

Request for Information



State of Alaska
Office of the Governor

Issue Date: April 22, 2021

NATIONAL MARKETING CAMPAIGN OF ALASKA AS COVID-19 SAFE DESTINATION

Introduction:

The Office of the Governor is seeking information from media agencies interested in contracting with the state for an Alaska Marketing Advertising Campaign. The contract(s) with the agencies for advertising may include broadcast media and internet. Total budget for this project is estimated not to exceed \$5,000,000. The contract(s) are exempt from the requirements of the Alaska State Procurement Code under AS 36.30.850(b)(34).

Background Information:

The Office of Governor has identified national marketing of Alaska as a COVID-safe destination as a priority to try and salvage the 2021 tourist season, especially given uncertainty around the cruise ship season. Alaska faces over a roughly \$3 billion in lost revenue for the second year in a row due to the potential loss of a full tourist and cruise ship season. As such, the state is interested in targeted advertisements in multiple media markets throughout the spring and summer to publicize the resumption of activities in Alaska and steps taken to ensure a safe experience in Alaska.

Response Information:

Media agencies interested in providing the required services must submit a written RFI response to the Procurement Officer below. Response are limited to (2) 8.5"x11" letter size pages. Responses must also include the following information:

- The agency's experience and qualifications,
- staff names and titles,
- methodology used for advertising,
- the agency's proposed cost

NOTE: This RFI does not extend any rights to prospective firms or obligate the state to contract with any agency for the required services. If a contract is issued, the state, at its discretion, may issue multiple awards.

Procurement Officer contact information:

Interested parties must submit a written response by **April 28, 2021, at 4:00 p.m.**, Alaska Time. Responses may be E-mail to the addresses listed below. Responses received after the deadline are unacceptable.

All questions must be submitted via email.

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