



## **Request for Proposal**

### **Advertising and Marketing Agency Representation (Agency of Record)**

**Submission Deadline: January 30, 2020**

**Contact: Brenda Grajeda  
brenda.grajeda@skyutecasino.com  
Sky Ute Casino Resort  
14324 Hwy 172 North  
Ignacio, CO 81137**

## TABLE OF CONTENTS

<b>SECTION I</b>	<b>INTRODUCTION.....</b>	<b>3</b>
<b>SECTION II</b>	<b>SCHEDULE.....</b>	<b>5</b>
<b>SECTION III</b>	<b>PROJECT SUMMARY, OBJECTIVE AND PRICING.....</b>	<b>6</b>
<b>SECTION IV</b>	<b>WRITTEN PROPOSAL CONTENTS.....</b>	<b>8</b>
<b>SECTION V</b>	<b>WRITTEN PROPOSAL EVALUATION &amp; IN-HOUSE INTERVIEW DETAILS.....</b>	<b>10</b>
<b>SECTION VI</b>	<b>SUIT TERO Requirements and Native American Preference.....</b>	<b>11</b>
<b>SECTION VII</b>	<b>INQUIRIES, SUBMISSION DEADLINE &amp; DISCLAIMER.....</b>	<b>12</b>

# **Sky Ute Casino Resort**

## **Request for Proposal Full-Service Advertising Agency and Agency of Record**

### **Section I – Introduction**

Sky Ute Casino Resort (herein referred to as casino) is a Native American casino near Ignacio, Colorado on the Southern Ute Indian Reservation and is open daily 24 hours. The casino's 35,000 square foot gaming space features approximately 600 Class III gaming machines, eight (8) table games (blackjack, craps, roulette, 3-card poker), and a Bingo hall. Sky Ute Casino Resort is adding a Sports Book on-site and a geo-fenced sports book gaming app, with both fully functional and ready to take bets on May 1, 2020. The property has four (4) restaurants, three (3) bars and a hotel with 140 rooms including eight (8) luxury suites, seasonal RV Park with 24 spaces and full hookups, bowling, pool and fitness center, multipurpose event/banquet center, three conference/business meeting rooms, mini golf and playground. The casino offers travelers and visitors a Las Vegas-style gaming experience and a luxury hotel on the Southern Ute Indian Reservation, near Ignacio, Colorado. The reservation land area covers 1,064 square miles in three counties (La Plata, Archuleta and Montezuma). Tribal Council headquarters are located on the Southern Ute Indian Reservation. The reservation is also home to the Southern Ute Museum and Cultural Center.

#### **Property Perks**

Guests of this hotel can enjoy a Vegas-style casino, an indoor pool with Jacuzzi, lazy river, indoor/outdoor sundecks and spa services. Dining is available onsite at Seven Rivers Steaks Seafood Spirits one of three restaurants, which serves dinner. Other features include an arcade/game room, and a picnic area. Guests can take advantage of the free Wi-Fi in rooms and public areas, as well as a roundtrip airport shuttle. Each room features a work desk and a flat-screen cable TV. Select rooms include a balcony, a small refrigerator and coffee-making facilities. A 24-lane bowling alley and a mini golf course are also on-site. Free parking is featured.

The Southern Ute Cultural Center & Museum is a 10 minutes' walk from the resort. Durango-La Plata County Airport is 10.9 miles from the SUCR casino.

This property is also rated for the best value in Ignacio. Guests are getting more for their money when compared to other properties in this city and immediate surrounding area.

The casino's marketing team is highly skilled in marketing, branding, creative promotions, database administration, and media relations. Our advertising agency partner should be prepared to work collaboratively with the casino's team.

The casino is not merely looking for an agency to develop creative concepts and place them with traditional media markets in the area. Rather, the team is looking for an agency whose skill set will complement the in-house abilities of the casino marketing team and leverage appropriate opportunities to further our mission. The casino is looking for an agency that will both understand and believe in the mission and vision of this company as a gaming centric destination of choice. The intent of this client-agency relationship is to ensure that all local residents have opportunities to visit and become engaged in the products we are offering.

