

The New York State Department of Agriculture is inviting qualified bidders to submit proposals for marketing, advertising, and public relations services to promote the annual Great New York State Fair, as well as to assist in the marketing of the Fairgrounds and its facilities to outside promoters for non-Fair events. The Fairgrounds are located at 581 State Fair Boulevard, Syracuse (Town of Geddes, Onondaga County) New York. The property is a 375-acre site owned and operated by AGM which is home to the Great New York State Fair, a multi-day event (currently 18 days) ending on Labor Day each year ("State Fair"). The mission of the annual State Fair is to hold an exposition ending on Labor Day each year, identifying, promoting and showcasing the agricultural practices, history and traditions of the State. In addition to agricultural competitions, the State Fair also hosts a 15-acre Midway and two free music venues that host as many as three national touring acts each day and can hold more than 30,000 and 15,000 people, respectively. There are approximately 600 vendors including 200 food vendors. The State Fair attracted more than 1.3 million people in 2019. The Fairgrounds also operates year-round ("non-Fair") offering several outstanding venues at the Fairgrounds. In 2019, the Fairgrounds hosted approximately 300 non-Fair events encompassing more than one thousand event days. A wide variety of non-Fair events benefit from the Fairgrounds' expansive buildings, open space, central location and convenient highway access. Current non-Fair events include equestrian competitions, RV rallies, consumer shows, community events and corporate and organization meetings. In 2019, non-fair events drew more than 1.1 million people, up more than 3% from 2018, which was the previous record year. In the past five years, the Fairgrounds has undergone an extensive renovation, which includes the construction of a new 136,000 square foot Exposition Center. Completed in August 2018, this facility is the largest clear span Exposition Center north of New York City between Boston and Cleveland and is uniquely situated to attract events not previously accommodated by existing regional facilities, such as large car shows, major equestrian competitions, motocross races and other large-scale traveling events not currently visiting the region.

- Background:
- Scope of Work:
- Due Date:
- Address:

Background:



The New York State Fairgrounds is a 375-acre site that is home to the annual New York State Fair as well as many non-Fair events during the year. The mission of the annual State Fair is to hold a multiday exposition (currently 18 days) ending on Labor Day each year, identifying, promoting and showcasing the history and traditions of the State, including agriculture. The Fair has been charged to grow as a major driver as tourism and economic development. The State Fair hosts a 15-acre Midway and two free music venues that hosts multiple national touring acts each day and can hold more than 30,000 and 15,000 people respectively. There are approximately 600 vendors, including 200 food vendors. Paid parking is available for approximately 20,000 vehicles as well as parking for approximately 1,000 overnight camping vehicles. The State Fair attracted more than 1.3 million people in 2019, and attendance has increased by more than 45 percent in the past five years. The Fairgrounds also operates year-round ("non-Fair"), offering several outstanding venues at the Fairgrounds. In 2019, the Fairgrounds hosted approximately 300 non-

Scope of Work:

The selected agency shall provide comprehensive advertising and marketing services as requested and authorized by the Department, including, but not limited to:

2.2.1 The Great New York State Fair and Non-Fair Events

- A. Promote and advertise the Great New York State Fair to the public, potential sponsors and concessionaires, and the entertainment industry
- B. Conceive and design the Fair's annual printed materials, including but not limited to flyers, brochures, programs, and credentials
- C. Conceive, design, place, and purchase advertising for the Fair
- D. Conceive and produce text, printed, audio, video, digital, and mobile materials
- E. Provide support and assistance to the Fair in the creation, maintenance, look, and content of Fair and related websites, including nysfair.org and nysfairgrounds.ny.gov.



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Work with the Fair to update design and content as requested F. Assist with design and production of signage on the Fairgrounds

G. Assist with sponsorship marketing efforts

H. Conduct an annual survey of Fairgoers and non-Fairgoers (see Exhibit 2 for a summary of 2019 survey results)

I. Prepare and annually update a client/promoter sales package for non-Fair events, as needed

J. Research and prepare an analysis of the total annual economic impact of the Fair

K. Assist with other marketing, advertising, and public relations duties as requested

2.2.2 Media Types Deliverables include, but are not limited to:

- Pre-recorded television advertising and other pre-recorded video
- Pre-recorded radio advertising and other pre-recorded audio
- Print display advertising
- Banner and other digital display advertising
- Online “native” advertising (paid content)
- Print and electronic publications
- Digital apps
- Trade show displays
- Public signage
- Raw video, audio, or photos



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2.2.3 Annual Advertising Plans

Prior to the start of each calendar year, the Fair will provide the selected agency with an annual budget and business priorities and goals. Within sixty (60) days of receiving said budget and business priorities and goals from the Fair, the selected agency shall prepare and provide a written annual advertising plan for the Fair. The annual advertising plan must be approved by the Fair and must include at a minimum the following:

- A. Innovative approaches for planned business initiatives, including how these strategies achieve the Department's goals with measurable Key Performance Indicators (KPIs) for post-initiative evaluations.
- B. A general breakdown of proposed spending for professional services, production, and media.
- C. Opportunities for special events, promotional activities, and any other topics specified by the Fair.

2.2.4 Performance Measures

The selected agency shall work with the Department to:

- A. Develop strategic plans that include measurable KPIs for monitoring the extent to which marketing, public relations, and advertising efforts have had a positive impact on desired outcomes.
- B. Set specific targets, goals, and benchmarks for evaluating performance outcomes and use these measures to monitor program performance.
- C. Evaluate the program outcomes associated with marketing, public relations, and advertising efforts on a quarterly basis, and use this information to adjust program goals, strategies, and resource allocations as needed.

Due Date:





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July 31, 2020

Address:

State of New York New York State Department of Agriculture and Markets Division of
New York State Fair 10B Airline Drive Albany, NY 12235



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