own marketing support and assets created?  
**The agency will create variants of the main ad campaign for certain special days such as Pride Day or markets such as the agriculture or Latino markets. In addition, the agency may be asked to create variations of the Fair's logo, as has been done for Pride Day, or logos for particular aspects of the Fair, such as the new logo for the Eatery building.**
- 146) Can you share the information of your past agencies who have created your campaigns and overarching fair strategy?  
**See response to Question #2.**
- 147) Can we receive past campaign work examples?  
**See response to Question #52.**
- 148) Youth involvement - are there any limitations or parameters on marketing or rights usage of under-18 fairgoers?  
**None beyond the need to secure legal permission for minor subjects used deliberately in advertising.**
- 149) Re: RFP Section 3.6 B Percent on Commission - we are a bit unclear on how you are requested we budget and scope our creative hours, as this suggests it falls into this category, but

as a percentage? Normally we price based on labor hours necessary to complete deliverables. Is this meant more as markup on hard costs for OOPs, or does this include agency staffing hours? **Section 3.6B states, "State the commission, expressed as a whole number percentage of the cost to be charged by the bidder for production costs incurred for the Department by the bidder for artwork, layouts, engravings, electrotypes, plastic plates, typography, mats, photostats, photo prints, photography, retouching, printing, mechanicals, transcriptions, storyboards, and video and radio talent." Production costs incurred would not include agency staffing hours; a blended rate for personnel costs should be included in the Personnel Costs section of the bid form, as noted in Section 3.6A.**

- 150) For the economic impact research study component, we'd like to be provided with a more detailed breakdown of the type of research you're expecting - I.E., is this qualitative/quantitative, traditional focus group based, or a more wider scale industry report? Can you share the length of survey you're looking for, as well as data and analytics reporting? For the new survey, will this be just an online survey method?  
**The Department is open to all ideas regarding how to accomplish a comprehensive economic impact study, referenced in Section 2.2.1J.**
- 151) Given COVID's impact on Work from home and the virtual office, we are hoping agencies can submit their responses via digital means vs. print/hard copy/binding and shipping. We took part in another recent NY State RFP and they required only an email submission.  
**See response to Question #46.**
- 152) Re the website maintenance and support - do you feel this will need UX/UI support? Is there an ability to take a look at a full scale redesign?  
**See response to Question #38.**
- 153) Re: the actual fair logo and branding - is the logo itself in consideration for a possible redesign?  
**No.**
- 154) Section 2.2.1 A – Promoting the Fair to potential sponsors, concessionaires and the entertainment industry. Will the agency have a role in identifying and procuring sponsors/concessionaires and entertainment? Historically, the Fair has had a robust and well-known list of entertainers, but it is unclear to us how that list is identified and whether we should plan to participate.  
**The selected agency will have the opportunity to offer suggestions, but the Fair identifies, evaluates and books all entertainment acts, sponsors and concessionaires. See response to Question #132.**
- 155) What are New York State Agriculture and Markets billing/payment terms (e.g., monthly via actuals, per project, progress billing, etc.)?  
**Billing must be monthly and must be broken down per project. Along with invoices, the budget should be provided showing actuals to date against the approved budget. Per Exhibit 4, Appendix D, "The Contractor shall submit all Claims for Payment under this Agreement, together with supporting fiscal documentation and required reports on or before the 15<sup>th</sup> day of each month for rendered services. All Claims for Payment must be accompanied by a summary of services rendered. All obligations must be incurred on or before the end date of**

**this Agreement. The final Claim shall be submitted within thirty (30) business days of the end of each annual contract period or the termination of this Agreement.”**

156) Will New York State Agriculture and Markets accept/consider any changes (i.e., payment terms) to the “Standard Clauses for New York State Contracts” or the “General Conditions for Agreements New York State Department of Agriculture and Markets?”

**No.**

157) Section 2.2.8 A. We are not accustomed to the inclusion of this clause in New York State marketing and advertising contracts. As agency compensation is based on an effective hourly rate(s) and commissions, not payroll records, can the certified payroll record reporting be waived and removed from the contract requirement?

**No. Certified payroll records are required reporting for this contract.**

158) Section 2.2.8 B requires proof of payment to contractors via a cancelled check. Is the agency required to provide this documentation prior to billing client for those vendor services (i.e., are we required to pay vendors/subcontractors before AGM has paid the agency for said services)?

