



The Living Desert Zoo and Gardens

Marketing Services Request for Proposal Information for Agencies April 2, 2021

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I. RFP SUMMARY

The Living Desert Zoo and Gardens (aka, The Living Desert) is seeking competitive proposals from qualified organizations for marketing, advertising, and public relations services.

II. GENERAL INFORMATION

The Living Desert Zoo and Gardens, founded in 1970, is a California 501(c)3 nonprofit/public benefit corporation, and accredited member of the Association of Zoos and Aquariums, ensuring the highest standards of all aspects of animal care, education, conservation, public service, and operations. Home to over 500 animals, representing 165 species, with 50+ gardens featuring 1,500 plant species is located in Palm Desert, CA. The Living Desert’s mission is desert conservation through preservation, education, and appreciation.

In 2019, The Living Desert welcomed a record 500,000 guests and currently has a membership base of 13,000. With approximately, 100 full-time staff and over 400 volunteers, the Zoo is active in conservation research, habitat protection, breeding programs and education initiatives around the world, as well as in its own community.

The Living Desert is known for its focus on desert species, guests will experience wildlife from the Americas, Australia, and Africa. From towering giraffe, to jaguars, African wild dogs, and bighorn sheep, The Living Desert is a unique place for guests to explore nature and make connections that will last a lifetime.

The Living Desert is in the midst of a \$50 million capital campaign to support a three-phase capital expansion project. The first phase is complete and features a new welcome plaza, guest amenities and gift shop. Currently underway, Phase Two is a \$17million habitat expansion bringing endangered black rhinoceros and eleven new species to The Living Desert. Set to open in late Fall 2021, this new four-acre expansion, named the Rhino Savanna, is the Zoo's largest construction project to-date. Phase Three will bring African lions and a state-of-the-art events center.



III. BACKGROUND

Every year, The Living Desert's marketing team plans and executes a comprehensive and integrated marketing campaign to ensure that consumers visit the Zoo. The plan includes advertising (TV, radio, digital, social media, print, out-of-home, etc), along with public and media relations, special events, group sales, membership growth and retention, education and conservation activities throughout the year.

The Living Desert Zoo and Garden's primary marketing objectives are to:

- Achieve and exceed annual attendance goals set by the President/CEO and Board of Directors.
- Build awareness of The Living Desert Zoo and Gardens as a:
 - family-friendly destination to explore and experience nature
 - non-profit organization that relies on community support to augment revenue
 - conservation leader helping to save species around the world.
- Build and retain a strong membership program.
- Build awareness of and participation in the variety of educational and conservation programs offered.

The Living Desert is initiating this RFP to solicit proposals from qualified marketing, advertising, and/or public relations service providers (hereafter referred to as the agency or agencies), with previous experience in providing these services to support the organization's goals. As The Living Desert prepares to open its newest animal habitats, featuring a pair of African black rhinos, it is seeking a creative, thoughtful, effective, and strategic approach to its marketing, advertising, and strategic communications plans and executions to drive attendance, revenue, and engagement goals.

The selection of an agency will be determined on criteria such as experience, creative capacity, past work experience, ability to meet deadlines, agency size, key personnel, past performance, in-house expertise, familiarity with design standards and overall cost.

IV. CONTRACT TERMS

This proposal will encompass work beginning July 2021, with the option for 2 or 3 year contract with options of renewal.



V. SCOPE OF WORK

The Living Desert is looking for a strategic and integrated approach in meeting our key marketing and advertising objectives. Proposals from qualified agencies may be submitted for any or all of these categories:

A. Creative Campaign and Marketing Plan for Launch of Rhino Savanna Habitat (launching Fall 2021) and General Park Advertising (Ongoing)

- a. The agency will create and execute the marketing campaign and advertising plan to drive awareness of the new Rhino Savanna and attendance to The Living Desert.
- b. Marketing Plan to include but not limited to: traditional advertising creative (print, outdoor, TV, radio, and out of home), targeted digital creative, social media, influencer strategies, and grassroots/word-of-mouth.

B. Media Strategy/Plan, Buying, and Reporting

- a. Traditional Media Plan and Buy to include: TV, radio, outdoor, and print
- b. Digital Media Plan and Buy to include: search engine marketing, ad networks, social media networks, retargeting, Google AdWords, display
- c. Experience with facilitating Google Grants, a plus.
- d. Comprehensive reporting to ensure campaign efficacy and success.

C. Television, Radio, and Video Production

To include but not limited to: effective copywriting, videography/photography, and video production for consumer advertising campaigns, fundraising efforts, and storytelling campaigns.

