

**REQUEST FOR PROPOSAL
DOWNTOWN MARKETING CAMPAIGN
BID NO. 918-0319-09F
April 22, 2009**

Company Name	Administrative Costs	Advertising & Marketing Costs	TOTAL	Notes
The Placemaking Group	8,940.00	109,700.00	118,640.00	Admin costs include planning, & on-going consulting; Advertising costs would be determined during planning phase; Public Relations assumes 2 major events to promote; Marketing includes website support & email marketing.
Thielen IdeaCorp	24,000.00	95,200.00	119,200.00	Admin costs include account service & design promo materials; Advertising costs includes signs, E-Blasts to local community, radio remotes, radio PSA's Newspaper ads, Web Banners, local paper.
PMC	76,270.00	43,730.00*	120,000.00	Admin costs include proj mgr, marketing, jr marketing, creative svcs staff time, subconsultant Godbe Research with the following task: branding & awareness audit, review media practices and public information, graphic design & production, telephone survey, town hall meeting, develop marketing plan. *PMC WOULD USE THE REMAINING FUNDS AVAILABLE AS DICTATED BY THE APPROVED MARKETING PLAN.
Edge Marketing	47,500.00	72,430.00	119,930.00	Admin costs includes agency fees for identifying downtown development, website development, agency fees for marketing events, public relations program; Advertising/Marketing costs includes 3 events (Little League Opening Day Parade, Tri-Tip Cook Off, & First Annual Film Festival at El Campanil), newspaper ads, radio ads, event posters & flyers, bus panels, and E-blasts to residents.
Unique Image			120,000.00	All-inclusive contract that includes all advertising, marketing, public relations, graphic and production work. This all-inclusive scenario encompasses all market research, public relations, marketing programs, graphics services on the visitors guide, radio and television commercial concept and copywriting, copy layout, media negotiation, buying and implementation.

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Gumas	37,500.00	82,500.00	120,000.00	Admin costs include marketing and creative services such as marketing strategy & on-going program management, creative development & connecting, creative executions & productions; Advertising/marketing costs includes Social Media Program, SEO, Public Relations, Online Advertising, Print Advertising, Outdoor Advertising.
Luca LLC	43,700.00	76,300.00	120,000.00	Admin costs include strategic counsel, partnership marketing, copywriting, & account administration. \$2,700 of admin cost is earmarked for supplies including travel expenditures, telephone/fax, postage and printing related items, and other incidentals. Advertising/Marketing costs include Rivertown website design & development, creation of print and online ads, development of Rivertown HTML email template, account management of advertisement placement. Advertisement placement consists of year long advertising media buy in East County Times, Antioch Press and its sister weekly local paper (full color, full page ads to appear in 10 issues in one year in 4 papers: Antioch Press, Brentwood Press, Oakley Press, and Discovery Bay Press).
Strait Answers Marketing Communications	42,000.00	78,000.00	120,000.00	Admin costs include consultant fee, support staff time and office expenses such as postage, letterhead, storefront signage, design services, and photography. Advertising/Marketing costs include promotion expenses such as event flyers, calendars, literature dispensers, flyers, event poster, event production which includes entertainers, music, equipment rental, decorations, radio advertising, display advertising which includes newspaper ads, and website ads and hosting.

