



Town of Fountain Hills
16705 East Avenue of the Fountains
Fountain Hills, Arizona 85268
Phone: 480-816-5100
Fax: 480-837-3145

REQUEST FOR QUOTATION
For
Digital Media Marketing and Advertising Services

C2016-117

All quotes due by July 8, 2015, 3:00 p.m., Local Time, Phoenix, Arizona.

The Town of Fountain Hills (the "Town") is seeking a licensed and qualified vendor to provide all material and labor required as described below on an as-needed basis for a period of one year.

Section I – Project Information

1. The Town is seeking to enter into an exclusive agreement with a digital marketing agency that will provide online outreach, keyword targeting and retargeting to increase traffic and interaction with "Experience Fountain Hills" tourism website (the "Services").
2. During the time that the Services are being provided to the Town, the awarded Vendor and its employees and affiliates must agree not to provide these Services to any agency, company or municipality within a 35 mile radius of Fountain Hills.
3. Vendor agrees that the Town will not have an adequate remedy at law in the event Vendor's failure to abide by the noncompetition terms and conditions of this Agreement, nor will money damages adequately compensate for such injury and, therefore, agrees that in the event Vendor breaches this Agreement, the Town shall have the right to obtain an injunction or decree of specific performance to restrain Vendor from continuing such breach, in addition to damages sustained as a result of such breach. Nothing herein contained shall in any way limit or exclude any and all other rights granted by law or equity to the Town or Vendor, including obtaining money damages from Vendor.

Section II Instructions and Conditions

1. This is an indefinite quantity and indefinite delivery Agreement for Services, which shall only be provided when the Town chooses to move forward with a pending project and proper authorization and documentation have been approved. The Town estimates this Agreement will not exceed \$20,000 annually, but does not guarantee any minimum or maximum amount of Services will be requested under this Agreement.
2. All quotations must contain the quoting firm's name and be signed by an authorized agent, officer or employee.
3. Award will be made to the Vendor whose quotation is the most advantageous to the Town.

4. Please attach your Quotation behind the Exhibit A cover sheet and submit this document to the address above.

If you need additional information or have questions please contact Grace Guetter by email gguetter@fh.az.gov.

Section III – Pricing

The Quotation shall be attached hereto as Exhibit A and shall contain pricing. **Note:** Prices offered shall include applicable state and local taxes.

Section IV – Execution and Submission

By executing this document and submitting a quotation to the Town of Fountain Hills, the authorized agent agrees (i) he/she has read the Town's Standard Terms and Conditions, dated December 3, 2014, as set forth on the Town of Fountain Hills website (www.fh.az.gov/po-terms), which are incorporated into and become a part of the company's quotation offer as if set forth fully herein and (ii) the company shall be bound by the Standard Terms and Conditions, dated December 3, 2014. By signing below the company is offering to provide the services set forth in Exhibit A and upon written acceptance of the company's offer by the Town, it will have entered into a binding agreement. The offer shall be considered held open for 60 days from the quotes due date set forth above.

Signature: Megan Malone Date: 6-30-15
Printed Name: Megan Malone Title: Senior Partner
Company Name: Vici Media Inc.
Address: 1027 E. Washington St Suite 107
City: Phoenix State: AZ Zip: 85034
Email Address: megan@vicimediainc.com Telephone No. 623-295-2952

Quotations for \$30,000 or greater will not be authorized and will require a formal procurement process.

ACCEPTANCE OF OFFER AND CONTRACT AWARD (For Town of Fountain Hills Use Only)

The Contractor Offer is hereby accepted. The Contractor shall not commence any billable work or provide any materials or service under this Contract prior to the date this Contract is executed.

