



Request for Proposal (RFP)

Advertising & Marketing Services

Issued by:

Oregon State Fair & Exposition Center
2330 17th Street NE, Salem, OR 97301

A Public Corporation is an entity that is created by the state to carry out public missions and services. In order to carry out these public missions and services, a public corporation participates in activities or provides services that are also provided by private enterprise. A public corporation is granted increased operating flexibility in order to best ensure its success, while retaining principles of public accountability and fundamental public policy. The board of directors of a public corporation is appointed by the Governor but is otherwise delegated the authority to set policy and manage the operations of the public corporation.

Our Mission

The mission of the Oregon State Fair & Exposition Center is to provide a reason and a place for all people to gather, connect, learn, embrace excellence in all forms and celebrate the achievements of Oregonians.

Our Vision

We envision a relevant Oregon State Fair & Exposition Center that embodies good stewardship of the public's trust and serves as a self-sustaining asset for Oregonians to treasure long into the future.

Our Websites:

Oregon State Fair: [All The Flavors of Fun! - Oregon State Fair](#)

Oregon State Fair and Exposition Center: [Home - Oregon State Fair and Expo Center](#)

1. Introduction

The Oregon State Fair & Exposition Center (OSFEC) is seeking proposals from qualified advertising and marketing agencies to provide comprehensive marketing, creative, *media*, and public relations services for both the annual Oregon State Fair and a variety of year-round events hosted on the fairgrounds.



2. Background

The OSFEC serves as Oregon’s premier venue for fairs, festivals, concerts, trade shows, and community events. Each year, the Oregon State Fair attracts hundreds of thousands of visitors from across the Pacific Northwest. Beyond the annual Fair, the Exposition Center produces and hosts numerous signature events, including the Fourth of July Spectacular, Scare at the Fair, and Holiday Village, while providing facilities for private, civic, and commercial uses. The OSFEC seeks a strategic partner capable of crafting unified marketing campaigns that raise visibility for the Fair, Signature Events and builds brand awareness for its year-round operations.

3. Scope of Work

The selected agency will provide services covering all facets of advertising, marketing, and communications, including:

A. Strategic Planning

- Annual marketing and communications planning for both Fair, Signature Events and year-round programming.
- Cross-platform media strategies integrating traditional and digital channels.
- Audience segmentation and performance analytics.

B. Digital Marketing

- Development and execution of paid digital campaigns including banner ads, video pre-roll, contextual and retargeting strategies.
- Year-round website hosting, maintenance, and content updates for OSFEC digital properties.
- Development of a unified digital content calendar, covering March–September for high-volume engagement.

C. Creative Development

- Comprehensive creative direction including theme, slogan, and tagline development.
- Design and production of promotional materials including posters, brochures, billboards, digital graphics, and print collateral.
- Video and audio advertising production, including scripting, filming, editing, and trafficking.
- Coordination of all production vendors and delivery schedules.



D. Public Relations

- Drafting and distribution of press releases.
- Media relations, earned media outreach, and tracking coverage.
- Crisis communication management with 24-hour availability during Fair operations.
- Year-round spokesperson support for broadcast, print, and digital media engagements.

E. Traditional Media Advisory & Budgeting Support

The selected agency will serve as a strategic advisor to OSFEC on the use of traditional media — providing expertise and consultation to ensure that marketing budgets are used effectively and align with the Fair’s overall communication goals. The agency will not be responsible for direct media purchasing or contract negotiation but will assist OSFEC staff in evaluating and optimizing traditional media efforts.

Responsibilities include:

- Advising OSFEC on the most effective traditional media channels (e.g., broadcast, print, outdoor, and radio) to support campaign objectives.
- Providing recommendations on media mix, timing, and geographic reach based on data, past performance, and audience insights.
- Offering budgeting guidance and allocation strategies to maximize exposure and efficiency within OSFEC’s available resources.
- Reviewing proposed media plans from external vendors or partners and offering independent, data-informed evaluations.
- Ensuring that messaging and visuals in traditional media placements remain consistent with OSFEC’s overall branding and campaign themes.
- Collaborating with OSFEC’s internal team to assess results and refine media strategies for future campaigns.

Goal

To empower OSFEC with the information and strategic insight needed to make well-informed, cost-effective decisions for traditional advertising investments.