D. Website Hosting, Development, and Maintenance

To include, but not limited to: site development, functionality, optimization (SEO), and maintenance. Agency must have a strong understanding of ProcessWire CMS.

E. Public Relations

To include but not limited to: develop a public relations plan and timeline for the 2021 season with an emphasis on the new Rhino Savanna. Write and disseminate press releases including long lead and industry publications. Assist with media contacts, activity, and story pitches, as well as in crisis communication situations. Pitch and facilitate influencer partnerships and opportunities.

The ideal agency will bring thoughtful, creative, and research-backed ideas and strategies to work as a partner with The Living Desert's marketing department. The selected agency will execute the agreed upon strategies and plans quickly, efficiently, and effectively, while bringing key-learnings back for future considerations. In addition, the ideal agency will have strong experience in non-profit fundraising marketing plans and efforts.



VI. GENERAL PROVISIONS OF PROPOSALS

The Living Desert reserves the right to reject any or all proposals, to accept other than the highest net return to the facilities, and to waive any formality in a proposal.

Proposals may be withdrawn by written or electronic notice received from Agencies by May 7, 2021. Any proposal or modification to a proposal received after the exact time and date specified for receipt will not be considered, unless it is received before an award is made, and (i) it was sent registered or certified mail not later than the fifth calendar day prior to the date specified for receipt of offers; or (ii) it was sent by mail and it is determined by The Living Desert that the Agency has demonstrated to the satisfaction of The Living Desert that it was timely submitted and arrived late through no fault of the Agency; or (iii) late receipt was due solely to mishandling by The Living Desert; or (iv) it is the only proposal received.

The Living Desert may, by email notice to all Agencies, revise or amend the RFP prior to the due date for proposals. If, in the opinion of The Living Desert, the revision or amendments will require material changes in proposals, the due date may be extended.

The Living Desert may request an Agency to furnish supplementary information as is sufficient, in the opinion of The Living Desert, to assure The Living Desert that the Agency's competence, business organization, and financial resources are adequate to successfully perform the contemplated work.

The Living Desert specifically reserves the right to concurrently negotiate with one or more Agencies to arrive at the final selection.



VII. PROPOSAL REQUIREMENTS AND DELIVERABLES

The information below is required and must be submitted fully to assure the proposal is deemed responsive. If for any valid reason an Agency cannot provide the required information that reason must be stated in the Agency's proposal response. Omission, inaccuracy or misstatement may be sufficient cause for rejection of the proposal.

The Living Desert requests that Agency submits two (2) signed originals of their sealed proposals and (1) electronic copy (PDF) on a flash drive directly to The Living Desert. A PDF version of the proposal must also be submitted via email. Each proposal shall be submitted with the corresponding to each of the sections 1-7, as outlined below. Materials submitted will not be returned.

Proposals shall be submitted in a sealed envelope or container labeled with the Agency's name and identified as: The Living Desert: Marketing, Advertising and Public Relations Proposal.

Proposals should provide a straightforward, concise description of the Agency's offer to meet the requirements of the RFP in the field of marketing, advertising, and/or public relations. The proposal shall be clear, concise, and shall include sufficient detail for effective evaluation and for substantiating the validity of stated claims. The proposal shall not simply rephrase or restate the requirements, but rather shall provide convincing rationale to address how the Agency intends to meet these requirements.

Proposal Deliverables: Agency responses must contain, at a minimum, the following information:

1 Table of Contents

Include page numbers and identify all included materials in the proposal submission.

2 Executive Summary

Agency is requested to provide a summary of a maximum of one (1) page of the key features of their proposal submission.

3 Background Information

3.1 Name, address and phone number of agency. Provide a complete list of the agency staff members, the major accounts they have worked on/or are currently working on and their role in working on the account.

3.2 Detailed description of your agency's experience in the Marketing, Advertising and/or Public Relations field.

Include:

- Agency philosophy and experience – Please provide a brief statement of the operating and creative philosophy.
- Provide relevant case studies of related advertising campaigns, including results.
- Provide relevant case studies of digital marketing programs, including results.

3.3 Include at least one of the following: a complete balance sheet and income statement or annual report of the last fiscal year of operation prepared by a



qualified Certified Public Accountant or a copy of the most recent federal income tax return.

4 Corporate Experience

- 4.1 A representative list of current and former clients for whom you have provided services in the past five years, including: a.) Name and address of client(s) and nature of business; b.) contact person and phone number(s)
- 4.2 A list of references with current contact information.
- 4.3 Provide a representative sample of past work and indicate the approach taken for the development of those examples. The work should show the breadth of capabilities for the agency, highlighting work for the attraction and tourism industries, cause marketing, and other efforts.

