**TERMINAL ADVERTISING SAMPLE REQUEST FOR PROPOSALS (RFP) DOCUMENT**

**ABOUT THE AIRPORT**

[AIRPORT NAME] is located in [CITY, STATE] and serves [NUMBER] passengers annually. The airport is served by [INSERT AIRLINES] with nonstop service to [NUMBER] destinations: [LIST OF DESTINATIONS - *optional*]. The airport is operated by [INSERT TYPE, i.e., Authority, City, County, etc.].

**RFP TENTATIVE PROJECT TIMELINE**

|  |  |
| --- | --- |
| RFP Published | Date |
| Questions Due | Date/Time and Time Zone |
| Q&A Posted | Date/Time and Time Zone |
| Addendums Posted By | Date/Time and Time Zone |
| Proposals Due | Date/Time and Time Zone |
| Interviews (if needed) | Date/Time and Time Zone |
| Award Date | Date/Time and Time Zone |
| Contract Begins | Date/Time and Time Zone |

**BACKGROUND**

Currently, advertising in the airport is handled by [INSERT COMPANY NAME AND/OR IN-HOUSE MANAGEMENT]. Revenues over the past [NUMBER OF YEARS] have been [INSERT DESCRIPTION AND/OR AMOUNT]. The DBE/ACDBE goal for this project is [INSERT PERCENT].

**CURRENT AND PROPOSED CONCEPTS**

Current advertising displays in the airport consist of:

* [TYPE] (i.e. Fixed backlit displays) – [QUANTITY]
* [TYPE] (i.e. 55” digital monitor) – [QUANTITY]
* [TYPE] (i.e., Rack card display unit) – [QUANTITY]
* [TYPE] (i.e., 55” digital monitor) – [QUANTITY]
* [TYPE] (i.e. Tension Fabric) – [QUANTITY]
* [TYPE] (i.e., Charging Station Wrap) – [QUANTITY]
* [TYPE] (i.e., Wi-Fi Sponsorship) – [QUANTITY]
* [TYPE] (i.e., Custom Display Case) – [QUANTITY]
* [TYPE] (i.e., Hanging Banner) – [QUANTITY]
* [TYPE] (i.e., Outdoor Island Banner) – [QUANTITY]
* [TYPE] (i.e., Custom Exhibit Displays – [QUANTITY]
* [TYPE] (i.e., Business Center Sponsorship) – [QUANTITY]
* [TYPE] (i.e. Jet Bridge) – [QUANTITY]
* [TYPE] (i.e. ATM) – [QUANTITY]

Proposed concept:

* Retain all existing [TYPE]
* Retain all existing [TYPE]
* Add [INSERT PREFERRED TYPE]

**AIRPORT RESPONSIBILITIES**

The airport will provide/be responsible for:

* Hardware for all displays
* Software for digital displays
* Providing vendor access for insertion/installation of advertising materials
* Maintenance and upkeep of all hardware
* Electricity and Wi-Fi
* Use of airport conference room for sales purposes
* Airport parking validation for concessionaire and advertisers for sales meetings held at the airport
* Reviewing and approving all advertising submissions within three (3) days
* Upon award of contract, list of existing advertisers and available information relative to agreements and contact information

**CONCESSIONAIRE RESPONSIBILITIES / SCOPE OF WORK**

[AIRPORT NAME] is soliciting proposals from qualified airport advertising concession firms for the management and operation of the airport advertising concession program at [AIRPORT NAME]. The selected proposer will coordinate all phases of the advertising concession program at the airport, including developing a business strategy, creating a marketing and sales plan, making recommendations for capital improvements, selling advertising space and managing contracts, billing clients, coordinating advertising displays and production, and monthly reporting.

The proposed agreement is for an initial term of five (5) years with three (3) one-year extensions (optional).

**MINIMUM QUALIFICATIONS**

Proposer must meet the following minimum qualifications:

* At least five (5) years’ experience in airport marketing or airport concession management
* Demonstrated experience with at least five (5) airports
* Certified DBE/ACDBE and/or demonstrated commitment to meet the project DBE/ACDBE goal of at least [INSERT PERCENT]

**PROPOSAL REQUIREMENTS**

Proposal must be limited to 25 single-sided pages, excluding cover page, table of contents, attachments and required forms. Minimum font size of 10. Proposal must be submitted in a sealed enveloped clearly marked, “SEALED PROPOSAL – Airport Terminal Advertising for Airport Name.”