F. Year-Round Event Marketing

- Create custom digital, print, and social campaigns for events such as the Fourth of July Spectacular, Scare at the Fair, and Holiday Village.
- Design and manage programmatic advertising, email marketing, and boosted posts.
- Produce promotional assets including event-specific graphics and copy.



- Provide comprehensive reports summarizing campaign outcomes and community engagement.

G. Brand Integration & Business Outreach

- Develop unified messaging and visual identity for both the Fair and Expo brands.
- Create promotional materials (e.g., PowerPoint, video) to help OSFEC leadership and partners advocate for the Fairgrounds' community value.
- Recommend B2B marketing efforts targeting local businesses and event promoters.

H. Promotion & Messaging for Sponsors and Partners

The Oregon State Fair & Exposition Center (OSFEC) recognizes that its sponsors and partners play a vital role in the overall success of the Fair and its year-round events. The selected agency will be expected to develop, manage, and execute sponsor-related promotional strategies that align with OSFEC's brand voice and community values.

Objectives

- Strengthen sponsor visibility and recognition through integrated, multi-channel promotions.
- Reinforce OSFEC's image as a collaborative, community-driven organization that values its partners.
- Ensure all sponsor messaging reflects OSFEC's mission to celebrate Oregon's culture, creativity, and community spirit.

Promotional Strategies

- Digital Integration: Feature sponsor logos, mentions, and collaborative content on websites, e-newsletters, and social media.
- Social Media Campaigns: Create and schedule sponsor spotlights, giveaways, and activations highlighting sponsor participation.
- On-Site Branding: Design and coordinate sponsor recognition signage, banners, stage mentions, and branded installations.
- Public Relations: Incorporate sponsor recognition in press releases, earned media coverage, and interviews where applicable.
- Event Programming: Include sponsor mentions and logos in printed materials, schedules, and digital screens across OSFEC events.
- Co-Branded Campaigns: Develop marketing opportunities where OSFEC and sponsors jointly promote community impact, sustainability, or educational initiatives.

Messaging Framework

OSFEC's promotional messaging will emphasize partnership, shared values, and community benefit. Communications will highlight how sponsors contribute to:



- Supporting Oregon's agricultural heritage, arts, and entertainment.
- Enhancing the fairgoer and visitor experience through innovation and engagement.
- Strengthening OSFEC's mission as a year-round venue celebrating diversity and connection.

Sponsor Recognition Deliverables

- Inclusion in OSFEC's annual sponsorship recognition plan, including digital spotlights and on-site acknowledgments.
- Development of co-branded creative assets for social and paid media channels.
- Coordination of sponsor messaging for media campaigns and official communications.
- Reporting on engagement metrics and campaign performance for sponsor activations.

Community & Relationship Focus

Each partnership with OSFEC extends beyond logo placement — it represents a shared commitment to community enrichment. The agency will help foster authentic, long-term sponsor relationships that reflect OSFEC's values of creativity, inclusivity, and celebration.

I. Campaign Support for Facility Funding & Emergency Use Awareness

Overview

The Oregon State Fair & Exposition Center (OSFEC) is not only a destination for entertainment and education but also a critical infrastructure asset for the State of Oregon. During emergencies such as wildfires, floods, and other natural disasters, the Fairgrounds may serve as an evacuation, shelter, and staging site for response and recovery efforts. To sustain and enhance this community role, OSFEC seeks an agency partner that will assist in developing public awareness and funding campaigns that communicate the facility's year-round value — both as an economic driver and as a vital community resource in times of need.

Scope of Work

- Facility Funding Campaigns: Promotion of funding initiatives that support infrastructure upgrades, modernization projects, and community accessibility improvements.
- Community Awareness Campaigns: Messaging to help the public, media, and government stakeholders understand the Exposition Center's emergency role and readiness capabilities.
- Public Education: Campaign materials that highlight OSFEC's ability to serve as an emergency hub — including housing displaced individuals, livestock, and emergency responders.
- Stakeholder Communication: Coordination of talking points, visual materials, and social content for use by OSFEC leadership.
- Grant & Funding Visibility: Assistance in developing branded content or micro-campaigns that align with grant-funded projects or community partnerships.



Deliverables

- Development of campaign themes, key messages, and creative materials supporting funding and emergency-preparedness objectives.
- Creation of informational graphics, short videos, and storytelling content for social media and earned media placement.
- Coordination of press and media coverage around community preparedness initiatives or facility upgrades.
- Support in developing presentations, newsletters, and reports for stakeholders, agencies, and legislators.
- Year-round consultation on communications strategy related to OSFEC's role as a public asset.

