



NEW YORK STATE  
**OLYMPIC REGIONAL  
DEVELOPMENT AUTHORITY**

# Request for Proposals (RFP)

for

## Marketing Services

Addendum #1

January 22, 2024

**RFP Release Date: January 8, 2024**

**RFP Submissions Due: February 26, 2024**

**RFP Section 5.2 questions received by the Olympic Authority and the Olympic Authority’s responses are as follows:**

**Question 1:**

Where the RFP states “we are limiting participating to NY WMBE’s,” does that mean that organizations that do not have that certification are automatically disqualified?

**Response:**

Yes, participation in this RFP is limited to NY WBEs, as outlined in section 10.6 “Minority and Women-Owned Business Enterprises” of the RFP document.

**Question 2:**

Under scope of work #5 experiential marketing. Are you looking only for in-person events here, or would you be open to the idea of virtual events.

**Response:**

The Olympic Authority is open to both in-person and virtual events. While most work under this agreement may be conducted remotely, we seek a partner team capable of creative digital marketing.

**Question 3:**

Will all participants receive answers to questions submitted by other offerors?

**Response:**

All questions and responses will be posted on the NYS Contract Reporter website.

**Question 5:**

What Olympic Authority/venue stakeholders will be involved in directing the proposed marketing initiatives?

**Response:**

The chosen Contractor will primarily collaborate with the Director of Marketing, the Digital Marketing Manager, and Venue Marketing Managers.

**Question 6:**

Can you describe the scope of responsibility for the Olympic Authority’s Sales & Marketing Department? Do they work across venues? Does each venue have its own team? Is a network of agencies in place already?

**Response:**

The Sales & Marketing Department includes the Admin team (Director of Marketing, Digital Marketing Manager, and Marketing Coordinators) and Venue Marketing Teams (each with at least one venue Marketing Manager), operating across all Venues listed in the RFP.

**Question 7:**

How does the Olympic Authority envision the collaboration between their internal teams, and all agency partners?

**Response:**

Regular meetings will be held between the Olympic Authority and the awarded Contractor to discuss marketing plans and allocate campaign responsibilities.

**Question 8:**

Will a selected agency be responsible to execute all the strategies developed for this engagement (such as “social...or other relevant platforms” mentioned in point 2 of the Scope of Services section)? Or only to develop the appropriate strategies and execute the scoping items specifically identified in the RFP (measurement, media planning, experiential, etc.)?

**Response:**

The Olympic Authority seeks a full-service marketing team for planning, executing, and presenting marketing efforts, including executing social media campaigns on behalf of the Authority.

**Question 9:**

What venue specific revenue-generating activities should the proposed marketing services support? (specific events, general facilities offerings, ticket sales, etc.).

**Response:**

Marketing support needs will vary and are determined as needed. Examples of potential areas include Season pass campaigns, Ticket campaigns, world cup events, and other general winter/summer promotions.

**Question 10:**

Who do you consider to be your greatest competitors?

**Response:**

Due to the unique nature of the Olympic Authority’s offerings, direct competitors are not easily defined. Knowledge of the winter sports industry is crucial for the selected Contractor.

**Question 11:**

What budget parameters can you share with agencies submitting for the work?

**Response:**

There are no specific budget parameters outlined for this RFP.

**Question 12:**

How many marketing events do you typically execute in a year.

**Response:**

The Olympic Authority typically conducts marketing events weekly/monthly during the summer and winter seasons across each Venue.

**Question 13:**

Will historical research and performance data will be available to a selected agency?

**Response:**

Available research and performance data will be shared with the selected Contractor upon request.

**Question 14:**

Who are primary audience cohorts?

**Response:**

The primary audience cohorts include winter sports enthusiasts, athletes, tourists from large metro areas, and residents of the counties and cities surrounding the Adirondacks and Catskills in New York State.

**Question 15:**

The RFP states that “the scope of work also encompasses a thorough evaluation of the Olympic Authority’s current marketing processes at its Venues.” What current marketing process documents (strategy documents, for instance) will be available to a selected agency?

**Response:**

Past strategy documents, advertising campaign data, and other relevant materials will be made available to the selected Contractor.

