



REQUEST FOR PROPOSALS

PROJECT NAME:
Osage Casino Full-Service
Advertising Agency
Due Date: **June 15, 2026**

ISSUED BY: OSAGE CASINO
1211 West 36th Street North, Tulsa, OK 74127
Phone: 918-699-7849 • Fax: 918-699-7790

Osage Casinos operates seven state-of-the-art gaming and entertainment properties in and around Osage County. One of the largest employers in northeast Oklahoma, Osage Casinos offers extensive gaming opportunities, venues for local and national entertainment, banquet space for event rentals, hotels, restaurants, convenience stores, and more.

Founded in 2002, Osage Casinos plays a critical role in providing income to support the needs of the Osage Nation and the state. The Osage Nation uses revenues from its casinos to:

- Fund tribal government and programs.
- Provide for the general welfare of the tribe and its members.
- Promote tribal economic development.
- Support charitable organizations.
- Help fund operations of local government agencies of the Osage Nation.

The business entity is governed by the Osage Nation Gaming Enterprise Board. More information is available at osagecasinos.com

Section I. General Notice

Inquiries regarding the request for proposal shall be directed in writing, on or before **June 10, 2026**, to the following:

Questions:

Jeff Bailey
Director of Operations
1211 W. 36th St North
Tulsa, OK 74127
Jeff.bailey@osagecasinos.com

Submittals:

Stephanie Parker
Procurement Officer
1211 W. 36th St North
Tulsa, OK 74127
Stephanie.parker@osagecasinos.com

No oral requests will be accepted, and no oral answers/responses will be given. To ensure the fair and consistent distribution of information, all questions will be answered by a Q&A document, which will be posted on the Osage Casino's website (www.osagecasinos.com)

Any revisions to the solicitation will be made only by an addendum issued by the Osage Casino, which will be posted on the Osage Casino's website.

Osage Casinos is soliciting competitive sealed proposals from qualified full-service advertising Agencies.

Response to Request for Proposal shall be submitted as follows:

Date & Time: No later than 4:00 p.m. **CST June 15, 2026**

Proposals received after that time will be considered null and void and will not receive further consideration. missed deliveries, late or faxed submittals will be considered non-responsive.

Submission of a proposal acknowledges that the respondent has fully reviewed and understands the terms and conditions of the RFP. All required attachments must be signed and returned with the completed proposal.

Each proposal shall be submitted with three (3) printed sets (8x11) and one (1) electronic set in PDF format on CD/DVD/THUMB DRIVE to Osage Casinos Procurement Officer Stephanie.parker@osagecasinos.com. Proposals shall be submitted in an envelope clearly marked Full-Service Advertising Agency.

Awarding

- I. All bidders will be notified in writing when the bid has been awarded and/or is no longer considered for award.
- II. Award of the contract is subject to determination that the vendor is eligible to contract with the Osage Casinos.
- III. The Owner and its authorized representatives will review all proposals received, and may contact bidders to request further information, either in written form or in the form of a presentation to the Owner. The Owner may accept any given proposal as submitted or may negotiate with bidder to establish terms most advantageous to the Owner. The decision of the Owner shall be final and not subject to appeal.

Section II Project Description

General Background:

The Osage Casinos is wholly owned unincorporated enterprise of the Osage Nation, a federally recognized Indian Tribe, and as an instrumentality of the Osage Nation, possesses all the privileges and immunities of the Osage Nation, including its status as a non-taxable entity and its sovereign immunity from unconsented suit. The Osage Gaming Enterprise operates seven casinos throughout the Osage Reservation, known as Osage County.

The Enterprise currently has seven casinos in Oklahoma in the following cities: Tulsa, Sand Springs, Bartlesville, Hominy, Pawhuska, Skiatook, and Ponca City that incorporate Hotels and C-Store operations.

The awarded vendor(s) must be prepared to provide service for all Osage Casino locations. (see: attachment)

Request for Proposal (RFP) – Full-Service Advertising & Marketing Agency

Osage Nation Gaming Enterprise (ONGE) seeks a strategic, full-service advertising agency partner to support a multi-year enterprise transformation initiative focused on strengthening regional competitiveness, expanding market share, elevating guest experience, increasing brand equity, and positioning ONGE as a premier gaming, hospitality, and entertainment destination across Oklahoma and surrounding regional markets.