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Black Sheep Design	16,000.00	84,500.00	100,500.00	Admin costs include market research and analysis, conception creation and testing, planning. Advertisement/Marketing costs include design and production which includes press releases, events (e.g. farmers market, car shows, holiday parades, art & craft, concert in the park), interactive media, outdoor ads, printed materials, TV & Radio Commercials. Also included is the implementation & maintenance of advertising materials such as print ads, tv and radio commercials, website content, and flyers. Duration of this is 7 months beginning in month 6. PLEASE NOTE THAT COSTS DO NOT INCLUDE PRINTING OUTSIDE OF MEDIA PUBLICATIONS, POSTAGE/DELIVERY, MAILING LISTS, WEB HOSTING FEES, EVENT RENTAL COSTS.
Wallrich Landi	23,900.00	96,100.00	120,000.00	Admin costs include campaign planning and exploration, preparation and submission of print ads, cinema ad content development and design, digital billboard layout development, preparation and submission of newspaper ads, direct mail, copywriting, website graphics and design. Advertising/Marketing costs include cinema ads at Antioch Regal Theater, digital billboard at Antioch Auto Center, Print and newspaper ads in Antioch/Brentwood/Discovery Bay/Oakley Press, and direct mail postcard to demographically targeted consumer list.
CBS 5 / KPIX			120,000.00	Costs include Antioch Rivertown website, CBS 5/KPIX broadcast, CBS radio ad, CBS Interactive Media for a period of 12 months.
Glass/McClure Inc	46,000.00	74,000.00	120,000.00	Option #1 includes weekly downtown event plus advertising & promotions campaign. Admin costs include employee time (travel time is no charge). This option will create a weekly concert festival called Rivertown Rocks and is recommended to take place every Thursday evening during the month of May thru October when the weather is warmer.
	27,000.00	93,000.00	120,000.00	Option # 2 will include creation of marketing program that may include ad custom-created imagery and tagline, advertising and promotion campaign would include a mix of traditional and non-traditional media to reach out to all areas of the city and surrounding communities.

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Industrial Strength	38,510.00	81,490.00	120,000.00	Admin costs include campaign planning and development, logo/brand design and identity materials, analysis, implementation, and maintenance of on-media opportunities, negotiate and purchase air time, ad space and contract management, and project management costs. Advertising/Marketing costs include website design and development, print production expenditures such as newspaper and magazine ads, bus shelter posters, video/broadcast production such as cable TV, in-store video, and digital presentations. This also includes paid media budget allocation amount of \$23,270.
Stretch Media	14,400.00	58,847.00	73,247.00	Admin costs include 12% (half of standard fee) of total budget of \$120,000. Advertising/Marketing costs include website design, construction & maintenance; internet presence & other websites; video; photography; radio; print which includes 12 print ads (one per month); premiums, pamphlets, posters, promotional etc. THE TOTAL ESTIMATE LEAVES \$46,753 FOR MEDIA AND OTHER EXPENSES AND MEDIA BUY IS STILL TO BE DETERMINED.
McNally Temple Associates, Inc	42,000.00	77,600.00	119,600.00	Admin costs include agency of \$3,500/mo as well as vital marketing. Advertising/marketing costs, gift certificates design & production, communication materials, even co-sponsorship, website, earned media, print ads, cable TV ads, outreach materials such as banners, posters, and/or flyers. This also includes misc expenses such as phone/postage/deliveries

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Natural Marketing Inc.			120,000.00	Scope of services includes a 12-month marketing and publicity plan to highlight the City of Antioch and its numerous attractions & activities; initiate marketing and publicity campaign which includes print, broadcast and online media; establish communication channels for engaging target constituencies through the media; will develop and present compelling story pitches that showcase little-known aspects and advantages of the City of Antioch. The ideas will be pitched to media both in writing and through VNR's, as needed; coordinate joint publicity with private developers of redevelopment projects to ensure the City "brand stamp" on all projects. Proactively seek media coverage and community exposure for positive case studies and examples.
Riezebos Holzbaaur Group (RHDG)	27,100.00	92,900.00	120,000.00	Admin costs include market research, marketing analysis and plan development, brand research, core message development, visual development, website design, advertising concept development. Advertising/marketing costs include media planning, resource leveraging, media buy; television, radio, print and web production.
Mortar Advertising LLC	35,650-57,350	84,350-62,650	120,000.00	Admin costs include developing a marketing strategy. The difference depends upon the amount of research and the City's willingness to approve ideas without too many revisions. Advertising/marketing cost is to fund program launch such as material production, printing, web development, media advertising, buying and planning. It is \$155/hour for ad placement and the company draws a 15% commission from the media.