Proposals are being solicited from advertising and marketing agencies to implement multi-media, social-media, direct mail, creative, branding, public relations, public outreach, copywriting and campaigns for a variety of programs and messages in primarily English and possibly Spanish. The campaigns and funding parameters are outlined further in this document, yet may be changed prior to contract finalization. The projected total budget annual allocation for the entire package is up to \$1.3MM (including media buys). Furthermore, the contract could possibly be renewed bi-annually pending evaluation of performance. An annual increase in funding is possible based on increases in media costs and evaluation of performance. All dollar figures and potential contract renewals are pending approval from the Tribal Government and casino management through a contract approval process and annual budget approval process.

Invited agencies should submit proposals for consideration as outlined in this packet. While it is not required that an agency be located in the area, a thorough understanding of the unique qualities of the Four-Corners Market and the area's competitive landscape (in both gaming and hospitality) will be an important area of consideration for this RFP process.

Again, all contracts and budgets are subject to approval by the Tribe and casino General Manager.

## Section II - Schedule

DATE	EVENT
DECEMBER 30, 2019	RELEASE OF REQUEST FOR PROPOSAL
JANUARY 3, 2020	CLARIFICATION INQUIRY DEADLINE
JANUARY 10, 2020	SUBMISSION OF EMAIL OF INTENT
JANUARY 30, 2020	PROPOSAL SUBMISSION DEADLINE
FEBRUARY 3-6, 2020	PROPOSAL REVIEW BY MANAGEMENT
FEBRUARY 10, 2020	FINALIST AGENCIES NOTIFIED FOR IN-HOUSE INTERVIEWS AT THE CASINO RESORT
FEBRUARY 18-20, 2020	AGENCY INTERVIEWS ON SITE
FEBRUARY 24, 2020	FINAL SELECTION ANNOUNCED
FEBRUARY 26-29, 2020	CONTRACT PRESENTATION TO LEGAL REVIEW AND TRIBAL COUNCIL FOR FINAL APPROVAL AND SIGNATURES
MARCH 9, 2020	PROPOSED CONTRACT START DATE AND TRANSFER OF PROPERTY ELECTRONIC ASSETS
MARCH 9, 2022	CONTRACT END DATE (potential for bi-annual renewals with or without RFP process)

## **Section III – Project Summary, Objective/Pricing**

### **Project Summary**

This RFP is to identify a full-service advertising agency to provide support to the casino. The vendor of choice must provide Creative Print, PR, Radio, TV, Social and Digital Media and Print Production Services for a single guaranteed monthly fee (retainer), plus competitive pricing on all other required services. The contract is through March 9, 2022 with an optional two-year renewal clause.

### **Project Objective/Pricing**

To provide advertising services to the casino operations through creative development/production and digital marketing.

An all-inclusive monthly fee (retainer) in which the minimum requirements include, but are not limited to:

- Creative supervision with an assigned account executive
- Art direction strategy
- Mac production
- Account service
- Stock photo research
- Copy for all print projects
- Print production management
- Email print creative for established templates
- Minimum 24-hour turnaround on print production re-sizing and creative changes
- Accounting support
- Copyrighting (Direct Mail, PR, Online, Social Media, Radio scripts, TV story boards and any other task as assigned or needed)
- Project warehousing for completed projects, including owned picture stock
- Social Media Management to include but not limited to Facebook, Instagram, Twitter (Updates, daily postings, monitoring, etc.)
- All digital media (Internal and Web based)

Inclusive print creative production is to include:

- Dura-trans (backlits), posters, billboards, newspaper ads, magazine ads, slot-toppers, collateral, monthly 16-page mailer, newsletters, event invites, postcards, flyers, brochures etc.

Other non-inclusive pricing should be itemized in your proposal including: Production for both radio and Television.