Scope of Services

The selected agency is expected to provide fully integrated, end-to-end capabilities across strategy, creative, media, analytics, and partnership activation, including:

Strategic & Brand Development

- Enterprise-wide and property-level brand platform development and positioning
- Campaign strategy aligned with ONGE’s phased growth strategy (Current State → Transition State → Final State)
- Regional and multi-state market expansion strategy development

Creative & Content Development

- Full creative development (TV, radio, digital, social media, OOH)
- Campaign concepts, production, and storytelling
- On-property branding and experiential design

Media Planning & Buying

Integrated media strategy across:

- Broadcast (TV/radio)
- Digital media, including programmatic, paid social, video
- Outdoor, local, and regional advertising channels
- Media performance optimization and strategic budget allocation

Digital & Data Marketing

- CRM integration and database marketing strategy
- Audience segmentation and targeting across both drive-in and destination markets
- Paid social, paid search, and programmatic campaign execution
- Marketing automation, personalization, and customer lifecycle marketing

Partnership Activation

- Strategic activation of partnerships, including:
- Collegiate athletics (e.g., Oklahoma State University Athletics)
- Regional sponsorships, events, and entertainment partnerships
- Co-branded campaigns and experiential marketing

Analytics & Performance Measurement

- KPI development and reporting dashboards
- ROI measurement (media, campaigns, partnerships)
- Ongoing optimization recommendations

Training, Knowledge Transfer & Executive Development

- Commitment to strengthening ONGE's internal marketing capabilities through training, knowledge transfer, mentorship, and executive development
- Support for developing bench strength, operational redundancy, and long-term organizational marketing capacity

Required Qualifications & Experience

Industry Expertise

- Proven experience in:
 - Tribal and/or commercial gaming
 - Hospitality, resort, and destination marketing
- Preference for:
 - Sports/athletics partnerships and activation experience
 - Multi-property gaming and hospitality brand management expertise

Strategic Capability

Demonstrated ability to:

- Develop and execute multi-property brand campaigns aligned with enterprise objectives
- Execute regional marketing expansion strategies
- Align marketing with revenue and operational objectives

Creative Excellence

- Portfolio demonstrating high-impact, differentiated campaigns
- Ability to balance:
 - Performance marketing and conversion-driven initiatives
 - Long-term brand storytelling, authenticity, and brand equity development

Media & Digital Strength

Expertise in:

- Data-driven media buying
- Audience targeting across multiple states
- Real-time optimization
- Measurement framework tied to return on investment (ROI) and key performance indicators (KPIs)
- Demonstrated ability to drive profitable growth through efficient customer acquisition, measurable marketing performance, and data-driven optimization

Analytics & Technology

Advanced capabilities in:

- CRM integration
- Customer data platforms (CDP)
- Attribution modeling and performance tracking
- Utilization of project management collaboration software for account management and workflow coordination

Cultural Competence

Understanding of:

- Tribal sovereignty and governance
- Respectful, authentic representation of Native Nations

Ability to incorporate Osage identity and storytelling into brand development

Desired Agency Characteristics

- Full-service, integrated structure spanning strategy, creative, media, analytics, and account management
- Senior-level strategic leadership and engagement
- High-impact creative capabilities that drive measurable guest engagement, visitation, revenue growth, and brand differentiation
- Scalable team to support multiple concurrent projects and property launches
- Strong project management and cross-functional coordination

Partnerships & Resources

Agencies should demonstrate:

- Existing or potential partnerships with:
 - Media networks and advertising platforms
 - Production companies
 - CRM, analytics, and marketing technology providers
- Capability to support multi-market campaigns across state lines

Success Metrics

The selected agency will be evaluated on:

Growth Metrics

- Increased visitation and market share
- Growth in hotel occupancy and ADR (Average Daily Rate)
- Gaming revenue and player database expansion
- Return on investment in strategic partnerships and sponsorships

Marketing Effectiveness

- Campaign ROI and performance outcomes
- Brand awareness, perception, and market positioning improvements

Executive Excellence

- Successful execution of product launches, facility openings, partnership activations, and integrated marketing campaigns
- Positive qualitative feedback from guests

Agency Response Requirements

Agencies should include:

- Relevant experience and case studies
- Team structure and key personnel
- Strategic approach to ONGE's growth phase
- Sample campaign concepts or approach (optional but encouraged)
- Fee structure and compensation model

Selection Criteria

ONGE will evaluate agencies based on:

- Industry experience and proven results
- Strategic thinking and creativity
- Data and analytics capabilities
- Cultural alignment and partnership approach
- Overall value, scalability, and operational support
- Organizational fit with ONGE leadership, culture, and core values

Submittal Requirements

The responding firms are to complete the information below in the outline. The RFP response should be organized in accordance with the list of Submittal Requirements and Criteria.

Substitute documents will not be accepted.