Town of Fountain Hills, an Arizona municipal corporation

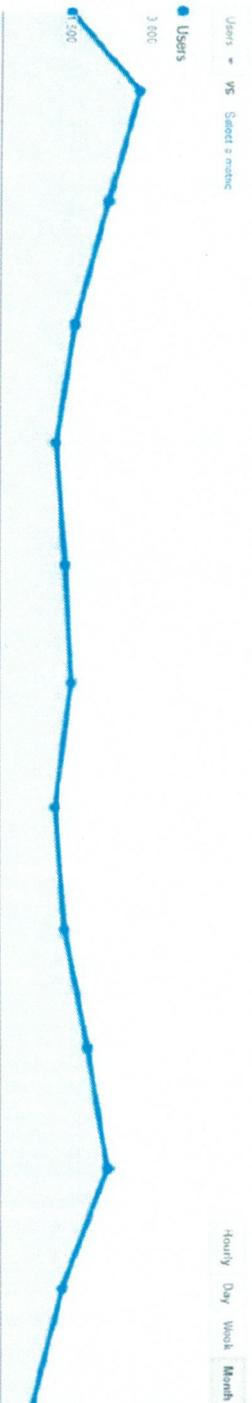
[Name, Title] Date: _____

Town Attorney Approval: 711624

CLIENT:



TRAFFIC FOR WWW.EXPERIENCEFOUNTAINHILLS.COM:



GEOGRAPHIC TARGET:

In Arizona: Phoenix, Scottsdale, Mesa, and Glendale

Percentage of Website Visitors Being Retargeted: **100%**

RETARGETING

	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	Total
Historical Web Traffic	704	739	776	814	855	500	525	551	145,824
Account For People Who Delete/Block Cookies	413	845	887	931	977	793	600	630	\$10,000
Frequency Cap	24	24	24	24	24	24	24	24	\$10,000
Potential Gross Impressions	9,912	20,280	21,288	22,344	23,448	19,032	14,400	15,120	\$10,000
Cost Per Thousand	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10,000
Investment Projection	\$99.12	\$202.80	\$212.88	\$223.44	\$234.48	\$190.32	\$144.00	\$151.20	\$1,458.24

FACEBOOK RETARGETING

Account For People Who Delete/Block Cookies	413	845	887	931	977	793	600	630	\$10,000
Frequency Cap	24	24	24	24	24	24	24	24	\$10,000
Potential Gross Impressions	9,912	20,280	21,288	22,344	23,448	19,032	14,400	15,120	\$10,000
Cost Per Thousand	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10,000
Investment Projection	\$99.12	\$202.80	\$212.88	\$223.44	\$234.48	\$190.32	\$144.00	\$151.20	\$1,458.24

TOTAL RETARGETING

Potential Gross Impressions	19,824	40,560	42,576	44,688	46,896	38,064	28,800	30,240	291,648
Investment Projection	\$198.24	\$405.60	\$425.76	\$446.88	\$468.96	\$380.64	\$288.00	\$302.40	\$2,916.48

KEYWORD TARGETING

Potential Gross Impressions	80,176	59,440	57,424	55,312	53,104	61,936	71,200	69,760	508,352
Cost Per Thousand	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10,000
Investment Projection	\$801.76	\$594.40	\$574.24	\$553.12	\$531.04	\$619.36	\$712.00	\$697.60	\$5,083.52



Digital Campaign Planner

	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	Total
NETWORK OUTREACH									
Moms & Families/ Travel Network	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	800,000
Cost Per Thousand	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00
Moms & Families/ Travel Network	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$8,000.00
	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$8,000.00
TOTAL CAMPAIGN IMPRESSIONS:	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	1,600,000
TOTAL CAMPAIGN INVESTMENT:	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$16,000.00
IMPRESSIONS BY DEVICE									
Computers	80,600	80,600	80,600	80,600	80,600	80,600	80,600	80,600	644,800
Tablets	68,800	68,800	68,800	68,800	68,800	68,800	68,800	68,800	550,400
Mobile	50,600	50,600	50,600	50,600	50,600	50,600	50,600	50,600	404,800
	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	1,600,000

Campaign Overview

- A combination of Outreach, Keyword, Display and Facebook Retargeting from September 2015-April 2016
- Targeting Phoenix, Scottsdale, Mesa, and Glendale metros each month
- 200,000 impression per month, totaling 1.6 million impressions throughout the duration of the campaign.
- \$2,000 per month, totaling \$16,000 over 8 months

Accepted by: _____

Date: _____