**Question 16:**

Can we answer this RFP as an international consortium?

**Response:**

International consortiums may respond to this RFP, provided they comply with all RFP requirements.

**Question 17:**

Are there any preferred methodologies for conducting surveys and interviews, or should we propose a methodology based on industry best practices?

**Response:**

The Olympic Authority does not mandate specific methodologies for surveys and interviews; the selected Contractor may propose methods based on industry best practices.

**Question 18:**

What specific data points or metrics are crucial for the competitive analysis, and are there any preferred sources for obtaining this information?

**Response:**

No specific data points, metrics, or sources are mandated for competitive analysis; agencies may use their discretion.

**Question 19:**

Are there any data-sharing protocols or considerations?

**Response:**

Data-sharing must adhere to applicable NYS laws, rules, and regulations. Specific protocols will be discussed with the selected Contractor.

**Question 20:**

Are there existing brand guidelines that should be considered while defining value propositions, messaging, and positioning?

**Response:**

Yes, each Venue has its own brand guide.

**Question 21:**

Do you have any preferences or priorities regarding the emphasis on digital, social, traditional, or other relevant platforms in the multi-channel approach?

**Response:**

While there is no specific preference, the focus is likely to be on digital and social media campaigns.

**Question 22:**

Could you provide insights into the priority KPIs for measuring campaign success and effectiveness?

**Response:**

Agencies should be able to demonstrate ROI, ROAS, clicks, impressions, and other relevant analytics, and provide insights into campaign success.

**Question 23:**

Are there specific analytics tools that your organization prefers or requires us to use for tracking and measuring campaign performance?

**Response:**

No specific tools are required, though the Meta Business Suite and Google Analytics have been used historically for digital campaign tracking.

**Question 24:**

Are there specific target markets, demographics, or customer behaviors that should be prioritized in devising the comprehensive media plan?

**Response:**

Please refer to the response to question #14.

**Question 25:**

Do you have any preferences regarding the optimal media mix across various channels, and are there specific channels that should be prioritized?

**Response:**

There are no set preferences for media mix or prioritization of specific channels; we are open to recommendations from the selected Contractor.

**Question 26:**

Does the Olympic Authority have a preference for or interest in leveraging emerging media trends, such as influencer marketing or new digital platforms?

**Response:**

The Olympic Authority is interested in leveraging emerging media trends, including influencer marketing and new digital platforms.

**Question 27:**

Could you provide more details on the desired outcomes and goals for the experiential marketing campaigns?

**Response:**

Specific goals and outcomes for experiential marketing campaigns will be discussed during the interview stage of the RFP process.

**Question 28:**

Are there any specific metrics or criteria for measuring the success of experiential efforts that we should focus on?

**Response:**

Success in experiential marketing will be measured by increased sales, exposure, and visitation, with a focus on demonstrating these outcomes.

**Question 29:**

Are there preferences or priorities for certain channels based on past performance or audience engagement?

**Response:**

There are no specific priorities other than those listed in the RFP.

**Question 30:**

Are there preferences regarding the duration of experiential marketing events, and how frequently does the Olympic Authority envision these campaigns?

**Response:**

The duration and frequency of experiential marketing events will be determined during the interview stage.

**Question 31:**

Does the Olympic Authority have specific considerations or preferences regarding the sustainability and environmental impact of experiential marketing events?

**Response:**

Yes, the Olympic Authority takes pride in our efforts towards a sustainable future. Sustainability and minimal environmental impact are essential for all marketing campaigns.

**Question 32:**

Is there flexibility in the scheduling of events throughout the year?

**Response:**

Event scheduling flexibility will be discussed during the interview process.

**Question 33:**

Are there specific reporting requirements or formats for transparent reporting on budget utilization, costs, and ROI?

**Response:**

Yes. Please refer to the response to Question #22.

**Question 34:**

Could you provide insights into the regions and cultures that should be prioritized in tailoring marketing strategies, considering local nuances and preferences?

**Response:**

Please see response to Question #14.

**Question 35:**

Are there specific challenges or considerations related to currency fluctuations that we should address in our global execution plan?