Responses may be delivered physically or electronically. To be considered, complete submissions must be received in the (Insert Airport Name) located in (Insert Address) prior to (Date, Time, and Time Zone)

* Hard copy responses may be mailed or otherwise delivered to the address noted below.

(Insert Airport name, person's title, mailing address.)

Hard copy submissions shall be submitted in a sealed envelope, clearly labeled Insert name of RFP) Respondent’s name, telephone number, and company name.

* Electronic responses may be sent via email (24 MB limit), Dropbox, Microsoft 365 OneDrive, or other method for sharing documents.

Email Address: (insert)

Electronic submissions shall be named (insert Airport and name of RFP followed by name of submitting firm.)

Submissions may be withdrawn by written request only if the request is received prior to the proposal closing time. Negligence or mistake on the part of the Proposer shall not constitute a right to withdraw after closing time.

Late responses will not be considered. Corrections and/or modifications received after the closing time specified will not be considered.

If more than one proposal is offered by one party, all such proposals shall be returned unopened. If duplicate proposals are not discovered until after opening, such duplication shall be cause for immediate rejection of such proposals. A party who has quoted prices to a proposer is not thereby disqualified from quoting prices to other proposers or from submitting a direct proposal on his/her own behalf.

The proposal is due MONTH DAY, YEAR by TIME and should be sent to:

**FIRST NAME LAST NAME  
AIRPORT NAME  
STREET ADDRESS  
CITY, STATE ZIP**

**CONTACT PHONE NUMBER: xxx-xxx-xxxx  
CONTACT EMAIL ADDRESS: xxxxx@xxxx.xxx**

**ATTACHMENTS**

* Attachment A: Sample Agreement
* Attachment B: Airport Map indicating current display locations and types
* Attachment C: List of Current Advertising Displays and Status (i.e., available, sold), Current and last 5 years of display rates/advertising, historical gross revenue, and Authority revenue/total passenger enplanements.
* Attachment D: Addendum Acknowledgement Form
* Attachment E: Appeals Form

**PROPOSAL CONTENT**

Proposal should contain, at a minimum, the following sections in the order shown here:

1. **Cover Letter**
2. **Exceptions to the Agreement**
3. **Executive Summary**
   1. Name, address, phone number and email address for the main point of contact.
   2. Provide a summary of relevant certifications and/or licenses.
   3. Brief overview of the proposal that can serve as a stand-alone summary of the key points.
4. **Proposer Qualifications**
   1. Describe the firm’s qualifications as they relate to airport marketing, advertising, sales, program management and community engagement. The Proposer shall present an introduction that details the firm’s principal business(es), company size, structure, and firm ownership. The prosperer must also disclose if they plan to outsource any portions of the project. In that event, the prosperer shall include which portions would be outsourced and supply the third party's principal business, company size, structure, and firm ownership.
   2. DBE/ACDBE certificate and/or statement of commitment to meet DBE/ACDBE project goal.
5. **Personnel Qualifications**
   1. Provide a summary of qualifications for each member of the management team, including specifically the main point of contact for the airport and the advertising sales manager.
   2. Provide an organizational chart including name, job title, and role(s) for the project for all relevant staff, identify the proposed main point of contact and advertising sales manager within the chart.
   3. Include resumes as attachments for the main point of contact and advertising sales manager.
6. **Relevant Experience**
   1. Describe at least three (3) projects of similar scope, including project dates and a description of the work completed.
7. **Approach**
   1. Describe your overall approach to managing the program, including, at a minimum:
      1. Overall management structure.
      2. Compensation to the airport.
      3. Business strategy, including plan to maximize revenue.
      4. Capital improvement strategy.
      5. Marketing strategy.
      6. Advertising sales strategy, including transition plan and pricing strategy.
8. **Operating Procedures**
   1. Describe the specific processes and procedures you will implement, including, at a minimum:
      1. Communication with the airport and advertisers.
      2. Advertising placement strategy.
      3. Installation and maintenance of hardware.
      4. Advertising management procedures, including advertising standards, approval processes, production process for advertising artwork, delivery, and insertion of materials, contact and contract management, and reporting.
9. **References**
   1. List at least three (3) business references, including business name, address, and contact person name, phone number and email address. Provide a brief summary of the work completed for each reference, including the years in which work was completed.