

## **SOLICITATION OF QUALIFICATIONS & REQUEST FOR PROPOSALS**

### **Veterans Airport of Southern Illinois Air Service Advertising Initiative**

The Williamson County Airport Authority (WCAA) is requesting statements of qualifications and proposals from qualified advertising agencies to provide options and prices to launch an advertising and marketing campaign in Southern Illinois and the Chicagoland area to promote commercial flights between Veterans Airport of Southern Illinois and Chicago O'Hare International Airport operated by Contour Airlines under contract with the U.S. DOT Essential Air Service program.

All documents are available through the airport's website at [www.veteransairport.com](http://www.veteransairport.com). The Proponent is solely responsible for ensuring any addenda are downloaded, reviewed, and included in their bid. The job will be awarded to the proposal deemed to be the most favorable to promoting and developing the air service. WCAA reserves the right to waive informalities in or reject any or all proposals. WCAA also reserves the right to negotiate scope and price with the selected preferred proponent, without obligation to any other proponent. WCAA shall not be obligated in any manner to any Proponent whatsoever until a written agreement has been duly executed relating to an Airport Authority approved proposal. Questions regarding the project may be directed to Doug Kimmel, Airport Director, at 618-993-3353 x 4 or at [airport1@midwest.net](mailto:airport1@midwest.net)

**Proposals will be accepted up to 5:00 p.m. on Friday, June 16, 2023.**

Proposals must be submitted in a sealed opaque envelope and clearly marked "RFP Air Service Advertising Initiative" to the attention of:

Doug Kimmel, Airport Director  
Veterans Airport of Southern Illinois  
10400 Terminal Drive  
Suite 200  
Marion, IL 62959

## SOQ/RFP – Air Service Advertising Initiative

### **Introduction**

Veterans Airport of Southern Illinois invites qualifications and proposals from advertising agencies to provide options and prices to create and distribute advertising materials and messaging in support of the Airport's new Essential Air Service Carrier, Contour Airlines. Through a reimbursement grant through the Illinois Department of Commerce and Economic Opportunity (DCEO), the Airport has determined the total budget to be \$2.8M.

### **SPECIFICATIONS:**

- Working alongside Contour Airlines' Marketing Department, create an ad campaign that highlights the low fare, flight times, schedule, destinations, in-flight amenities, accessibility, and any other items the proponent deems relevant.
- Determine the best use to appropriate the \$2.8M between the ad creation and the ad buys in the Chicagoland and Southern Illinois markets.
- Determine a timeline for how and when the money will be deployed over the next 3 years.

The information provided is the best available at the time proposals are solicited and proponents shall use the available information as a basis for any proposal. The proponent shall allow for any conditions deemed reasonable and appropriate for the performance of the work as outlined in the Request for Proposal and incorporate such reasonable allowances in their proposal.

A proposal shall be prepared and submitted at the sole expense of the proponent and without cost to Veterans Airport. All Proposals received by Veterans Airport become the property of the Veterans Airport and as such are subject to the Freedom of Information Act.

A proposal, whether or not it has been accepted, and any rights thereunder, shall not be re-assigned by the proponent without the prior written consent of Veterans Airport. Any such re-assignment shall not under any circumstances relieve the proponent of any liabilities and obligations under the Proposal.

**Form of Proposals**

The proposal submission must be legible, written in ink, or typewritten. Proposals containing changes, erasures, overwriting, white-outs, cross-outs, or strike-outs which are not initialed by the proponent may not be accepted.

Proposals will be accepted up to 5:00 p.m. on Friday, June 16, 2023.

Proposals must be submitted in a sealed opaque envelope and clearly marked "RFP Air Service Advertising Program" to the attention of:

Doug Kimmel, Airport Director  
Veterans Airport of Southern Illinois  
10400 Terminal Drive  
Suite 200  
Marion, IL 62959

Proposals shall not be submitted by e-mail or facsimile. Adjustments by e-mail, facsimile, letter or otherwise to a proposal already submitted are permitted, providing that they do not reveal the value or details of the original proposal.

**Proposals should include all charges associated with ad campaign creation and the purchase of advertising in both markets. Veterans Airport is sales tax exempt and any tax should be omitted from the proposal.**

Proponents may inquire into and clarify any requirements of this RFP. Inquiries must be made by email and directed to Doug Kimmel, Airport Director at [airport1@midwest.net](mailto:airport1@midwest.net).

It is the proponent's responsibility to clarify any details prior to submitting a proposal. Veterans Airport will assume no responsibility for any oral instruction or suggestion.

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*Please note that proposals are not limited to the above items. Any additional information pertinent to the proposal should be included.*

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**Omissions and Discrepancies**

If a proponent finds discrepancies in, or omissions from, the proposal documents, or if the proponent is in doubt as to their meaning, they should advise the Airport immediately.

Responses, if not already addressed in the RFP, will be addressed in the form of addendum, if required. No oral interpretations will be effective to modify any provisions of the Proposal, unless a written addendum has been issued by Veterans Airport, prior to the advertised closing date and time.

### **Processing of Proposals**

On receipt by the Airport Director of the properly sealed envelopes delivered by or on behalf of a proponent, envelopes will be marked as to the time and date of receipt and the envelope will be retained unopened until the opening of proposals.

Airport staff may clarify any aspect of a proposal with the proponent at any time after the proposal has been opened. Any such clarification will not alter the proposal and will not be constituted as a negotiation or renegotiation of the proposal. Veterans Airport is not required to clarify any part of a proposal. Proposals must contain sufficient detail to support the project being proposed. Incomplete submissions may not be considered. Any clarification of a proposal by a proponent shall not be effective until confirmation has been delivered in writing. In conducting clarification/discussion with proponents, there shall be no disclosure of any information derived from proposals submitted by competing proponents.

Veterans Airport may make all necessary corrections to any proposal which is in error through addition or extension, the corrected value prevailing.

The successful proponent(s) will be notified after the Airport Authority has reviewed and approved the proposals. The issuance of this Request for Proposal in no way implies that the Airport will proceed with an order or contract and will not reimburse any proponent for any costs incurred in preparing and submitting and presenting a proposal.

The successful proponent shall be required to enter into an agreement with the Airport, the execution of which shall be a condition of final and binding acceptance of the preferred proposal, and such agreement shall incorporate the proponent's proposal as performance and implementation criteria.

### **General Requirements**

The proposal must be completed with all the information requested in the Form of Proposals section.

All pricing proposed must have applicable fees including labor and the purchase of advertising in both markets listed above.

This proposal submission is irrevocable and open for acceptance by the Airport Authority until sixty (60) days after the closing of this proposal.

### **Addenda**

All responses to questions raised during the RFP period will be posted on the Airport website by means of written addenda.

### **Not a Tender**

This is a Request for Proposals (RFP) and not a tender call. No contractual, tort or other legal obligations are created or imposed on Veterans Airport, or any other individual, officer or employee of the Airport by the Request for Proposal documentation or by submission or consideration of any proposal by the Airport.

**Cost of Preparation of a Proposal**

Proponents shall be solely responsible for their own expenses in preparation and submission of a proposal and in subsequent negotiations or clarifications, if any, with the Airport.

**Evaluation of Proposals**

In order to fully explore all available options, creative and imaginative proposals are encouraged. Proposals will not be evaluated solely on the proposed budget allocation.

Selection of the successful proponent will be determined by the Airport in its sole discretion to be the proposal which is most beneficial to the interests of the Airport. All proposals will be evaluated for completeness and suitability