- Name of Firm, Address, and Telephone Number
- Parent or Affiliate companies
- List the name and qualifications of the person(s) who will be the key contact and/or manage this contract.
- Osage Nation Ownership (if applicable):
 - Provide evidence of ownership, full or partial (51%) by Osage Nation member(s) or entity.
 - Provide evidence of tribal membership.
- Provide a brief overview of your company and what unique services/systems you can provide.
- Sponsorship Monies
- The pricing for the term of the agreement needs to be guaranteed for the first year, and with a cap on any increase for each subsequent year.
- Identify your funding to include Fixed, variable, and all other product funding.
- Please identify any additional pertinent material not specified above.
- In your proposal, please specify a growth incentive plan to include any venue acquired during the term of this agreement.
- Explain how your company manages customer service concerns. Please provide a list of contact names/numbers of people our firm can contact in case of emergency.
- Describe how your account team would manage our account.
- Describe the company's methods utilized to maintain quality.
- Completed General Information Form, Business Relationships Affidavit, Standard Vendor Addendum.
- State why your company's products or services are more qualified than your competitors.
- References
 - Provide references from the past three (3) clients for which your firm has done similar work as requested in this RFP.

All submittals will be evaluated based on the following criteria:

- A. Total program presented – Vendor demonstrates the ability to service the locations specified as well as the ability to manage future growth. In addition, the vendor is innovative, making recommendations to further control costs and quantify those opportunities.
- B. Operating Presence/Coverage – Vendor has the ability to service current and future properties.
- C. Program Review – Vendor and Osage Casinos will conduct reviews on a quarterly basis to discuss service levels, product quality, recommendations for cost savings, and the tools to execute those savings and provide benchmarking vs. other organizations for validation purposes.
- D. Added Value – Vendor continually monitors and makes recommendations for cost-saving opportunities based on usage, etc.

Selection Process

Process:

- A. The Owner's selection process follows these basic steps:
 - I. Receipt and review of proposals.
 - II. Interview selected firms (if necessary)
 - III. Select Firm

- B. The awarded firm will also be responsible for completing the vendor licensing requirements with the Osage Nation Gaming Commission & Tax Commission within fourteen business days of the award. By submitting a proposal, you agree to execute the required contract provided by Osage Casino.

- C. Osage Casino reserves the right to:
 - I. Amend, modify, or withdraw this RFP.
 - II. Accept or reject any and all proposals.
 - III. Waive or correct any irregularities in proposals after prior notice to the offer(s).
 - IV. Negotiate with an alternative if initial contract negotiations are unsuccessful.

This RFP does not obligate Osage Casino to award a contract, to pay for costs incurred in preparing any proposal, or to provide the services described herein. All proposals are submitted at the sole expense of the Offeror. Osage Casino shall incur no liability of obligation to any except pursuant to a written contract of services, duly executed by an authorized signatory for Osage Casino.

Criteria:

Criteria to be used by the Owner in the evaluation of proposals will include the following:

- a. Professional abilities of the firm in working on projects of similar scope.
- b. Relevant experience of the firm in working on projects of similar scope.
- c. Qualification of personnel to be directly involved with this project.
- d. Responsiveness of the proposal to the requirements as outlined in this RFP.
- e. Specialized qualifications of the firm and its team members.
- f. Preference for Osage-owned firms, as stated, will be provided as long as the firm meets the qualification criteria.

Vendor #: _____
W-9 Received: _____

Vendor General Information Sheet

Legal Name: _____

DBA Name: _____

Business Address: _____

Types of Goods and Services Provided: _____

Publicly traded: YES Stock Exchange/Symbol: _____ No

Will there be a contract with this vendor: Yes No

Will you require access to Osage Casino Gaming Systems: Yes No

Will you have employees working onsite at any Osage Casinos locations: Yes No

Contact or Rep: _____

Ordering Preference: Phone Fax Email

Phone: _____ Fax: _____

Email _____

Osage Casino Employee Contact: _____ Department: _____

Business Address:

Payment Terms:

BUSINESS RELATIONSHIPS AFFIDAVIT

STATE OF _____) SS:

COUNTY OF _____)

_____, of lawful age being first duly sworn on oath says that (s)he is the agent authorized by the bidder to submit the attached bid. Affiant further states that the nature of any partnership, joint venture, or other business relationship presently in effect or which existed within one year prior to the date of this statement with architect, engineer, Osage Nation, Osage tribal member, or other party to the project is as follows:

Affiant further states that any such business relationship presently in effect or which existed within one year prior to the date of this statement between any officer or director of the bidding company and any officer or director of the architectural or engineering firm or other party to the project is as follows:

Affiant further states that the names of all persons having any such business relationships and the positions they hold with their respective companies or firms are as follows:

(If none of the business relationships herein above mentioned exists, affiant should so state)

Affiant further states that the names of all people having a relationship by blood/marriage/adoption to any Osage Nation Board Member or Members of the Executive Management are disclosed as follows:

Affiant

Subscribed and sworn to before me this ____ day of _____, 2020.

