

**REQUEST FOR PROPOSAL  
MARKETING/AD AGENCY SERVICES**



**NISQUALLY RED WIND CASINO  
MARKETING AGENCY SERVICES  
FOR THE PERIOD  
July 2017 through December 2018**

**INQUIRES AND PROPOSALS SHOULD BE DIRECTED TO:**

**Name: Tyson Kruger  
Title: Marketing Manager  
Entity: Nisqually Red Wind Casino  
Address: 12819 Yelm Highway SE  
Olympia, WA 98513  
Phone: 360-412-3673  
Email: [rfp@redwind.net](mailto:rfp@redwind.net)**

**Purpose:**

This Request for Proposal (RFP) is to contract for the following services: Marketing Agency services for the time-period of July 2017 through December 2018.

**Proposal Overview:**

Nisqually Red Wind Casino is conducting a two-round review process to select an agency. The first round will include a summary of your agency that will include samples of previous work, agency facts and history, experience, staffing, services, references and creative philosophy.

Those submissions will be reviewed and selected agencies will be invited to participate in a final round that will include creative services and a presentation. Agencies asked to participate in the final round will be eligible for compensation for creative services (restrictions and limits apply).

Final submissions will be reviewed by no later than June 30, 2017.

**Proposal Submission Deadline:**

Initial submissions are due no later than 4 p.m. on Friday, April 21, 2017.

**Proposal Instructions:**

Preliminary submissions should be addressed as follows:

Nisqually Red Wind Casino  
ATTN: Tyson Kruger  
12819 Yelm Highway  
Olympia, WA 98513

Please note; submissions should be submitted in a sealed envelope clearly marked in the lower left-hand corner with the following information:

Request for Proposal  
4 p.m. 4/21/2017  
SEALED PROPOSAL  
For Agency RFP

Failure to do so may result in premature disclosure of your proposal.

It is the responsibility of the bidder to ensure proposals are received by Nisqually Red Wind Casino by the date and time specified above.

**Inquiries:**

Inquiries regarding this RFP should be directed to: [rfp@redwind.net](mailto:rfp@redwind.net)

**Conditions of Proposal:**

Unless invited to participate in the final round of the process, all costs incurred in the preparation of a proposal responding to this RFP will be the responsibility of the agency and will not be reimbursed by Nisqually Red Wind Casino.

For agencies selected to participate in the final round and presentation, limited compensation up to \$2,000 will be provided. Further details will be available for those who are asked to participate in the final round of the review process.

**Right to Reject:**

Nisqually Red Wind Casino reserves the right to reject any and all proposals received in response to this RFP. A contract for the accepted proposal will be based upon factors described in this RFP.

**Notification of Award:**

It is expected that a decision selecting the successful agency will be made within two weeks of the final round of presentations. The Casino will award the account to the agency who best demonstrates the ability to help in continuing to build our brand with the implementation of engaging marketing campaigns and execution of projects as requested. The Casino will also take into account the cost of agency services and flexibility in shifting of the agency services provided to meet the current needs of the Casino at any given time.

Upon conclusion of final negotiations with the successful agency, all agencies submitting proposals in response to this Request for Proposal will be informed, in writing, of the name of the successful agency.

It is expected that the contract shall be for a fixed price contract for the dates of July 2017 through December 2018, although Nisqually Red Wind Casino reserves the right to adjust the timeframe as needed.

The successful agency must acquire a gaming license with the Nisqually Tribal Gaming Agency prior to finalizing the contract and conducting any business.

## **Nisqually TERO Ordinance**

The mission of the Nisqually TERO Office is to enforce the TRIBAL EMPLOYMENT RIGHTS ORDINANCE, Title 42, to eliminate discrimination and ensure preference for Native Americans in employment and contracting on all projects and in all businesses operating on or near Nisqually Tribal land.

Tribal Members, Spouses and descendants of Nisqually Tribal Members, and All Native Americans registered with a Federally Recognized Tribe can apply through the TERO Office to ensure Native American preference.

### **Scope of Service:**

The selected agency will assist Nisqually Red Wind Casino in the following area(s), and provide flexibility in shifting of the agency services provided, to meet the current needs of the Casino at any given time.

#### **Branding**

Assist us in developing brand recognition that captures the attention of current and new guests alike. The newly expanded Red Wind Casino offers over 1500 of the latest slots, a variety of table games options, friendly players club with a generous rewards program, casual and fine dining options, 2 full-service bars, and a sports pub with interactive game-day specials, making it a unique experience. Red Wind also features the largest smoke-free gaming area in the region. The brand image will need to be successfully applied across a wide range of uses including signage, internet, outdoor media (billboards, transit), radio, and television advertising.