Provide three samples in each of the following categories:

- TV
- Radio
- Print
- Outdoor/OOH
- Digital
- Social
- Public Relations
- Other

5 Account Management

- 5.1 Detailed explanation on the agency's account management structure. Include explanation of how communication and project management between The Living Desert, and the agency will be handled.
- 5.2 Explanation and information on any anticipated outsourcing related to servicing this account and the reasons for being outsourced.
- 5.3 Explanation of how billing will be handled between the agency and The Living Desert.
- 5.4 Explanation of the agency's capacity to take on the work.

6 Service(s) Proposal

Provide a detailed narrative description and outline of the proposed strategy including creative samples, concepts, and ideas to support your plans for the corresponding elements of the RFP. Refer to Section III Scope of Work for detailed expectations.

- 6.1 Creative Campaign and Marketing Plan for Launch of Rhino Savanna Habitat (launching Fall 2021) and General Park Advertising (Ongoing)
- 6.2 Media Strategy/Plan, Buying, and Reporting
- 6.3 Television, Radio, and Special Projects Video Production
- 6.4 Website Hosting, Development, and Maintenance
- 6.5 Public Relations

7 Service(s) Outline and Costs

Provide a quote to be considered for this proposal by: (1) If you are a full-service agency, please provide your monthly retainer for all services listed below and/or (2) if



you are not a full-service agency, please provide a quote for the specific categories listed above (a la carte style) and please include your hourly rate and any third party mark up costs, as well as any pro-bono or in-kind marketing opportunities. Refer to Section III Scope of Work for detailed expectations.

- 7.1 Creative Campaign and Marketing Plan for Launch of Rhino Savanna Habitat (launching Fall 2021) and General Park Advertising (Ongoing)
- 7.2 Media Strategy/Plan, Buying, and Reporting
- 7.3 Television, Radio, and Special Projects Video Production
- 7.4 Website Hosting, Development, and Maintenance
- 7.5 Public Relations



VIII. BASIS OF PROPOSAL EVALUATION

It is the purpose of this RFP to clearly present The Living Desert's objectives. In addition, The Living Desert has, through this RFP, established the standards from which the Agencies are to base their proposals. To this end, each Agency shall furnish and include responses to all of the data requested above.

The award shall be made in the best interest of The Living Desert.

- Committee Review: A select committee will review agency qualifications and rank them using the following general factors, as well as other information contained in the respective proposals.
- All proposals will be reviewed to determine compliance with the requirements as specified in the RFP. Only proposals which in the opinion of the review committee, meet the requirements of the RFP, will be further evaluated.
- Proposals, which pass the preliminary review, will be evaluated on how well the proposal meets the needs of The Living Desert as described in the Agency's response to each requirement listed in the RFP. It is important that the responses be clear and complete so that the evaluators can adequately understand all aspects of the proposal.
- The Living Desert will evaluate proposals using a committee. The committee will review all written proposals that meet the minimum requirements. As a result of this review, the committee will select what it deems to be the top proposals for further review. The Agencies submitting the top proposals shall make a presentation to the review committee. Presentations will be evaluated as well. Further, as part of the presentation, The Living Desert reserves the right to request additional financial information from those Agencies making presentations.
- The committee will make a recommendation to The Living Desert who authorizes the President/CEO to negotiate a contract with the selected Agency. If authorized by The Living Desert, the President/CEO will attempt to negotiate a contract with the selected Agency. If President/CEO is unable to negotiate a contract deemed satisfactory, the President/CEO can terminate the process or attempt to negotiate with another Agency.
- The award of a contract by The Living Desert to the successful Agency will be notice of acceptance. The award of a contract will bind the Agency to furnish the service in accordance with the information herein, responses to questions, the Agency's proposal, other representations made, as well as all other terms and conditions of the contract in its final form.
- Agencies not selected will be notified by e-mail.



IX. TIMELINE/GENERAL ELEMENTS

The Living Desert is requesting that Agencies submit two (2) sets of their sealed proposals and (1) electronic copy (PDF) on a flash drive directly to The Living Desert. A PDF version of the proposal must also be submitted via email.

RFP Issued	April 2, 2021
Proposals Due	April 30, 2021 at 5:00pm PST
Presentation Schedule (via Zoom)	May 10-17, 2021
Submit Original Proposals to	The Living Desert 47900 Portola Avenue Palm Desert, CA 92260 Attention: Erin Scott
Submit Digital Proposal to	Marketing@LivingDesert.org (may send through a file transfer service)
Projects will be awarded by	June 15, 2021
Questions??	All questions regarding the RFP should be directed via email to Erin Scott: Marketing@LivingDesert.org

