

**Request for Proposal  
RFP #2425-31**

**Request for Proposal for Advertising Services for the City of  
Norman Parks and Recreation Department**

The City of Norman Parks and Recreation Department is seeking proposals for advertising services, which include but are not limited to, planning, coordinating, and executing visual branding, brand management, social media planning, and management in collaboration with the Norman Parks and Recreation Department staff.

**SCOPE OF SERVICES**

**PARKS AND RECREATION MEDIA**

The contractor must understand that the scope of work is fluid and may require adjustments as projects evolve. They will work closely with the Norman Parks and Recreation Department to adapt to these changes.

- **Client Relations:** Designate a day-to-day contact person who will manage communications with designers, event planners, and other stakeholders, acting as a consistent point of contact from concept to completion.
- **Graphic & Digital Marketing:** Develop social media graphics, manage event postings, distribute monthly email newsletters, and design print and digital marketing materials.
- **Print Marketing:** Coordinate direct mail campaigns, design event and employee apparel, provide photography services, and handle signage and printed advertisements.
- **Fundraising Assistance:** Provide strategies to support fundraising initiatives.
- **Additional Tasks:** Undertake any additional assignments as assigned.

**WESTWOOD PARK**

The contractor will support the Westwood Family Aquatic Center, Westwood Golf, The Turn, and Westwood Tennis with tailored advertising services. Responsibilities include:

- **Social Media Management:** Create and schedule posts, graphics, and events.
- **Email Newsletters:** Manage and distribute email communications.
- **Advertising and Promotions:** Design ads for local publications and assist with promotional events.
- **Event Photography and Merchandise:** Capture event photos and manage merchandise and staff apparel.
- **Facility and Tournament Support:** Assist with facility signage, golf tournament promotions, and social media for sports programs.
- **Reporting and Consultation:** Provide performance reports and be available for consultation.

**YOUNG FAMILY ATHLETIC CENTER**

The contractor will focus on increasing community engagement, promoting events, and enhancing brand awareness for YFAC.

- **Strategic Consulting:** Offer guidance to enhance marketing efforts.

- **Video Production & Graphic Design:** Produce videos and graphics for various platforms.
- **Social Media & Website Management:** Handle social media accounts and update the website.
- **Print and Digital Advertising:** Coordinate print materials, signage, and promotional items.
- **Email & Radio Marketing:** Distribute newsletters and create radio advertisements.
- **Additional Marketing Support:** Maintain and update marketing collateral and merchandise.

## GENERAL REQUIREMENTS

The successful respondent must:

1. Collaborate closely with the Norman Parks and Recreation Department to determine immediate and long-term needs.
2. Plan and implement projects effectively.
3. Offer new ideas, problem-solving solutions, and direction.
4. Submit drafts for review and adjust as necessary.
5. Maintain timely communication with department staff.

## SUBMISSION ELEMENTS AND FORMAT

Interested vendors should include the following in their proposals:

1. **Vendor Profile:** Name, years in business, contact details, and website.
2. **Fee Schedule:** Provide fixed monthly rates for client relations, fixed hourly rates for additional services, and any additional fees.
3. **Conflict of Interest:** Statement detailing any potential conflicts.
4. **Fixed Costs:** Quotation fees for outside expenses, which will remain firm for at least thirty (30) days.

**Questions should be directed to:**

Mitchell Richardson, Recreation Manager  
 Phone: 405-366-5498  
 Email: mitchell.richardson@normanok.gov

## SUBMISSION REQUIREMENTS AND DEADLINE

Proposers must submit one (1) paper copy of their proposal and one (1) USB drive containing the proposal. Label submissions as follows:

City of Norman  
 Attn: Mitchell Richardson  
 Parks and Recreation Department  
 P.O. Box 370  
 Norman, OK 73070  
 405-366-5479

ALL WRITTEN PROPOSALS MUST BE RECEIVED IN THE OFFICE OF THE CITY PARKS AND RECREATION DEPARTMENT AT 225 N. Webster Ave, BY Wednesday, January 29, 2025, AT 5:00 P.M.

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## EVALUATION CRITERIA AND SELECTION PROCESS

Proposals will be evaluated based on the contractor's qualifications, project approach, and responsiveness to RFP requirements. The City reserves the right to seek clarifications or additional information from contractors. Furthermore, the City reserves the right to accept or reject any or all proposals received as a result of this RFP and to negotiate with any qualified source or to cancel in part or in its entirety this RFP, if it is determined to be in the best interest of the City to do so.

## ADDITIONAL CONDITIONS

1. **Proposal Submission:** Ensure proposals arrive at the correct location by the stated deadline.
2. **No Cost Reimbursement:** The City is not liable for costs incurred in proposal preparation or any related activities.
3. **Property of the Department:** All submitted materials become the property of the City.
4. **Contract Terms:** The City intends to enter into a not-to-exceed contract with the selected contractor, with firm pricing.

## NOTICE TO RFP RECIPIENTS

When submitting responses to RFPs, corporate entities are required to comply with State law regarding authorized signatures.

State statute requires that RFPs "be signed by the chair or vice chair of the Board of Directors, or the President, or by a Vice President, and attested by the Secretary or an Assistant Secretary; or by officers as may be duly authorized to exercise the duties..."18 O.S. § 1007.A.2

However, if some other official with the corporation, such as a secretary, is signing a document, such signature needs to be accompanied by a certificate or a copy of a resolution adopted by the Board setting forth the authority of that individual to execute a contract.

With respect to limited liability corporations, every manager is an agent of the company for the purpose of business and binds the limited liability company. Therefore, instruments and documents shall be valid and binding upon the limited liability company if executed by one or more of its managers. 18 O.S. § 2019A

As set forth above when submitting RFPs, certification adhering to the State statutes should accompany documents being turned in for review.

**EMPLOYMENT DISCRIMINATION BY CONTRACTOR PROHIBITED:**

During the performance of this contract, the contractor agrees as follows: The Contractor will not discriminate against any employee or applicant for employment because of race, color, religion, ancestry, national origin, age, place of birth, disability, sex, sexual orientation, gender identity or expression, familial status, or marital status, including marriage to a person of the same sex, except where religion, sex or national origin is a bona fide occupational qualification reasonably necessary to the normal operation of the contractor. The Contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provision of this non-discrimination clause. The Contractor, in all solicitations or advertisements for employment placed by or on behalf of the Contractor, will state that such Contractor is an equal opportunity employer.

**AFFIDAVIT OF NON-COLLUSION**

STATE OF \_\_\_\_\_)

COUNTY OF \_\_\_\_\_) ss:

\_\_\_\_\_, of lawful age, being first duly sworn, on oath says, that (s) he is the agent authorized by the bidder to submit the attached bid. Affidavit further states that the bidder has not been a party to any collusion among bidders in restraint to freedom of competition by agreement to bid at a fixed price or to refrain from bidding; or with any city official or employee as to quantity, quality, or price in the prospective contract, or any other terms of prospective contract; or in any discussion between bidders and any city official concerning exchange of money or other thing of value for special consideration in the letting of a contract; that the bidder/contractor has not paid, given or donated or agreed to pay, give or donate to any officer or employee of the City of Norman, Oklahoma any money or other thing of value, either directly or indirectly, in the procuring of the award of a contract pursuant to this bid.

\_\_\_\_\_  
Proposer

By: \_\_\_\_\_

Subscribed and sworn to before me on this \_\_\_\_\_ day of \_\_\_\_\_, 20 \_\_\_\_\_

\_\_\_\_\_

My Commission Expires \_\_\_\_\_