Messaging Themes

Campaign messaging should emphasize the OSFEC's:

- Preparedness and Reliability: Its capacity to respond rapidly to emergency needs across Oregon.
- Community Stewardship: Its role as a trusted gathering place and resource for all Oregonians. We are the living room for our community.
- Economic Impact: Its contribution to tourism, agriculture, and local resilience.
- Partnership Value: How continued investment ensures OSFEC remains a safe, versatile, and sustainable venue for both celebrations and crises.

J. Budget & Compensation

Overview

The Oregon State Fair & Exposition Center (OSFEC) will compensate the selected contractor for approved services, including year-round advertising, marketing, public relations and signature events including State Fair advertising, marketing, and public relations and media placement in accordance with the final negotiated contract. All work must remain within approved project budgets and timelines. Budget range of \$450,000.00- \$510,000.00

Budget Philosophy

OSFEC expects responsible, transparent financial management. The contractor will act as a fiscal partner—providing strategic, cost-effective recommendations and ensuring that all marketing investments deliver measurable value.

4. Proposal Requirements

Proposals must include the following sections:

1. Agency Overview – History, leadership, and key personnel.
2. Relevant Experience – Case studies of similar projects, particularly with large public events or destination venues.



3. Proposed Approach – Outline of creative process, media planning, and coordination with OSFEC staff.
4. Deliverables & Project Management – Tools and strategies for scheduling, reporting, and performance review.
5. References – Contact information for three current or recent clients.

Cost Proposal & Compensation Structure

Each proposal must include a detailed Cost Proposal outlining the agency’s anticipated charges and structure of compensation for services described in this RFP on an annual basis. The Cost Proposal should clearly identify all fees and anticipated costs associated with providing the requested scope of work. We expect full disclosure from all of our partners for all work that pertains to all aspects of our business needs.

The proposal must include:

- Comprehensive Pricing Breakdown: Itemized cost estimates for each major service category (e.g., strategic planning, creative development, media buying, digital marketing, public relations, sponsor support, and campaign management).
- Fee Structure: Specify whether fees are based on a retainer, hourly rates, project-based fees.
- Optional or Additional Services: Identify any optional services or enhancements available beyond the core scope of work, along with estimated costs.
- Estimated Annual Budget Range: Provide a total estimated annual cost or budget range to execute the proposed marketing plan, excluding any OSFEC-paid media expenses or hard costs.
- Expense Policies: Describe how the agency handles reimbursable expenses, production costs, and third-party vendor payments.

Budget Assumptions

While OSFEC understands that some campaign costs may vary based on media market rates and event programming, agencies should provide their best cost estimate based on prior experience with similar projects or clients of comparable scale.

The Cost Proposal should demonstrate:

- Value for investment and cost-efficiency.
- Transparent pricing with no hidden fees.
- The ability to scale services as OSFEC’s marketing and event needs evolve.

Confidentiality of Pricing

All pricing and compensation information submitted will be treated as confidential to the extent permitted by Oregon public contracting and procurement laws.



5. Evaluation Criteria

Proposals will be evaluated based on:

- Demonstrated understanding of OSFEC’s mission and audiences.
- Quality, creativity, and innovation in proposed campaigns.
- Experience managing comprehensive marketing programs for public events.
- Project management approach and responsiveness.
- Proven capacity to meet deadlines and handle concurrent campaigns.

6. Timeline

RFP Issued	October 27, 2025
Questions Due	November 7, 2025
Proposal Deadline	November 28, 2025 by 5pm PST
Finalist Interviews	December 17, 2025
Selection Announced	December 21, 2025
Contract Start Date	January 1, 2026

7. Submission Instructions

Proposals and questions should be submitted electronically to:

Kim Grewe-Powell, CEO

Oregon State Fair and Exposition Center

✉ KGrewe-Powell@oregonstatefair.org

8. Terms & Conditions

- OSFEC reserves the right to reject any or all proposals, waive irregularities, and negotiate with qualified firms.
- The selected contractor will be required to comply with OSFEC’s Code of Business Ethics and Conduct, insurance requirements, and criminal background clearance for all on-site staff.
- The agency must maintain required insurance coverage (workers’ compensation, commercial general liability, and automobile liability).
- All deliverables and communications must reflect the highest standards of professionalism, inclusivity, and compliance with Oregon law.