#### **Advertising**

Assist us in developing effective advertising that will help the Casino achieve its goals through strategic & targeted direct marketing, and data driven player retention and development efforts. The successful campaigns must work across all mediums including print, radio, billboards, online/digital, direct mail, email, social, etc.

#### **Media**

Assist us in selecting the most effective media for transmitting our message to prospective customers in our primary and secondary markets. Responsible for identifying opportunities and negotiating favorable ad rates as well as scheduling advertising efficiently.

### **Informational Background:**

Nisqually Red Wind Casino is looking for a proven, experienced partner to assist us in our marketing and advertising efforts and strategies.

It is critical that our advertising and messaging reflect the new features and elements we will be offering and that those efforts are capable of standing out in an otherwise crowded gaming market.

The newly expanded Nisqually Red Wind Casino offers over 1500 of the latest slots, a variety of table games options including blackjack, roulette, craps, Pai Gow and three-card poker and keno, a friendly Players Club with a generous rewards program, casual and fine dining options, 2 full-service bars, and a sports pub with interactive game-day specials, making it a unique experience. Red Wind also features the largest smoke-free gaming area in the region.

To learn more about current promotions, entertainment, dining and other gaming information, please visit [www.redwindcasino.com](http://www.redwindcasino.com).

#### **About the Nisqually Indian Tribe:**

The Nisqually Tribe's reservation is in the Nisqually River region in rural Thurston County, 15 miles to the east of Olympia, Washington. Tribal land holdings, on and near the Nisqually reservation, total 1,000 acres, all of which have been reacquired in the past 25 years.

The Nisqually people have inhabited the watershed for thousands of years. According to the native legends, the Squalli-absch - ancestors of the modern Nisqually Indian Tribe - first came north from the Great Basin, crossing over the Cascade Mountain Range and erecting their first village in what is now the Skate Creek basin, just to the outside of the Nisqually River Watershed's southern boundary.

The original Nisqually reservation was established by the Medicine Creek Treaty of December 26, 1854. The reservation consisted of a total of 1,280 acres on Puget Sound. In 1856, an executive order enlarged the reservation to 4,717 acres, inhabiting both sides of the Nisqually River.

In 1884, the reservation land was set aside and divided into 30 separate family allotments located on both sides of the Nisqually River. The people lived in peace, harvesting fish from the River and growing potatoes on the prairie tracts. In the winter of 1917, the U.S. Army moved onto Nisqually lands with no warning and ordered them from their homes. Later, the Army condemned 3,353 acres of their land to expand the Fort Lewis base.

On September 9, 1946 the Tribe's official constitution and bylaws were approved. The constitution was amended in 1994. The governing body of the Tribe is the General Council, which is made up of all the enrolled tribal members over the age of 18. A tribal council,

comprised of seven tribal members elected by the Tribe's voting membership, oversees the daily business and economic affairs of the Nisqually Tribe.

Nisqually Red Wind Casino is managed by Medicine Creek Enterprise Corporation, a wholly-owned subsidiary of the Nisqually Indian Tribe.

### **Submissions:**

Each submission should include the following information (in order):

- Brief history of the agency
- Current client list
- Relevant former client list
- Brief biography of key personnel that might be involved with the project
- Summary of your agency's experience with branding campaigns
- Summary of your agency's experience with media and advertising
- Summary of your agency's experience with casinos or other businesses in the hospitality or entertainment industries (if applicable)
- Summary on a key campaign that illustrates the effectiveness of your agency
- You may include other examples of campaigns or projects you have worked on that you feel demonstrate your agency's capability
- Please include the following examples:
  - o Three examples of a direct mail piece
  - o Three examples of outdoor collateral
  - o Three examples of internet ads or website development
  - o Three examples of promotional advertising
  - o Three examples of Food & Beverage, retail or other non-gaming advertising
  - o Any additional creative pieces you feel are relevant or demonstrate your agency's ability
- Proposed staffing for this account and summary of how you approach assigning staff
- Summary of your agency's process for creating and developing ad campaigns
- Summary of how research is utilized in your work
- Summary of your agency's creative philosophy and how that benefits the client
- Summary of how your agency defines and measures successful and effective advertising
- Describe why you are interested in being considered for this work
- What differentiates your agency from others that will participate in this process?
- Provide a list of three references including phone number, address and email address. Please make sure at least one of the references is not involved in casino gaming.
- Outline cost and fee structure for your agency (management/retainer fees, media fees, travel and method or frequency of payment)

### **Format:**

This RFP may be responded to in any written format you feel appropriate. However, please make sure the answers are submitted in order, with the corresponding letter and number listed as well. Please submit three copies of the entire RFP packet for review on or before 4:00PM on Friday, April 21, 2017. Failure to submit to the above-mentioned guidelines will result in your agency being dropped from the search.

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