[SEAL]

Notary Public

My commission expires: _____

THIS EXECUTED AFFIDAVIT MUST ACCOMPANY YOUR PROPOSAL

Standard Vendor Addendum

MASTER TERMS AND CONDITIONS REQUIRED BY ONGE FOR ALL VENDOR AGREEMENTS

This Addendum between the Vendor and the Osage Nation Gaming Enterprise dba Osage Casinos (“ONGE” or “ONGE dba OC”)(together the “Parties”), is made a part of the Agreement and all attachments thereto (altogether called the “Agreement” herein), and is hereby incorporated by reference. Any inconsistencies between the Agreement and this Addendum shall be superseded by this Addendum.

WHEREAS, (1) the Osage Nation Gaming Enterprise is a wholly-owned unincorporated enterprise of the Osage Nation, a federally recognized Indian tribe, and as an instrumentality of the Osage Nation, possesses all the privileges and immunities of the Osage Nation, including its status as a non-taxable entity and its sovereign immunity from unconsented suit; and (2) the Parties wish to enter into the Agreement in order for Vendor to provide certain goods and/or services to ONGE dba OC, and (3) the Parties understand that this Addendum is necessary in order for the Agreement to be enforceable,

THEREFORE, the Parties agree to specifically delete any and all language in the Agreement that may prohibit written amendments to the Agreement, and agree in writing to amend the Agreement as follows:

1. License or Registration. Any persons or entities transacting with the ONGE for goods and/or services are required by law to be licensed by the Osage Nation Gaming Commission, and are subject to the following conditions: **NOTWITHSTANDING ANY OTHER PROVISION CONTAINED HEREIN, THIS AGREEMENT SHALL NOT BE VALID OR ENFORCEABLE UNLESS AND UNTIL VENDOR HAS APPLIED FOR AND RECEIVED A VENDOR LICENSE FROM THE OSAGE NATION GAMING COMMISSION AS REQUIRED BY THE OSAGE NATION GAMING STATUTE. FAILURE TO APPLY FOR, SECURE, AND MAINTAIN THE REQUISITE LICENSE SHALL BE DEEMED A MATERIAL BREACH OF THIS AGREEMENT AND SHALL RENDER THIS AGREEMENT NULL AND VOID.** Vendor acknowledges that its compliance with Osage Nation Gaming Commission vendor licensing regulations is required in order to be paid from gaming revenue, and that payment may only be issued to the licensed vendor name. The vendor will be subject to regulatory fines and fees associated with failure to maintain all required licenses. Vendor shall provide ONGE a copy of its vendor license or evidence of registration when received, or if currently licensed or registered, shall attach a copy to the Agreement. Vendor shall likewise provide ONGE with copies of any licenses required by the Osage Nation Tax Commission. Osage Casinos will not pay fees on behalf of the vendor or allow the fees to be invoiced as part of the project.
2. Governing Law and Venue All Agreements with the Osage Nation Gaming Enterprise (“ONGE”) shall be governed by the laws of the Osage Nation, the State-Tribal Compact, federal laws, and the laws of the State of Oklahoma, in that order, in all matters of construction, validity, performance and enforcement, as those laws apply to Agreements executed, delivered and performed solely within the jurisdiction of the Osage Nation. The sites where the goods and services will be used or installed, and the performance of any and all services shall occur on Indian Lands as defined by the Indian Gaming Regulatory Act, 25 U.S.C. 2701 et seq., under the jurisdiction of the Osage Nation. Venue shall be in the Osage Nation District Court.
3. Consent to Jurisdiction. For the purposes of any Agreement entered with the ONGE, Vendor consents to the civil jurisdiction of the Osage Nation and its governmental bodies and agencies, and shall be subject to the laws of the Osage Nation including, but not limited to, the Tribal-State Compact, the Osage Nation Gaming Statute, the Osage Nation Gaming Commission regulations, and the National Indian Gaming Commission regulations. Vendor agrees to adhere to and comply with federal and tribal Internal Control Standards applicable to the goods and services it provides to the ONGE.
4. Dispute Resolution. ONGE hereby agrees that in any claim or lawsuit arising from the terms of this Agreement filed by Vendor and no other person or party, the ONGE shall not assert the affirmative defense of sovereign immunity from unconsented suit if such claim or lawsuit is filed in the District Court of the Osage Nation solely in relation to claims for relief in the form of an order: 1) compelling ONGE to take action expressly required by this Agreement; 2) compelling ONGE to discontinue action expressly prohibited by this Agreement; and/or 3) awarding money damages against ONGE for breach of this Agreement. Under no circumstances shall this paragraph be construed to authorize any enforcement of any kind whatsoever against any assets of ONGE except: 1) its unobligated gaming revenues, or 2) the Equipment pledged pursuant to this Agreement; nor shall it be construed to authorize any award of extraordinary, punitive, indirect, special, incidental, or consequential damages; nor shall it be construed as an authorization or consent to arbitration. Nothing in this paragraph authorizes any waiver, limitation, or modification of the sovereign immunity of the Osage Nation from unconsented suits or recovery of any award of damages against the ONGE from any assets of the Osage Nation other than those of the ONGE as specifically provided herein.