- Fee for production of :15 and :30 radio spot including copy, VO, music.
- Fee for production of :8 radio doughnut including copy, VO, music.

- Fee for production of :15 and:30 TV spot which includes VO, music and animation of images. Include production timeframe.
- Standard radio and TV project completion time after creative is approved.
- Fee for b-roll shoot for one day excluding talent.
- Fee structure for creative production of external digital signage.
- Fee structure for Media buying (please specify percentage). Please specify media research resources for media buying recommendations. Include explanation of payment process to media sources and payment cycle.
- Fee structure for update of entire website and on-going updates, as needed.
- SEO and SEM fee structure.
- Other possible fees which are not part of your inclusive print bid.

## Section IV – Written Proposal Contents

### Submission Requirements

- A. Submission must include:
- Minimum of three (3) casinos clients or two (2) casino clients and one (1) hospitality client (including at least one (1) Native American casino preferred).
  - Creative campaign for a minimum of three (3) casino clients.
  - Sample of radio and TV spots.
  - Internet advertising samples.
  - Key staff (bios) for account services and experience level.
  - Organizational chart indicating the relationships between the staff members proposed to have responsibilities related to the project. Indicate on the chart the names of key personnel and their titles.
- B. Cover Letter – Include the name, address, telephone number, email and signature of the person authorized to commit the agency to the terms specified in the proposal.
- C. Summary of Qualifications – Provide a description of the agency’s capabilities:
- 1) Number of years in business.
  - 2) Brief description of the key staff's professional experience (highlight gaming and hospitality experience).
  - 3) Address the casino management’s high level of expectations regarding.
    - Product quality.
    - Need for agency flexibility and accessibility.
    - Efficiency and understanding of the limitations of highly regulated industry such as gaming.
    - Budget management expertise.
    - Unique qualities of the gaming customer, and
    - Timely turnarounds.
    - Working knowledge and experience with VizExplorer Software Suite and Aristocrat Oasis System.
  - 4) Detail any in-house media production capabilities.
  - 5) Explain in-house multi-lingual outreach capabilities and list all anticipated subcontractors, equipment needs and sources.
  - 6) Detail past experiences working with at least two casino/resorts or gaming entities (especially Tribal gaming entities), sample work for these campaigns can be placed in the “sample work” section and referenced.
  - 7) Provide a more detailed professional bio of the proposed Account Executive who would be assigned to this account.



- D. Understanding of the Four Corners Area – Explain your agency’s understanding of the Four Corners market including all relevant factors and competitive landscape which could potentially impact the effectiveness of the casino’s marketing programs and advertising campaigns.
- E. Key market challenges and opportunities in the area – Outline your agency’s view of the key challenges and opportunities in the Four Corners market regarding gaming and hospitality.
- F. Innovation – New media and social marketing. The casino does not intend for this partnership to be based solely on the placement of traditional media advertisement. The casino marketing team already conducts programs on a variety of social media outlets. Please explain ways that your agency and the casino team could strengthen our presence this media. How can we generate added value and tap new markets in a cost sensitive manner? Note: Do not propose any new websites or redesigns of current websites other than re-branding if necessary.
- G. Sample “Call to Action” – Please detail a potential strategy for a new property “brand” campaign that “tells the story” but also differentiates us from the competition. Tell us your agency’s ideas and approaches for this campaign and outline the key elements. Explain any strategies that will help avoid messages which might conflict with the Southern Ute culture but at the same time engage our core customer base while attracting new ones.
- H. Sample work submission (portfolio) – Please submit representative examples for three campaigns the agency has developed and coordinated. The portfolio can include work executed in any media, but must contain a project summary sheet outlining the goals and successes of each campaign. The portfolio must also include a work summary page identifying any subcontractors used in each campaign and detailing the work completed by each one. If possible, the portfolio should highlight multi-lingual campaigns developed for public agencies.

All portfolios and sample work submitted will not be tallied in the 20-page limit for the main proposal and become intellectual and physical property of the casino and the Southern Ute Indian Tribe. No packages will be returned.

