



**NORTHWEST SEAPORT ALLIANCE  
REQUEST FOR PROPOSALS  
No. 070994**

**Marketing & Advertising Support Services**

The NWSA  
P.O. Box 2985  
Tacoma, WA 98401-2985

<b>RFP INFORMATION</b>	
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Submittal Date	<b>NOVEMBER 6, 2018 @ 2:00 PM (PST)</b>

PLEASE SUBMIT ALL CORRESPONDENCE AND PROPOSALS  
VIA E-MAIL DIRECTLY TO THE PROCUREMENT CONTACT LISTED ABOVE  
AND INCLUDE 'MARKETING & ADVERTISING SUPPORT SERVICES' IN THE  
SUBJECT LINE

Northwest Seaport Alliance (NWSA)  
Request for Proposals (RFP) 070994  
**MARKETING & ADVERTISING SUPPORT SERVICES SUPPORT  
SERVICES**

The Northwest Seaport Alliance (NWSA) and Port of Tacoma are seeking a creative agency partner with whom to collaborate on strategic messaging and marketing solutions targeting business and community audiences, to be executed in advertising, print and digital formats. Consultants will be evaluated on proven and demonstrated creativity, resourcefulness and capability to help the NWSA and the Port meet or exceed goals to increase awareness and position in a highly competitive marketplace. Teaming is encouraged to ensure a full suite of services is offered. Proposals will also be evaluated on the breadth and depth of staff and capabilities to execute on selected marketing strategies. The purpose of this procurement is to identify and select the Consultant the NWSA and Port believes is the best marketing, advertising and communications solutions partner. Any contract resulting from this RFP is subject to NWSA Managing Member approval.

The expected duration of the contract is two (2) years, not to exceed \$200,000 per year for The Northwest Seaport Alliance and \$25,000 per year for the Port of Tacoma. Printing and mail services will be covered by separate purchase orders with home port and NWSA-approved Consultants.

**BACKGROUND**

The NWSA is a municipal port authority formed in August 2015 through a marine cargo operating agreement between the Ports of Seattle and Tacoma. The agreement unifies management of the ports' marine cargo facilities and business units to strengthen the Puget Sound gateway and attract more marine cargo and jobs for the region.

The NWSA management structure is the first of its kind in North America. As the fourth-largest container gateway in North America, the NWSA delivers less congestion, closer proximity to Asia and award-winning ease of doing business. The NWSA's primary customers and partners are international shipping lines, beneficial cargo owners, logistics service providers, warehouse and distribution centers, trucking companies and railroads.

For information about the NWSA vision and lines of business, visit [www.nwseaportalliance.com](http://www.nwseaportalliance.com).

The Port of Tacoma is a municipal port authority created by a vote of Pierce County citizens in 1918. Shipping and industrial activities at the port drive economic development and job creation for the County and the region.

To learn more about the Port of Tacoma, visit [www.portoftacoma.com](http://www.portoftacoma.com).

The NWSA's Standard Terms and Conditions are included with the Personal Services Contract Template which is Attachment B to this RFP. By submitting a Proposal, the Consultant represents that it has carefully read and agrees to be bound by the NWSA's Standard Terms and Conditions. Identify during the question submittal and response period any sections you consider onerous, clarify why you consider these sections onerous, propose alternative language and describe why it is in the NWSA's best interests to adopt the alternative language.

Proposals submitted with altered or conditioned Terms and Conditions or RFP documents without prior written agreement from the NWSA will be considered non-responsive and not considered for evaluation.

## **B. SCOPE OF SERVICES:**

The successful agency's responsibilities will include collaboration with NWSA staff on:

- Strategic messaging for business and community audiences.
- Conducting a brand awareness study to measure overall awareness and customer/stakeholder perceptions
- Print and digital advertising, including messaging, design and production.
- Development of an advertising plan to support marketing goals, and measurement of brand awareness and advertising campaign effectiveness.
- Planning, design and production of printed promotional materials, including brochures, flyers, guides and direct mail literature.
- Design and printing of the corporate magazine, Pacific Gateway (2 per year), and annual reports for the NWSA and Port of Tacoma
- Design and production of materials and ad campaigns for conferences, trade shows and conventions, such as booth displays, banners and print and event-related digital and print advertising.
- Production of an annual video holiday message.
- Analysis, advice and support for various Port campaigns.
- Budget planning and shared responsibility for cost control.

