CHICAGO ZOOLOGICAL SOCIETY
REQUEST FOR PROPOSAL (RFP) FOR

The Chicago Zoological Society is soliciting proposals to provide creative concepting and execution services for advertising campaigns to drive attendance to Brookfield Zoo.

The contracted firm will work closely with our in-house marketing team to insure alignment with our target audiences and maximization of budget and alignment with our overall goals and brand image.

Agencies should have demonstrated experience in the following categories:

- Successfully articulate the Brookfield Zoo brand through impactful creative
- Engage Brookfield Zoo’s target audience; families with kids in household, and people without kids looking to make meaningful connections with loved ones, animals, and nature
- Ability to create impactful creative for Brookfield Zoo’s Summer 2017 Campaign, Holiday Magic, and other campaigns as needed
- Focus Groups and Creative Testing
- Ability to Create a cohesive multi-Channel Creative Development Tool Kit for in-house executions of campaign creative for in-park signage, sponsorship executions, pass printing, annual reports, membership campaign materials, staff communications, out-of-home, paid social media, and print needs

Experience with tourism related accounts, attractions and/or not-for-profit organizations is preferred.

This document outlines the Society’s guidelines for your responses. The Proposal must be submitted no later than August 10, 2016, and submitted electronically. All responses to the RFP must be addressed to:

Ursula Bender
Brand Manager
Chicago Zoological Society
3300 Golf Road
Brookfield, Illinois 60513
Ursula.bender@CZS.org

Organizational Overview

The Chicago Zoological Society (CZS) is a private nonprofit organization that operates Brookfield Zoo on land owned by the Forest Preserve District of Cook County. Opened to the public in 1934, Brookfield Zoo has been a Chicago-area treasure and family destination for more than 75 years. Brookfield Zoo is the largest suburban attraction in Cook County, both in size and visitation. The 216-acre Zoo annually serves over two million visitors from the diverse
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Chicago metropolitan area. The zoo is open 365 days a year. On an average day, more than 11,000 people visit during the Zoo’s peak attendance season in the summer months.

The Chicago Zoological Society’s mission is to inspire conservation leadership by connecting people with wildlife and nature. We strive to provide people of all ages and backgrounds with opportunities to learn about and care for the natural world. When it first opened, Brookfield Zoo was considered “cutting edge” for its bar-less enclosures. One of the first zoos to employ nutritionists, pathologists, veterinarians, geneticists, endocrinologists, and behavioral specialists, we continue in a tradition of innovation.

**Project or Product Description**

Chicago Zoological Society, which manages Brookfield Zoo, is looking for engaging creative to drive awareness and interest in attending Brookfield Zoo’s key summer 2017 attraction, Dragons and Dinosaurs (formal name TBD), Boo at the Zoo, Holiday Magic, and as needed brand and elements for smaller campaigns such as Zoo Brew and Zoo Run Run on an as needed basis.

Brookfield Zoo will host a combined 2017 summer attraction that will feature “Here Be Dragons,” and Dinosaurs Alive, both traveling exhibits. “Here Be Dragons” contains live reptiles in immersive environments that make them approachable by connecting them to folklore, literature, legend. Pair that with Dinosaurs Alive, 16 animatronic dinosaurs and 3-4 animatronic (specially made) dragons set on a winding path with natural surroundings where every turn takes you back in time.

At Holiday Magic guests can enjoy Chicagoland’s largest lights festival, featuring more than one million twinkling LED lights illuminating the zoo’s walkways, nearly 550 trees decorated by local community organizations and corporations, singing to the animals, professional ice-carving demonstrations, Zoo Chats, photos opportunities with animals, live entertainment, a 41-foot talking tree, a model railroad display, and so much more!

Note: Campaigns do not all have the same needs.

**Specifications & Requirements/Deliverables**

- Outline creative strategy based on known attractions, seasonal timing and media elements as follows:
  - Holiday Magic (Saturdays and Sundays in December, Plus all week Dec 26-31)
  - Boo at the Zoo (Event runs last two Saturdays and Sundays in October)

As needed - Smaller Revenue based events
  - Zoo Brew (Late Summer/Fall 2017)
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• Zoo Run Run (Fall 2017)

Dates are approximate:

• Outline projected allocation of production budget by campaign. Estimate top-line projected expenses for each campaign’s production needs. (i.e. Holiday Magic – Night Shoot equipment = X, staff = y).
• Detailed billing with back-up will be expected for each project.
• Annual Production Budget ranges from $130,000-$175,000 +/-.

Specifications & Requirements/Deliverables (continued)

Required proposal detail:

• Overview of agency, parent company relationships, and org chart
• Basis for contract, fee vs. % commission
• Detail of internal processes for concepting through execution.

Schematics, timeline

Dates are approximate:
Evaluation of submitted presentations .....................Mid to end of August, 2016
Contract Execution----------------------------------------- ........September 2016
2017 Creative Strategy Meeting............................... ......October 2016
Creative Work Begins ............................................. ........By February 28, 2017
Draft 2018 Strategy Meeting .................................End of June, 2017
Draft 2018 Creative* .........................................................End of July 2017

Vendor/Consultant Information

Please provide names and resumes of each proposed CZS/Brookfield Zoo agency team member, client base of current team configuration and industry recognitions/awards.

Required Proposal Response Format

Proposal should be emailed as a single PDF file to Ursula.Bender@czs.org

Ursula Bender,
Brand Manager
Chicago Zoological Society/Brookfield Zoo
3300 Golf Rd., Brookfield, IL 60513.
Ursula.Bender@czs.org

Please use Hightail for files over 5MB.

Deadline to Respond

Please respond by close of business on August 10, 2016, 12 Midnight CST.
Basis for Award of Contract or Purchase Order

CZS will award the contract to the proposal which demonstrates the best combination of price, team composition, insight, and quality and applicability of past work experience.

CZS Reservation of Rights

CZS reserves the right to reject any or all proposals, without explanation, to waive irregularities, and to accept a proposal, which in CZS sole judgment, is in CZS best interests.

MBE/WBE/DBE/8(a)

The Chicago Zoological Society is committed to ensuring that certified minority-owned business enterprises (MBE’s), women-owned business enterprises (WBE’s), disadvantaged business enterprises (DBE’s), and U.S. Small Business Administration 8(a)-certified (8(a)’s) firms are afforded opportunities to compete for and participate in the Chicago Zoological Society’s purchasing activities. If your company is certified as a MBE, WBE, DBE or 8(a) company, please send your current certification with your response to this RFP.

Vendor Prequalification Process and/or References

See page one for vendor profile required.

Additional Requirements such as Vendor Presentation or Demonstration (if applicable)

Vendor may be asked to present past work collection to a panel of CZS staff at Brookfield Zoo.