- I. References – Provide three client references (with current phone numbers, email addresses and the name of an appropriate contact person) for which the agency has produced a comprehensive and, ideally, bilingual advertising and casino marketing campaigns.

## **Section V – Written Proposal Evaluation & In-House Interview Details**

An evaluation committee comprised of the marketing staff and casino management will review and score the written proposals. The casino-resort is looking for, among other things:

- Accuracy
- Thoroughness
- Creativity
- Technical ability
- Accessibility
- Topic area knowledge
- Flexibility
- Fiscal accountability
- An understanding of the limitations of regulated gaming (especially Native American Gaming)
- Budget management, (and pricing), and
- An ability to follow the direction of the RFP

The three finalists with the best proposals will be invited to an interview with the casino's executive management team, selected marketing staff and management to discuss topics such as, but not limited to, agency qualifications, understanding of key challenges, creative direction and innovation, budget allocation and the overall campaign approach. Each agency will be allocated at least one hour for the interview. Additional details on the in-house interviews will be given to the three finalists upon scheduling of the meetings.

Additionally, the casino's management and staff have the option to visit finalist agencies to assess staffing levels, work style, equipment and customer-service philosophy. The selected agency will be notified by telephone and in writing of project award and will be requested to submit a signed contract and proof of insurance within the specified time period.

## **Section VI – SUIT TERO Requirements and Native American Preference**

- A. The Southern Ute Indian Tribe has adopted a Tribal Employment Rights Ordinance (TERO) Code, which is to be observed by all businesses operating on the Southern Ute Indian Reservation.
- B. This RFP is a restricted solicitation and Indian preference will be given to qualified Indian Owned economic enterprises and Indian Organizations. The TERO policy must be applied to your selection of consultants and/or sub-contractors when putting together you bid proposal.
- C. For more information contact TERO at:

Southern Ute Indian Tribe TERO Office  
P.O. Box 737  
Ignacio, CO 81137  
970.563.0117

## Section VII – Inquiries, Submission Deadline & Disclaimer

### Inquiries

Any inquiries requesting clarification regarding this RFP or the content therein must be submitted in writing through email and must be received prior to the end of the business day at 5PM (Mountain Standard Time) on January 3, 2020. All questions submitted, plus the answers to the questions will be shared in writing with all submitting vendors.

Any inquiries should be made in writing via email to:

Brenda Grajeda  
Marketing Media Coordinator  
Sky Ute Casino Resort  
Email: [Brenda.Grajeda@skyutecasino.com](mailto:Brenda.Grajeda@skyutecasino.com)

### Submission Deadline

Interested and qualified firms must submit an email of intent to submit by January 10, 2020. Delivery of vendor proposal must include three (3) printed proposals and an email copy to the following location no later than 5PM (Mountain Standard Time) January 30, 2020. If the required intent to bid is not received in a timely manner, the full submittal may not be accepted.

Brenda Grajeda  
Attn: Marketing Media Coordinator  
[Brenda.Grajeda@skyutecasino.com](mailto:Brenda.Grajeda@skyutecasino.com)  
14324 Hwy 172 North  
Ignacio, CO 81137

### Disclaimer

This RFP is not an offer to enter into a contract, but is merely a request for information. Expenses incurred in responding to this RFP are the responsibility of the responding party. All materials submitted become the property of the casino. The casino reserves the right to modify, reject, or use without limitation any or all of the ideas from the submitted information. **The casino reserves the right to reject any and all proposals received or to waive or decline irregularities in any proposal. Interested firms will be evaluated in accordance with the requested proposal. The firm will be subject to background checks and will be required to obtain a gaming vendor license from the Southern Ute Indian Tribe Tribal Gaming Commission and may require a gaming license from the State of Colorado. Additionally, selected vendor will be required to adhere to all Southern Ute sovereignty requirements. All submitted proposals and packages become physical and intellectual property of the casino and cannot be used in any future manner by the submitting agency without express written permission of the casino Management.**