**Yes. Proof of payment (cancelled check, receipt, or other proof of payment) to vendors and subcontractors must be provided as part of the billing submittal to the Department.**

159) Executive Order #162. We are not accustomed to the inclusion of this clause in New York State marketing and advertising contracts. Are all contractors and subcontractors required to provide gross wages paid to each employee for the work performed on the contract? If so, is this clause negotiable?

**The selected agency and any subcontractors must comply with the requirements of Executive Order #162. These requirements are not negotiable.**

160) Section 3.5 C (items i. – iii.) Can you confirm these items (strategic approach, sample creative, media budget) are to be shared by the agency only during the oral presentation and not via the written submission?

**Yes. See response to Question #48.**

161) Section 3.5 C iii. You’ve requested “a sample media budget for the campaign based on spending of \$800,000 for all paid media, including commissions on placement.” Can you specify what level of detail you’d like to see in our remit to this request?

**See response to Question #98.**

162) Is a Creative Concept Pitch / Oral Presentation guaranteed for all who submit an RFP response and meet the minimum qualifications?

**Yes.**

163) As a privately owned company we are not required to have audited financial statements but can provide a letter from our Chartered Accountant and our bank instead. Will these suffice as meeting the minimum qualifications?

**Yes.**

- 164) In section 2.2.1 The Great New York State Fair and Non-Fair Events J. Research and prepare an analysis of the total annual economic impact of the Fair. Can you expand on these deliverables and expectations?  
**See responses to Questions #73 and #150.**
- 165) Can you please provide an overview of the key New York State Department of Agriculture and Markets team members that will be involved during the RFP process? The Proposal Evaluation Committee?  
**The Technical Evaluation Committee will be comprised of three Fair employees. Per Section 4.2B, the Cost Proposal will be evaluated separately by the Fiscal Department of the Department of Agriculture and Markets.**
- 166) To what extent will your team or other partners support the day-to-day work? Can you provide an overview of marketing team members, partners, subcontractors and resources that will work alongside the agency?  
**See responses to Questions #10, #22 and #42.**
- 167) Are there any existing vendors we should consider in our plans at this phase? Or, will the Fair mandate any sub-contractors? If so, what are their roles and costs? Will they qualify as MWBE or SDVOB?  
**No. The selected agency must abide by the requirements set forth in Sections 5.2, 5.4 and 5.5 of the RFP.**
- 168) If the Fair does mandate specific sub-contractors, will you already have handled the required NYS paperwork such as the Vendor Responsibility Questionnaire to the state? Certified payroll records?  
**See response to Question #167. The selected agency must abide by the requirements in Section 5.11 of the RFP.**
- 169) If the agency identifies a subcontractor after work begins, what is the process (where and to who do we submit) for getting prior written approval of a subcontractor?  
**The selected agency must abide by the requirements in Sections 5.2, 5.4, 5.5 and 5.11 of the RFP.**
- 170) To what extent should our initial proposal and recommendations focus on the Great New York State Fair vs other marketing needs identified for the Fairgrounds and Non-Fair events, including those in Exhibit-1?  
**See response to Question #74. The technical proposal should address all the components in Section 3.5 of the RFP.**
- 171) Is the agency accountable for driving attendance to non-Fair events on the grounds throughout the year?  
**Not directly. See responses to Questions #67 and #82.**
- 172) Will the agency be provided one budget for the Fair and a separate one for the non-fair events and the new Fair-operated events?  
**No. The vendor will receive an annual Purchase Order that encompasses all costs under one budget. Per Section 2.2.3 of the RFP, "Prior to the start of each calendar year, the Fair will**

**provide the selected agency with an annual budget and business priorities and goals. Within sixty (60) days of receiving said budget and business priorities and goals from the Fair, the selected agency shall prepare and provide a written annual advertising plan for the Fair.”**

173) Can you provide some additional information on what we can anticipate for “new Fair-operated events outside of the annual Fair”?

**See responses to Questions #67 and #82.**

174) What percentage of the annual budget is allocated to each of these three categories? Or are there ranges?

**The three categories in the question were not specified so the question is not answerable.**

175) When specifically, should the agency expect to receive the Fair’s annual budget, business priorities and goals each year to begin annual plans for approval?

**Per Section 2.2.3 of the RFP, “Prior to the start of each calendar year, the Fair will provide the selected agency with an annual budget and business priorities and goals. Within sixty (60) days of receiving said budget and business priorities and goals from the Fair, the selected agency shall prepare and provide a written annual advertising plan for the Fair.”**

176) Are there any recent trends that have emerged that you're concerned about? Anything outside of Covid-19?

