



FOLEY SPORTS TOURISM PROMOTIONAL VIDEO

Requisition No. FST-030119

WHO:

Foley Sports Tourism (FST) is a department of the City of Foley responsible for attracting, creating and hosting quality events that increase our economic vitality, improve the quality of life and provide a unique and memorable experience for visitors to Foley, Alabama. We strive to promote our destination to event rights holders and planners that may consider Foley as host for future events. Our goal is to brand Foley as a nationally recognized sports destination within the sports tourism industry.

WHAT:

Foley Sports Tourism (FST) is seeking a creative agency to design a one or two-minute video to promote Foley's sports tourism facilities, while also showcasing the visitor experience in Foley. With design input from team, FST desires a high-energy promotional marketing piece to utilize at tradeshow to highlight our destination offerings and to attract event rights holders to consider Foley as a host destination for future competitions, events, conferences or meetings.

PROPOSAL GUIDELINES:

- FST will accept bids from perspective clients interested in working with FST to fulfill requirement of a new promotional video.
- Once bid deadline has passed, FST will review all bids and conduct interview with potential agencies to discuss project and desired objectives.
- The quoted price must be inclusive of all fees and charges for completion of project. If additional expenses arise during production, agency must reach agreement with FST to include.
- FST will provide agency with access to all required events for filming purposes, and work with agency to provide any needed extras.
- By submitting proposal, your agency guarantees to complete desired project by agreed upon deadline.

WHEN/TIME FRAME:

- FST will accept submitted proposals until 12pm, Friday, March 1, 2019.
- After review of proposals, the selected candidates will be notified of anticipated interview process and proceed with scheduling a time to meet with FST staff.
- FST desired completion date is to have finished product in-hand by Friday, April 12, 2019.

WHERE:

This promotional video should include aspects of events at FST Soccer fields, Foley Event Center, Graham Creek Nature Preserve, Foley Sports Complex (FSC), as well as aspects from local hospitality partners including The Park at OWA, Tanger Outlets and Gulf Bowl. "Experience" aspects to include spotlighting the "dining scene" in Foley (*for example: throwed rolls at Lamberts or table-side nachos at Groovy Goat*) that are unique to our community.

CONCEPT:

We want the video to revolve around the theme of “Experience Foley,” and to focus the imagery and scenes witnessed first-hand through the eyes of both the participant and their families, taking into account a day in their life for an event. We’d like to highlight the convenience and affordability of Foley, and by also spotlighting that Foley’s lodging partners are within a three-mile radius of the complexes.

WHY/OBJECTIVES:

Our primary objective is to have a video component that promotes our brand and creates awareness of our offerings to all visitors and event attendees (*including participants and their families*). The strategy of this video is to assist FST in highlighting our missions of both “play Foley” and “experience Foley” to not only our visitors, but also to potential clients who may consider Foley as host for a future event, tournament, conference or meeting.

- Showcase Foley facilities
- Encourage participants and their families to visit and explore
- Spotlight the retail, entertainment, dining and lodging providers within the community
- Increase lodging numbers through events that generate overnight room needs

TARGET AUDIENCE:

FST has several target audiences it desires to reach with this video:

- First, a majority of our events are youth participant based, that travel with family members to our community, while others include collegiate championships or nationally recognized tournaments. The goal of the video is to spotlight the “experience” part of our community in highlighting retail, dining, entertainment and lodging options available.
- Second, we want the video to highlight the facilities available to event planners and rights holders who may consider Foley to host tournaments, events or meetings.

BUSINESS LICENSE:

The successful bidder will be required to obtain a City of Foley Business License to operate within the City Limits. Contact the City of Foley Revenue Department at 251-943-1545 for more information.

ADDITIONAL INFORMATION:

All questions related to this Request for Proposal (RFP) must be documented through email and should be sent to Rachel Keith at rkeith@cityoffoley.org no later than 48 hours prior to the scheduled deadline. No questions will be addressed by any means other than email. In the event that clarification is required, answers will be emailed to all known participants. If further clarification is needed, an Addendum will be emailed stating the change. All addendums must be acknowledged in the “Addendum Acknowledgment” section located on the price sheet located in this packet.

INSTRUCTIONS TO BIDDERS:

To be eligible for consideration, responses to this RFP are due by 12:00 p.m. CST, Friday, March 1, 2019. A complete copy of the RFP and completed price sheet must be submitted in a sealed envelope, clearly marked, with the following information on the outside of the envelope: **“Foley Sports Tourism Promotional Video, Requisition FST-030119, Due March 1, 2019 at 12:00 p.m., Submitted By: _____”**. It shall be the sole responsibility of the bidder to assure receipt of the proposal at Foley City Hall prior to the published deadline.

Proposals should be sent to one of the following addresses:

U.S. Postal Service

City of Foley
Attn: Purchasing Agent
P.O. Box 1750
Foley, AL 36535

Physical Address

City of Foley
Attn: Purchasing Agent
407 E. Laurel Avenue
Foley, AL 36536



FOLEY SPORTS TOURISM PROMOTIONAL VIDEO

Requisition No. FST-022719

PRICE SHEET

ITEM DESCRIPTION	TOTAL PROJECT COST (Shall include All Fees and Charges for Completion of the Project)
One to Two Minute Promotional Video	

Company: _____

Submitted By: _____

Address: _____

Phone: _____

E-Mail: _____

ADDENDUM ACKNOWLEDGEMENT:

Bidder acknowledges receipt of the following addendums and has incorporated the requirements of such addendums into the proposal. (List all addendums issued for this bid.)

No.	Date

No.	Date

No.	Date