The Consultant will be expected to perform all functions normally required of a full-service creative agency. Key personnel should have at least 10 years of experience in communications strategy, brand management, marketing and advertising.

## **Marketing and Advertising**

The Consultant will assist in developing a cost-effective communications plan in collaboration with the Commercial and Public Affairs departments to meet marketing objectives and budget. The plan will include advertising, event participation, direct mail and email campaigns, and supporting materials, such as publications, print and social media advertising, videos, banners and media story pitches.

The Consultant will consult with the NWSA on a media and advertising plan that is consistent with and furthers the NWSA's marketing plan. The advertising plan will detail all campaigns planned during the year, including budget estimates for design and production costs of creative to support the campaigns. Media plans will be efficient and cost effective and provide the desired reach and frequency and must take into account industry-specific trade publications.

The Consultant will recommend campaign ideas, messages and materials that reflect the best, most effective practices available in the shipping/seaport economic development sectors. The Consultant will review and evaluate effectiveness of each ad campaign, and propose changes to messaging or media mix on a quarterly basis.

The NWSA will provide an estimated annual total dollar expenditure, from which the Consultant will develop an annual budget detailing fees and hard costs for work and other services required to execute on this RFP or the contract resulting from this RFP.

The Consultant must recommend ways to generate cost savings wherever possible and provide quantitative and qualitative measurements that illustrate the return on investment for marketing and advertising programming. The Consultant must make no commitment on behalf of the NWSA or Port without prior approval.

The Consultant will be responsible for the creative design, copywriting and production of printed materials produced in support of the marketing and advertising efforts, work product to be approved by the NWSA.

The Consultant will also produce an animated/video holiday card, two magazine-style publications, the NWSA annual report along with other print and digital publications. The Consultant will also provide creative design support and advice for the Port of Tacoma annual report. NWSA and the Port will own all original artwork, layout, design and final product. All creative work will be produced in accordance with NWSA brand standards and exemplify the spirit of the brand.

The Consultant must offer alternative campaigns rather than only one creative solution for a particular promotion. Up to three storyboards, ads or other creative concepts must be offered when the Consultant makes a creative presentation to the NWSA. The Consultant will be expected to obtain written approval from the ports or NWSA before producing any advertisement or related material. When producing any creative work, the Consultant must not vary from approved scripts, copy, storyboards or layouts without the NWSA's written approval. The Consultant will be liable for all costs if

advertisements or collateral materials are executed in a manner not consistent with the NWSA's written approval.

The Consultant shall charge the NWSA only one time for artwork that is used in multiple forms, except for the reduction or enlargement of the artwork. Artwork required for any print advertisements must be billed as a one-time item. Any duplication of charges for artwork will be rejected. All original artwork and design files become the property of NWSA or the home port and will be delivered upon completion of the project.

Following creative bid approval by NWSA staff, the Consultant will be responsible for the execution, creation and production of marketing materials, including print and digital advertising, videos and other materials that may be required by the NWSA. The Consultant must develop multimedia campaigns in support of the promotions identified in the NWSA's marketing plan. The Consultant may also be required to assist NWSA or the port on developing slogans, logos, illustrations, maps, copywriting or art for other uses. Consultant will use the NWSA's approved printers and mail houses for production as directed.

The Consultant will submit all production estimates for NWSA approval. Estimates must clearly indicate any subcontractors or other parties who will be involved in the production work and where those parties are located.

Routine meetings between the Consultant and port/NWSA staff will be required. These meetings will include discussions about schedules and planning, concept approvals, pre-production of advertisements or other agency-produced materials. Additional meetings may be held with certain NWSA personnel as needed.

### **C. RFP ELEMENTS & EVALUATION CRITERIA:**

Proposals should present information in a straightforward and concise manner, while ensuring complete and detailed descriptions of the firm's/team's abilities to meet the requirement of this RFP. Emphasis will be on completeness of content.

Proposals are limited to 11 numbered pages (8 ½ by 11 inch) **excluding** the cover letter and all appendices. Proposals that do not follow this format will not be reviewed.

The cover letter shall include the RFP title and1 number as well as the name, title, email address, phone number and address of the proposing team's main contact and include the following information:

- Describe any claim submitted by any client against the firm within the past two years related to the services provided by the firm or its key personnel. For purposes of this request, "claim" means a sum of money in dispute in excess of 5% of the firm's fee for the services provided.
- Any real or perceived conflict of interests for team members, inclusive of the prime, sub-consultants and key team members.