**None in particular.**

177) Above and beyond the success of campaigns and achieving key KPI’s, how will you evaluate the success of an agency relationship over the term of the contract? What other factors do you consider most important?

**Please see Section 2.2.4, Performance Measures, and response to Question #89.**

178) Regarding creative testing, will you require this every year? Would you be open to other methods of testing beyond qualitative?

**The purpose of qualitative testing is to ensure the message reaches the targeted audience effectively. Any method that satisfies that requirement can be considered.**

179) Can you confirm the physical submission requirements remain in effect (and that no digital submission/variances will be granted given Covid-19)?

**See response to Question #46.**

180) Will all participants submitting a technical/cost proposal be invited to the CCP? If not, how many do you intend to invite?

**See response to Question #162.**

181) We don't see mention of broadcast production rates. If the agency has this capability in house, how should we indicate the associated rates in our response?

**Billing must be submitted in accordance with Section 3.6A, Personnel costs—Blended Hourly Rate and Section 3.6B, Percent Commission on Production.**

182) Why is the contract being rebid?

**See response to Question #6.**

- 183) Is the incumbent agency participating in the bidding process?  
**See response to Question #66.**
- 184) Are you looking for new elements in your agency relationship and/or are there areas of dissatisfaction in the prior working relationship you are seeking to address in selecting a new partner?  
**See response to Question #95.**
- 185) How are the festival and fairgrounds events expected to be changed by COVID-19?  
**See responses to Questions #4, #44, #45, #65 and #92.**
- 186) Do you think COVID-19 will cause you to reconsider the definition of the primary audience for the Fair's marketing efforts?  
**No.**
- 187) Do you expect lower attendance and or metered entry times to comply with social distancing?  
**Because the COVID situation is extremely fluid, the Fair will base its plans on the state's guidance in effect at the time. The Fair anticipates that assuring Fairgoer safety will be part of its operational and marketing efforts.**
- 188) Do you expect that the lower planned admission prices for 2020 will be carried over for 2021  
**Yes.**
- 189) Do you expect any changes to the duration of the Fair in 2021 due to the Governor's expressed desire to lengthen it?  
**It is anticipated that the Fair will be 18 days in duration for the Term of the Agreement.**
- 190) How, if at all, would you expect to see any forecast changes due to Covid-19 to be addressed in the Agencies proposal and creative?  
**See responses to Questions #4, #44, #45, #65 and #92.**
- 191) Is the RPF response process being adjusted at all in response to COVID-19?  
**With respect to the physical submission, no. As stated in Section 3.5C of the IFB, the presentations will be in-person. Depending on social distancing guidance from New York State, the Department may change the in-person presentation to videoconference, and will notify the presenting bidders at least a week in advance.**
- 192) How many semi-finalists do you expect to invite to the creative presentation round? Are these still planned for in-person presentations?  
**See response to Question #162. As stated in Section 3.5C of the IFB, the presentations will be in-person. Depending on social distancing guidance from New York State, the Department may change the in-person presentation to videoconference, and will notify the presenting bidders at least a week in advance.**
- 193) Will there be any additional information, besides the exhibits, that will be supplied to bidders selected to present orally?

**No. Bidders are welcome to examine additional items listed in several responses in this document.**

- 194) Will being an NYC certified Women-owned business considered an equivalent to a NY State certified Women-owned business in terms of the awarding of evaluation points?  
**No. Only New York State Certified MWBE vendors will be eligible for the additional evaluation points.**
- 195) You indicate the Fair's annual marketing budget has ranged in recent years from \$750,000 to \$1.2 million - can you please provide average breakdowns from 2018 and 2019 for that spend by cost center: professional fees, production, media and research  
**See response to Question #41.**
- 196) Is there a required and/or set maximum commission rate on production services and media buying?  
**No. See Section 3.7, Calculation of the Score for Costs, for information on how the cost score is calculated.**
- 197) What will the payment terms and conditions be governing the contract? Will the selected agency be able to pre-bill a portion of the fees upon contract execution if this is their customary practice, specifically for any out-of-pocket production, media, and research costs?  
**See response to Question #155. By law, the Fair cannot pay deposits or advance billing and can only pay for work once it has been performed.**
- 198) Please clarify that you are seeking (2) annual campaigns under this contract - one consumer campaign to drive brand awareness and admission sales for the Fair and one business campaign to drive demand for non-Fair use of the facilities/grounds? If yes, please indicate how the allocated budget had historically been divided to support each of these campaigns.  
**See response to Question #74.**
- 199) Please advise how social media messaging and advertising fit into this RFP as they are not specifically referenced?  
**See response to Question #70.**
- 200) Can you please provide a listing of KPIs that were used to measure the performance of the marketing spend in 2019?  
**See response to Question #88.**
- 201) Have you done advertising effectiveness research studies in the past and is this a research-based measurement tool you expect to be used?  
**Questions about the Fair's advertising have been included in the annual fairgoer survey and it is expected that will continue.**
- 202) Is there a third-party vendor that has traditionally been used to execute the annual economic impact study, what is the typical cost of that study and is there a separate budget allocation for this expense or must it be covered as part of the overall budget?  
**See responses to Questions #73 and #150.**