5. Indemnification. Vendor shall hold harmless and indemnify the Osage Nation, ONGE and its officers and employees against losses, costs, damages, expenses, or other liabilities arising from the negligent performance of the Vendor’s duties, to include injury to persons or to any property.
6. Force Majeure. Neither party shall be held liable for damages or responsible to the other party nor be deemed to have defaulted under or breached this Agreement for failure or delay in fulfilling or performing any obligation under this Agreement when such failure or delay is caused by or results from causes beyond the reasonable control of the affected party or parties, including but not limited to Acts of God, fire, flood, explosion, earthquake, or other natural forces, war, civil unrest, accident, pandemic, omissions or delays in acting by any governmental authority, national or local emergency, or any other event similar to those enumerated above (“Force Majeure”), or when Force Majeure causes a party to suspend operations or temporarily shut down. Provided, however, that the party or parties so affected shall use reasonable commercial efforts to avoid or remove such causes of nonperformance, and shall continue to use diligent, good faith efforts to avoid the effects of such Force Majeure event and to perform the obligation whenever such causes are removed. A party shall provide written notice to the other party within a reasonable time after the occurrence of the Force Majeure event, and the parties shall mutually seek a resolution of the delay or the failure to perform. All delivery dates under this Agreement that have been affected by Force Majeure shall be tolled for the duration of such Force Majeure. Notwithstanding the foregoing, should the event(s) of Force Majeure suffered by a party extend beyond a four-month period, the party may then terminate this Agreement by written notice to the other party, with the consequences of such termination as if this Agreement had expired.
7. Term. Notwithstanding any language to the contrary in the Agreement, in no event shall the initial term or any renewal exceed three years in duration. Unless a lesser term is designated in the Agreement, ONGE may terminate any agreement without cause by providing at least 120 days’ notice to Vendor.
8. No Assignment or Transfer: Vendor acknowledges that its contracts with ONGE cannot be sold, assigned, or managed by another entity without the written approval of ONGE at least 120 days prior to the attempted action. Failure to provide notice and acquire all required licensing for the other entity shall render the Agreement null and void, and Vendor may be subject to regulatory action and civil damages.
9. Confidentiality. Each party agrees that all confidential documents, work product, and information (including all computer code and related materials) received or otherwise obtained from the other party pursuant to the Agreement will be received in strict confidence and will be used only for the purposes of performing under the Agreement. Without obtaining the prior written consent of the other party, neither party will disclose any such information to any third party, and each party will disclose such information only to such of its officers, employees, and agents that have a need to know such information for the purposes contemplated by this Agreement.

IN WITNESS WHEREOF, the Parties have caused this Addendum to be executed by their duly authorized officers as of the date first written below.

VENDOR:

By: _____

Printed Name: _____

Title: _____

Date: _____

Osage Casinos:

By: _____

Printed Name: _____

Title: _____

Date: _____

Attachment

Property Locations

Osage Corporate Office
1211 W 36th Street North
Tulsa, OK 74127

Osage Casino Hotel – Tulsa
951 W 36th Street North
Tulsa, OK 74127

Osage Casino Hotel - Ponca City
64464 US Highway 60
Ponca City, OK 74604
** C Store at this location

Osage Casino – Hominy
39 Deer Avenue
Hominy, OK 74035

Osage Casino - Bartlesville
1803 US 60
Bartlesville, OK 74003

Osage Casino Hotel - Pawhuska
1421 John Dahl Avenue
Pawhuska, OK 74056

Osage Casino - Sand Springs
301 Blackjack Dr
Sand Springs, OK 74063

Osage Casino Hotel - Skiatook
5591 West Rogers Boulevard
Skiatook, OK 74070
** C Store at this location