- A statement indicating acceptance of the Port's Terms and Conditions and acknowledgement of any addenda issued.

**Proposals are to address, and will be evaluated upon, the following criteria:**

INITIAL EVALUATION PHASE

1. Qualifications & Experience.....40 PTS

- Identify the proposed team of Key Personnel (to include name, position, and firm (if using sub-consultants)), demonstrate the team's experience in performing extensive marketing, advertising, brand management and creative design, and describe how the team meets or exceeds required qualifications.
  - Resumes of Key Personnel may be included as an appendix and are not included in the total page count. Resumes are to be limited to one single-sided, letter-size page. Resumes exceeding this limit will not be reviewed.
- The Port will evaluate the experience, technical competence and qualifications of the Key Personnel identified, their project specific roles and responsibilities, and overall organization of the project team. Emphasis will be placed on identification of specific expertise in planning and execution of strategic, measurable marketing programs, supported by verifiable metrics demonstrating the successful outcome, including prevailing science and standards.
- Include a list of recent contracts/projects in the last three years, to include a point of contact, contact information (phone and email), and a brief description of the project, specific experience and expertise of the team members and their roles and responsibilities on the project. Only projects completed by key members of the project team will be considered.

2. Project Approach.....40 PTS

Proposals must clearly outline the team's recommended approach and methodology for:

- Assisting in the development of a marketing plan, creating an advertising plan to support the marketing plan objective, and designing and producing multi-media materials.
- Provide a plan for communications and interactions between the project team, the NWSA's project manager(s) and the various stakeholders involved.

3. Compensation.....20 PTS

Budget proposals shall provide a monthly retainer based on 40 hours of work per month. In addition, for work or special projects beyond the monthly retainer, submit hourly rates and project-based rates packages (Attachment D).

All rates quoted shall be full cost inclusive of sales tax and other government fees, taxes and charges and valid throughout the contract period unless otherwise amended and agreed to by both parties in writing.

**Compensation information MUST be provided separately from the proposal, in an individual PDF document.**

All rates and costs/fees quoted shall be:

- **Fixed, fully burdened, including, but not limited to, travel, per diem, lodging, administrative overhead and all direct/indirect expenses.**
- Quoted in US Dollars.
- Full cost inclusive of sales tax and other government fees, taxes and charges, and
- Valid throughout the contract period unless otherwise amended and agreed to by both parties in writing.

NOTE: THE NWSA RESERVES THE RIGHT TO AWARD A CONTRACT FROM THE INITIAL EVALUATION PHASE. IF THIS RIGHT IS NOT EXERCISED, THE NWSA WILL INTERVIEW THE TOP THREE RANKED FIRMS AND SCORE THE REFERENCES AND INTERVIEWS AS INDICATED BELOW IN THE FINAL EVALUATION PHASE. THE AWARD WILL THEN BE BASED ON THE FINAL CUMULATIVE SCORE (PRE-INTERVIEW SCORING, REFERENCE AND INTERVIEW SCORING).

**FINAL EVALUATION PHASE (if applicable)**

4. References.....50 PTS

Ensure completion of a **minimum of 3 maximum of 5 references** submitted using Attachment C. All references must be received by the Port by the proposal due date. The Port will evaluate the reference checks to assess the proposed team’s overall performance and success of previous, similar work. Reference checks will also be utilized to validate information contained in the proposal. The Port may contact submitted reference sites directly to accomplish this.

5. Interviews.....100 PTS

Interviews may be conducted with the top-ranked proposers. Failure to participate in the interview process will result in the proposer’s disqualification from further consideration. Interviews will be held at the Port of Tacoma, Tacoma, WA. Travel costs will not be reimbursed for the interview.

**ATTACHMENT A – INSTRUCTIONS FOR PROPOSING**

**ATTACHMENT B – PERSONAL SERVICES TERMS AND CONDITIONS**

**ATTACHMENT C – REFERENCE QUESTIONNAIRE**

**ATTACHMENT D–RATE/RETAINER SHEET**

**ATTACHMENT–NWSA BRAND GUIDELINES**

**ATTACHMENT D – NWSA BRAND GUIDELINES**