



Request for Qualifications Advertising, Marketing and Promotional Services Ontario International Airport

The Ontario International Airport Authority (“OIAA” or “the Authority”) seeks qualified professional services firms for on-call, as-needed creative advertising, marketing, and promotional services for Ontario International Airport (“ONT”).

ONT is full-service commercial airport located in the City of Ontario, California, approximately 35 miles east of downtown Los Angeles and 35 miles northeast of Anaheim in the center of Southern California. It is a medium-hub, full-service airport with direct commercial jet passenger service to 14 major cities in the U.S. and Mexico, and connecting service to many domestic and international destinations. There are approximately 62 daily departures offered by 8 airlines.

ONT is also one of the most important airports in North America for the transportation of air freight, with United Parcel Service operating as U.S. West Coast air and truck hubs at that airport. Federal Express and Amazon Prime Air are other major all-cargo freighter operators at ONT.

The OIAA wishes to obtain expert professional and technical assistance in support of its ongoing efforts to increase passenger and cargo air service at ONT, promote new and increased domestic and international air service to un-served or under-served markets at the airport, and encourage increased use of the airport by travelers and shippers in ONT’s primary and secondary catchment areas.

Additional information regarding the Ontario International Airport may be found on the ONT website, specifically at the following link: <http://www.flyontario.com/corporate/airport-information>.

A. Project Background and Description

The OIAA became the owner and operator of ONT for the first time in decades, after the airport was transferred from the City of Los Angeles to the Authority on November 1, 2016. With this new phase in the history of the airport, the OIAA will focus significant effort and resources on marketing, advertising, and promoting ONT to outbound air

travelers within the Southern California region, as well as to inbound passengers in select U.S. and international markets.

Business travelers and the corporate travel managers and agencies that develop and implement corporate travel policies will be the primary focus of the OIAA's marketing, advertising and promotional efforts, but inbound and outbound leisure travelers will also be targeted in specific domestic and international markets.

The Authority plans to execute various multimedia campaigns and outreach efforts during the short and near-term future, which will be coordinated to achieve its overarching goal of growing passenger and cargo activity at ONT. Advertising, marketing, and promotional campaigns might target specific airlines, city pair markets, or market segments, or might be broader business-to-consumer or business-to-business efforts.

The support of a qualified marketing services firm (or firms) with expertise in the areas of airport marketing, travel and leisure services marketing, B2B and B2C communications will be crucial to these and a number of additional efforts to be undertaken by ONT in the next three-to-five years.

Inasmuch as the OIAA envisions executing multiple campaigns during the period that will be covered by the contracts resulting from this RFP process, the Authority desires responses from firms that can provide expertise and successful experience in one, several, or all of the types of services outlined in the scope of services delineated in Section B below.

B. Scope of Services

The Authority intends to contract with one or more companies on an as-needed, on-call basis to assist the OIAA Staff in fulfilling its marketing, advertising and promotional goals regarding ONT, particularly firms with expertise and a record of success in one, several, or all of the following areas:

- Strategy Development
- Creative Design and Direction
- Market Research
- Focus Group Research
- Search Engine Optimization
- App Development
- Graphic Arts, Layout, and Pre-Press
- Copywriting
- Media Planning and Placement
- Audio, Video, and Film Production
- Promotional Events
- Co-Branding
- Cooperative Marketing
- Website Development

- Digital and Mobile Marketing Content
- Social Media Management
- Targeted Digital Marketing
- Guerilla Marketing
- E-mail Campaign Development
- Database Integration and Management
- Customer Relationship Management

C. No Pre-Submittal Meeting

There will not be a pre-submittal meeting for this consultant selection process. However, questions may be submitted by email to bids@flyontario.com before 4:00 PM PST, Tuesday, January 31, 2017.

D. Minimum Qualifications

Participating firms or individuals should demonstrate the following minimum qualifications:

- At least five years' professional advertising, marketing, promotion, market research experience, preferably in aviation, travel and tourism, transportation and/or logistics
- A thorough understanding of the five-county Southern California media market, and consumer behavior and trends in that market
- Experience with event sponsorships and celebrity endorsements is desirable, but not required
- Expertise and experience developing and placing creative advertising content for print, broadcast, electronic, outdoor and/or social media
- Experience with Chinese, Spanish, Vietnamese, Korean, and/or other foreign-language is desirable, but not required

