



REQUEST FOR PROPOSAL (RFP)

For Advertising/Marketing Agency Services

**Issue Date:
28 March 2024**

Deadline for Submittal: 15 April 2024

Please Respond Directly To:

**Osage Nation Gaming Enterprise
Marketing Department
Attention Mike McGuire, Director of Marketing
(Mike.McGuire@osagecasinos.com)
1211 West 36th Street North,
Tulsa, OK 74127
Phone: 918-699-7796 • Fax: 918-699-7766**

Overview:

The Osage Nation Gaming Enterprise (ONGE), a wholly owned and operated business entity of the Osage Nation, is accepting bids for Advertising & Marketing Agency Services.

The Osage People are strong, resilient, humble, reserved, proud, traditional and community-focused. With a rich tribal culture and storied history, the Citizens of the Osage Nation look forward to a bright future guided by their fundamental values rooted in education, cultural preservation, and celebration, health, civic engagement, natural resources, and economic development.

The Osage Nation and its gaming Enterprise opened its first casino operation in 2002 and has since grown to seven casino facilities across Osage County, Oklahoma. The ONGE operates five hotels and 516-guest rooms, five conference centers, ten restaurants, 10 bars, five resort-style swimming pools with food & beverage and entertainment, two lobby coffee and frozen beverage bars, hotel breakfast nooks, and an upscale 2,000-seat live entertainment venue with five skyboxes and state-of-the-art audio-video equipment featuring both permanent and convertible seating.

Since 2018, the growth of the Enterprise has been fueled primarily through expansion and new facility development. For the next few years, the ONGE will focus on optimizing revenues and profits from its legacy (existing) assets via product and service enhancements, prudent capital improvements, a more robust branding campaign, and a laser-like focus on cultivating patron relationships in eight different target market segments via traditional and omni-channel digital and database marketing.

The ONGE works closely with Osage Nation Leadership and the Osage Nation Foundation, a 501(C)3 non-profit organization that provides funding for essential services and initiatives. The Enterprise also continues to refine its Corporate Social Responsibility (CSR) programming using a culture-based strategy aimed at engaging existing and new patrons in the local and regional areas.

The ONGE can occupy, dominate, and defend a unique market position against its larger competitors across the state. The Osage Casino Hotel Team can provide a more intimate, personalized, customized, fully integrated entertainment experience with a mix of authentic products, services, and values that are specially tailored to the wants and needs of its eight (8) primary patron marketing segments.

The Enterprise has developed an Integrated Marketing & Branding Summary that expands on many of these topics in significant detail and will be distributed to agencies participating in the RFP. Responding agencies are encouraged to review this summary in detail and prepare to offer initial concepts that respectfully showcase the authenticity, breadth, and depth of the Osage Nation and a more intimate entertainment experience offered by the ONGE. Participating Agencies will receive an email copy of this company's proprietary document for Internal Use Only.

All qualified proposals received on or before the stated deadline of 15 April 2024 will be reviewed by a committee of seasoned Enterprise executives. During the week of 22 April 2024, the agencies with the top three proposals will be invited to participate in a Webex presentation.

A selection will be made on or before 28 April 2024 – each submitting agency will receive a formal notification of selection that will include a brief summary of reasons for selection or non-selection.

As part of your proposal, please be sure to provide the following information about your Team, your Agency, your client base, experience, organizational culture, organizational values, and capabilities:

General Company Background & Information:

1. Please provide background on your full-service advertising/marketing organization, including any gaming experience, tribal or other.
2. Explain your corporate philosophy regarding client service. What distinguishes it from other companies in the industry?
3. Describe the innovations your organization has brought to clients over the past years. Provide examples of how your innovations have addressed changes and trends in the marketplace.
4. How do you measure advertising and what results have you received from past campaigns?
5. What national or industry honors has your organization received within the past five years?
6. Is your company willing to undergo the application process to obtain a gaming license from the Osage Nation Gaming Commission, a regulatory body that oversees gaming within the Osage Nation?
7. Please provide a list of the personnel in your company that would be assigned to this account who are Native American.

Design and Consultation:

8. Describe your creative design process. What is covered in the basic process? Include a timeline of the creative process.
9. If we select your company as our advertising partner, what is the expected length of time for a new design for the following:
 - A. Creative concepts
 - B. Collateral design for traditional and digital communication channels
 - C. Omni-Channel/Digital Marketing
 - D. Television and Radio production and scripts

- E. Branding campaigns
 - F. Media Buying
10. Provide the number of people you would have assigned to our account and what their functions/roles will be.
 11. Please provide the names of the individuals who would be assigned to our account and a brief bio or summary of their background.
 12. Describe your company's experience with strategic planning for past or current clients.

Advertising/Marketing Services

1. Development and implementation of comprehensive marketing communications plans.
2. Corporate identity, direct marketing, and promotional creative campaigns, for multiple audiences.
3. Conceptual development and production of promotional brochures (including but not limited to) premiums, newsletters, and other collateral material.
4. Conceptual development and production of electronic media campaigns, TV, video, radio, web and e-commerce communications, out-of-home and direct marketing/promotional campaigns.
5. Logo development for company and/or in-house amenities.
6. Website management.
7. Exterior & Interior signage design and development.

Product

1. Do you have examples on how your company measures the effectiveness of their advertising campaigns that you can provide?
2. What services or functions does your company outsource and which ones are fulfilled in-house?
3. If you provide work from third-party vendors, please list those third-party vendors and/or contractors.
4. Please provide biographies on any graphic designer that would be assigned to this account.
5. Does your company develop email campaigns? Please define the types of campaigns and the successes.
6. What experience does your company have with mobile marketing? Please provide examples of the campaigns including the objectives and results.

Other information

1. Provide three key differentiators from your competitors and why we should select you over the others.
2. Provide price structure. Hourly rates by activity and retainer structure. Out of pocket expenses fee structure.

References

Provide references of companies your organization has worked with to provide full-service advertising/marketing services:

1. One company that became a new client within the past year.
2. One company that has worked with your organization for three or more years.
3. One company that is no longer a client but worked with you for one or more years.

Preferences

1. Osage Preference - In accordance with the Osage Nation Competitive Bidding Law, Osage Preference is given to Osage-owned enterprises if the bid is within 5% of the lowest bid.

Any contractor or economic enterprise requesting to be considered under the Nation's Osage Preference provision must provide the Osage Nation Gaming Enterprise:

- a. Osage Nation Enrolled Membership Card
- b. Evidence such as ownership, structure, management, control, financing, and salary or profit-sharing arrangements of the enterprise that prove majority Osage ownership, and,
- c. Evidence sufficient to demonstrate to the satisfaction of the Nation it has the technical, administrative, and financial capability to perform contract work of the type and size of the proposed project.

If only one qualified proposal is received, the contract is subject to the approval by the Owner.

Requirements

1. Must obtain and retain Osage Casino Vendor License.
2. Proposals must be submitted on or before 15 April 2024, to be considered.

Submitting a proposal is in no way a guarantee of being reviewed or receiving a contract.

Timeline

Please have your proposal submitted by 15 April 2024. Please note that NO extensions will be granted. You may submit your proposal to Marketing, Attn.: Mike McGuire, 1211 West 36th Street North, Tulsa, OK 74127. Contact Information – Please emailed to mike.mcguire@osagecasinos.com (918-699-7806).
