



**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**

**C2017-022**

**All quotes due by August 15, 2016, 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.

**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 the Town.
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. The Agreement shall be for a period of one year. The total aggregate amount for this Agreement shall not exceed \$16,000.00
2. 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 does not guarantee any minimum or maximum amount of Services will be requested under this Agreement.

3. All quotations must contain the quoting firm's name and be signed by an authorized agent, officer or employee.
4. Award will be made to the Vendor whose quotation is the most advantageous to the Town.
5. 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](mailto: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 April 14, 2016, as set forth on the Town of Fountain Hills website (<http://www.fh.az.gov/164/PO-Terms-Conditions>), 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 April 14, 2016. 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.

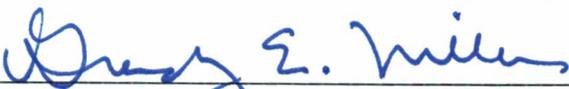
Signature:  Date: 8-16-17  
 Printed Name: Leslye Schumacher Title: Founding Partner  
 Company Name: Vici Media, LLC  
 Address: 601 Walnut Street Suite 1150W  
 City: Philadelphia State: PA Zip: 19106  
 Email Address: Leslye@vicimediainc.com Telephone No. 267-428-0212

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

Town of Fountain Hills, an Arizona municipal corporation

 Date: 8/29/2016  
 Grady E. Miller, Town Manager

Town Attorney Approval: 2205108

EXHIBIT A  
TO  
REQUEST FOR QUOTATION  
FOR  
DIGITAL MEDIA MARKETING AND ADVERTISING SERVICES

[Vendor's Quotation]



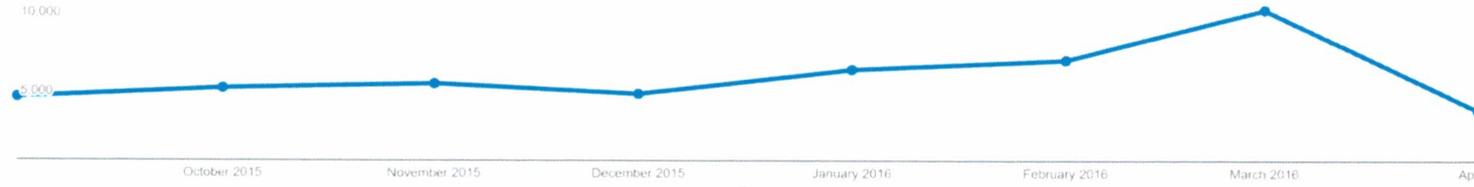
GEOGRAPHIC TARGET:

Phoenix, Scottsdale,  
Mesa, and Glendale

Overview

Sessions VS. [Select a metric](#)

● Sessions



	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	Total
<b>FACEBOOK/INSTAGRAM VIDEO RETARGETING (News Feed, utilizing :15s)</b>									
Historical Web Traffic	4,004	4,600	4,800	4,240	5,770	6,372	9,547	3,194	
Projected Retargeted Traffic	235	504	550	529	586	711	932	746	
Frequency Cap	24	24	24	24	24	24	24	24	
Total Potential Impressions	5,640	12,096	13,200	12,696	14,064	17,064	22,368	17,904	115,032
Cost Per Thousand	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00
Investment Projection	\$197.40	\$423.36	\$462.00	\$444.36	\$492.24	\$597.24	\$782.88	\$626.64	\$4,026.12
<b>IDEO AD NETWORK TARGETING (utilizing :30s)</b>									
Travel Network- Currently Planning a Trip or Vacation	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	200,000
Total Potential Impressions	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	200,000
Cost Per Thousand	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00
Investment Projection	\$875.00	\$875.00	\$875.00	\$875.00	\$875.00	\$875.00	\$875.00	\$875.00	\$7,000.00
<b>IDEO KEYWORD TARGETING (utilizing :30s)</b>									
Total Potential Impressions	26,503	20,047	18,943	19,447	18,079	15,079	9,775	14,239	142,112
Cost Per Thousand	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00
Investment Projection	\$927.61	\$701.65	\$663.01	\$680.65	\$632.77	\$527.77	\$342.13	\$498.37	\$4,973.92
<b>TOTAL CAMPAIGN IMPRESSIONS:</b>									
	57,143	57,143	57,143	57,143	57,143	57,143	57,143	57,143	457,144
<b>TOTAL CAMPAIGN INVESTMENT:</b>									
	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$16,000

This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.



## Campaign Overview

- A combination of Video Outreach, Video Keyword, and Video Facebook/Instagram Retargeting from September 2016-April 2017
- Targeting Phoenix, Scottsdale, Mesa, and Glendale metros each month
- \$2,000 per month, totaling \$16,000 over 8 months

Accepted by: *Dorey G. Miller* Date: *8/29/2016*