E. Submittal Content

The submittal should reflect the respondent's ability to provide the requested services in the manner sought by OIAA. The OIAA encourages succinct responses. Therefore, submittals should not exceed 20 pages (or 10 pages double-sided print) of text and/or images excluding a cover page and a one-page cover letter. The Statement of Qualifications (SOQ) shall include the following required information:

- A cover page with the name and address of the Consultant and titled "Statement of Qualifications, Advertising, Marketing and Promotional Services";
- A one-page cover letter signed by the respondent's contact representative, expressing interest and capability to perform the work for which this solicitation has been issued, as well as acknowledgment of compliance with the OIAA's DBE/SBE policy, non-discriminatory and civil rights policies, upon possible agreement of a contract with the Authority, as outlined in Section G. of this

document, below;

- A succinct description of key professionals capable of performing the Advertising, Marketing and Promotional Services work outlined in the response, including a chart identifying the Project Manager, key personnel, and sub-contractors;
- Qualifications of individuals who would be assigned work under this contract as subcontractors;
- Descriptions of past performance of similar services, and any quantifiable or qualitative results from the performance of those services; and
- Three or more professional references of current and/or past clients (please include contact name, address and phone number).

F. Selection Process

The selection process is a Qualifications Based Selection (“QBS”) using the information contained in the Statement of Qualifications (“SOQ”). A selection committee from the OIAA will review the submittals. Depending upon the number and qualifications of respondents, the OIAA may select directly from the Statements of Qualifications, or may develop a shortlist of firms and invite them to interviews for final selection. The decision as to the process, timing, and selection will be at the discretion of the OIAA.

G. Non-discrimination

Respondents, with regard to the work performed hereunder, shall not discriminate on the grounds of race, color, creed, national origin, sex, sexual orientation, gender identity or expression, or age in the selection and retention of any employee or applicant for employment, and subcontractors, including procurements of materials and leases of equipment. Respondents shall not participate either directly or indirectly in the discrimination prohibited by 49 C.F.R. Section 21.5 including employment practices when the Agreement covers a program set forth in Appendix B of the regulations.

Firms or individuals who are qualified DBEs are afforded the opportunity to submit statements of qualification in response to this invitation. However, a non-DBE respondent who intends to subcontract a portion of the work shall affirmatively seek out DBEs that are potential subcontractors, suppliers, or consultants, and actively solicit their interest, capability and fees.

H. General Instructions

The OIAA shall not be responsible for costs incurred in responding to this Request for Qualifications.

The OIAA reserves the right to reject any or all Statements of Qualifications (SOQ), to waive any informality or irregularity in any SOQ received, and to be the sole judge of the merits of the respective SOQ received.

All firms interested in this RFQ (including the firm's employees, representatives, agents, lobbyists, attorneys, and sub-consultants) shall refrain, under penalty of disqualification, from direct or indirect contact for the purpose of influencing the selection or creating bias in the selection process with any person who may play a part in the selection process. Contact with any official or employee of the Authority, including any member of the OIAA's Board of Commissioners, in connection with this RFQ and the service described herein is prohibited and shall be cause for disqualification. The Authority will not meet individually with any Offeror prior to receipt of proposals.

This policy is intended to create a level playing field for all potential firms and to protect the integrity of the selection process. All contact on this selection process should be addressed to the authorized representative identified below.

I. Submittal Requirements

Statements of Qualifications must be submitted to the OIAA no later than 4:00 p.m. PST on Tuesday, February 7, 2017.

You may submit your SOQ by email or by mail.

Submittal by email: please send a single Portable Document Format (PDF) file to bids@flyontario.com. The file size of the document should not exceed 20 megabytes. The subject line of the email should state "Statement of Qualifications: Advertising, Marketing and Promotional Services."

Submittal by mail: please send 12 printed copies of your SOQ by regular or express mail to the following address:

Ontario International Airport Authority
c/o Marketing
Re: Statement of Qualifications: Advertising, Marketing and Promotional Services
1923 East Avion Street
Ontario, California 91761

If you have questions about this Request for Qualifications, please send your written questions to bids@flyontario.com before 4:00 PM PST, Tuesday, January 31, 2017.

In the event your firm desires additional information, the OIAA will endeavor to provide such information; however, the OIAA will not be responsible for any delay resulting in the respondent's inability to meet the deadline for submission of the Statement of Qualifications. In addition, the OIAA will not be responsible for Consultant's costs associated with preparation or submittal of the Statement of Qualifications or the selection process.

*****End of Request for Qualifications*****