



NEW YORK STATE  
**OLYMPIC REGIONAL  
DEVELOPMENT AUTHORITY**

# Request for Proposals (RFP)

for

## Marketing Services

Addendum #2

January 23, 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:** What is the impetus for your agency search?

**Response:** The impetus for initiating an agency search stems from the upcoming expiration of the current contract between the Olympic Authority and our existing partner agency.

**Question 2:** If there is one, who is the incumbent agency and are they participating?

**Response:** Please see New York State Contract Reporter posting for this RFP at [www.nyscr.ny.gov](http://www.nyscr.ny.gov)

**Question 3:** What is your marketing budget? Please specify the breakdown by media placements, agency fees, market research and other costs.

**Response:** Currently, the Olympic Authority does not have a predefined marketing budget. Detailed discussions regarding media placements, agency fees, market research, and other associated costs will be conducted during the interview phase and further negotiations in the contract drafting process with the selected Contractor.

**Question 4:** What paid media tactics are currently a part of your marketing campaign? What has been successful and what has fallen short?

**Response:** The Olympic Authority's marketing campaign encompasses digital ad placements, select print media, television placements, and various experiential marketing tactics. We will provide insights into the successes and shortcomings of these tactics during the interview phase.

**Question 5:** Are there separate campaigns for each of the venues?

**Response:** Generally, each venue operates its own distinct campaigns due to their unique needs, products, and events. While there is a level of individuality in these campaigns, certain aspects like season passes and promotions for the Lake Placid Legacy Sites involve overlapping strategies.

**Question 6:** Who are your target audiences? (Please prioritize.)

**Response:** Our primary target audiences include tourists, winter sports enthusiasts, thrill-seekers, outdoor adventurers, and individuals passionate about the Olympic sport realm.

**Question 7:** What is your U.S. geographic targeting parameters? Are there any priorities placed on specific regions? What are the geographic targets for the global marketing efforts?

**Response:** The Olympic Authority's U.S. geographic targeting is flexible and not confined to specific parameters. Our focus extends nationwide and includes Canada, with the geographic targets adapting based on our varying marketing needs.

**Question 8:** What is your process to narrow down agency selection? What is the timeframe for that?

**Response:** For details on the agency selection process, please refer to section 11 “Evaluation of Proposals” of the RFP. The timeframe for selection is contingent upon the interview process, but we aim to finalize the agency choice and establish an agreement before April 1, 2024.

**Question 9:** When is the start date for this contract?

**Response:** The intended start date for the new Agreement with the selected Contractor is set for April 1st. This aligns with our goal to have an Agreement finalized and operational by this date.

**Question 10:** Under “evaluation of proposals” you indicate that “adherence to the timeline” is critical but do not provide a timeline for deliverables in the RFP. How will you evaluate this portion without that timeline?

**Response:** The "adherence to the timeline" criterion in the RFP is focused on the agency's capacity to meet the Olympic Authority's organizational timelines and demands. The Olympic Authority is looking to enter into a 3-year Agreement with the chosen Contractor, and it is vital for us to understand their approach to managing and timely delivering each campaign. The Olympic Authority requests that Offerors provide illustrative examples of how they would handle campaign management, including outlining key milestones and timelines.