**Response:**

Currency fluctuations are generally not relevant; any concerns can be addressed during the interview phase.

**Question 36:**

What is the preferred frequency and format for the regular updates and performance reports to stakeholders?

**Response:**

Campaign updates and performance reports should be provided promptly after campaign conclusion, preferably in a visual presentation format.

**Question 37:**

Are there specific collaboration tools or platforms preferred for seamless execution and communication with the client’s team?

**Response:**

While no specific collaboration tools are currently preferred, we are open to suggestions from the selected Contractor.

**Question 38:**

Can you provide an overview of the Olympic Authority’s historical marketing efforts, including key campaigns and initiatives?

**Response:**

An overview of historical marketing efforts will be provided during the interview process.

**Question 39:**

What were the primary objectives and goals of past marketing campaigns?

**Response:**

Primary objectives of past campaigns include positive ROI, increased sales, visitation, awareness, and enhanced digital engagement.

**Question 40:**

How has the Olympic Authority identified and targeted specific audiences in past marketing efforts?

**Response:**

Audience targeting in past efforts was based on year-over-year sales data analysis.

**Question 41:**

Are there any changes or updates in the target audience demographics compared to previous campaigns?

**Response:**

Audience demographics are subject to annual variation based on events, Venues, and other factors.

**Question 42:**

What media mix and channels were predominantly used in historical marketing efforts? Have there been shifts or changes in the preferred marketing channels over time?

**Response:**

Historical marketing efforts have utilized various media channels as listed in the RFP, with shifts over time based on performance.

**Question 43:**

How were the success and effectiveness of past marketing campaigns measured? Were analytics tools used to track and evaluate the performance of historical campaigns?

**Response:**

Past campaigns were evaluated using tools like the Meta Business Suite and Google Analytics, focusing on digital performance metrics.

**Question 44:**

Do you have a more accurate budget range for this scope?

**Response:**

A more precise budget range will be discussed during the interview phase.

**Question 45:**

What is the timeline for this project and are there any key dates/events we should keep in mind?

**Response:**

Refer to section 4.2 of the RFP for the project timeline and key dates.

**Question 46:**

Will LinkedIn profiles suffice as resumes for our directors, senior marketing/media team, and account executives?

**Response:**

LinkedIn profiles, with URLs and screenshots, are acceptable as resumes for your team members.

**Question 47:**

Will we need to account for onsite meetings/presentations with the Olympic Authority stakeholders?

**Response:**

Currently, no in-person meetings or presentations are required, but this may change and will be discussed when finalizing the marketing services agreement.

**Question 48:**

Are there any legal parameters with potentially recruiting social influencers? Do we need their resumes or ID verification?

**Response:**

Legal parameters for recruiting social influencers will be discussed during the interview process.

**Question 49:**

What marketing channels are being utilized currently?

**Response:**

Current marketing channels include websites, social media, email, and print media for each Venue.

**Question 50:**

What are the main barriers to current marketing success?

**Response:**

Main barriers to marketing success will be discussed during the interview process.

**Question 51:**

Are marketing materials in English only or will other languages be required?

Response:

**Response:**

Marketing materials will primarily be in English, but other languages may be required occasionally.

**Question 52:**

Is there a CRM program or platform in use?

**Response:**

A CRM program is in use, but there is no immediate need for the selected Contractor to use it.

**Question 53:**

Please provide the audiences that will be included in this work, B2B and B2C?

**Response:**

The primary focus will be on B2C audiences.

**Question 54:**

Could you describe any current pain points around your existing provider(s)?

**Response:**

This can be discussed in the interview process.

**Question 55:**

How many providers or existing vendors support these programs?

**Response:**

There is one provider currently.

**Question 56:**

What is the estimated budget for the media portion of the campaign?

**Response:**

Budget estimates for the media portion of the campaign will be provided during the interview phase.

**Question 57:**

Would the chosen vendor be responsible for SEO and/or content creation, implementation, and tech updates?

**Response:**

The selected Contractor is expected to have expertise in SEO and content creation for digital ads, with an emphasis on keyword selection and Google Ads. Tech updates management is not required.