- 203) Can you provide a sample of the economic research study?  
**See response to Question #73.**
- 204) Can you provide a sample of the annual Fair-goer and non-Fair goer research study?  
**See Exhibit #2, Summary of Fairgoer results; there has not been a market study done for non-Fair events.**
- 205) Do you have other co-marketing partnerships such as the one with Amtrak (e.g., airlines, car rental, hotels, travel booking services, etc.), do you currently spend any co-marketing dollars on these relationships, and if so are funded by the budget? If not, would you like to foster these opportunities in 2021?  
**See responses to Questions #12 and #132.**
- 206) Can you please share a typical timeline for the campaign planning and execution indicating the phases and duration of media in-market?  
**Per Section 2.2.3 of the RFP, "Prior to the start of each calendar year, the Fair will provide the selected agency with an annual budget and business priorities and goals. Within sixty (60) days of receiving said budget and business priorities and goals from the Fair, the selected agency shall prepare and provide a written annual advertising plan for the Fair." Also see response to Question #56.**
- 207) Can you please clarify what the agency's role is in supporting the website (e.g., creative development, content creations, site administration/content management, development/coding) and the typical monthly hours needed?  
**The Fair provides most of the content and posts routine content itself. The agency maintains the website, updating software, coding new templates, providing backups, etc. The agency does, on occasion, supply content to the website as requested. The agency would rebuild or redesign websites if requested.**
- 208) Can you please clarify what the agency's role is in supporting sponsorship (e.g., creative materials creations, outreach to prospects, in-person presentations, sponsor promotional exposure ideation, etc) and the typical monthly hours needed?  
**See response to Question #110.**
- 209) Can you please clarify what types of needs and the typical monthly hours needed that would be included in the "other marketing, advertising and PR duties as required?"  
**The Fair's needs and requirements can change based on any number of variables. Essentially, any function not normally required could be needed. This happens rarely so it is not possible to provide information on "typical" hours spent.**
- 210) Do you have attendee segmentation profiles based on historical admission ticket buyers with overlays of demographic and lifestyle information available to share?  
**The Fair has this data and will make it available to the selected agency.**
- 211) Do you have user personas for website users available to share?  
**No. The Fair has persona information for the Fair as a whole, which it will share with the selected agency.**



212) Does the Fair have a brand style guide available to share?

**See response to Question #126.**

213) Does this RFP contemplate any effort to update/refresh the Fair's branding to elevate its impact in the market or is it solely focused on marketing, advertising, and PR to drive awareness and admission sales?

**If, by branding, you mean the Fair's classic logo, no change is contemplated. The elevation of the Fair's and the Fairgrounds' overall brand in the entertainment industry market is ongoing.**

214) Should the content for the Creative Concept Pitch (p. 12) be included in the proposal that we will be submitting by July 31st? That section refers to the in-person (or virtual) meeting to be held in late August yet the directive is included in the instruction for the initial proposal deliverables.

**See response to Question #48.**

215) Will all bidders be presenting in late August, or will the field be narrowed to finalists?

**See response to Question #162.**

216) As part of the scope, there is mention of 'mobile advertising needs' and 'at Fair activations' can you elaborate on what solutions and strategies you'd like to see around this conversation point? Does it related to mobile advertising, text reminders, or something else?

**The Fair's efforts in the mobile space are developing. All aspects and possibilities are open for discussion based on best practices for the industry.**

217) Should the presentation be included as part of the written proposal response?

**See response to Question #48.**