



**REQUEST FOR PROPOSALS – PUBLIC RELATIONS AND MARKETING SERVICES  
ATLANTIC CITY AIRSHOW  
AUGUST 24 to 26, 2020  
Atlantic City, NJ**

The Greater Atlantic City Chamber (GACC) desires to hire a consultant to provide public relations and marketing services to support the 2020 Atlantic City Airshow. The goal is to drive attendance for the event; create media exposure opportunities for Atlantic City as a destination; increase media channels; provide staff who can be present in Atlantic City during the event; develop content to attract sponsors; deliver sponsorship benefits through event coverage; maximize engagement opportunities for military and civilian aerial demonstration teams; and attend/participate in planning meetings as needed.

**About the Greater Atlantic City Chamber:**

Since 1914, the Greater Atlantic City Chamber is dedicated in creating a favorable economic climate with meaningful services for the business community. When you join the Chamber, you become a part of Atlantic County's prominent organization of citizens and businesspeople. Together we work to foster growth in the region's economy by creating a better business climate and a higher quality of life. The Chamber provides services that can help your business and can also be your resource for member benefits such as member-only discounts, community exposure, networking events and contacts. The Chamber oversees the following in relation to the Atlantic City Airshow:

- Land operations
- Marine operations
- Securing of performing aerial demonstrations
- Volunteer coordination
- Sponsor acquisition
- Logistical coordinator
- Social media posting
- Media placement
- Media relations
- Ticketing director

**About the Atlantic City Airshow:**

The Atlantic City Airshow is entering its 18th year. The annual event has been highlighted by the U.S.A.F. Thunderbirds, U.S. Army Golden Knights, U.S. Navy Blue Angles, Canadian Forces Snowbirds and most recently the Royal Air Force Red Arrows. A variety of other military and civilian aviation acts compliment these team demonstrations. The free event has become the largest attended event in New Jersey with 540,000 attendees in 2019.

The event provides Atlantic City with unmatched mid-week exposure to a highly desirable audience. The 2019 Monitoring Overview Report, provided by CISION, states there were 666 articles generating a total reach of 823 million impressions.

The Atlantic City Airshow also creates tax streams for state and local agencies estimated at \$1.9 million with luxury tax making up \$900,000 of that total.

The greatest takeaway is the \$45 million in economic impact to Atlantic City and the surrounding area.

And there is opportunity to grow. Learn more by visiting [www.atlanticcityairshow.com](http://www.atlanticcityairshow.com).

**Project Timeline:**

June 2020 to December 2020

- Egg Harbor Township STEAM Competition – March 2020
- Veteran Resource Row – August 26
- Monday Night BBQ at Linwood Country Club – August 24
- Tuesday Practice Day – STEAM engagement – August 25
- Wednesday, Airshow – August 26
- Thursday, Recap – August 27
- ICAS Convention – December 2020

**Scope of Work:**

- Draft and distribute press releases and media advisories
- Develop and execute an outreach and engagement strategy to drive sponsorship revenue and attendance
- Work with the GACC President to identify media interview opportunities for CRDA, Chamber, and military performers
- Monitor, track, and provide a report on media coverage and value related to the 2020 Atlantic City Airshow
- Develop and implement a social media calendar
- Assist with on site public relations, marketing, and social media opportunities at all Airshow events
- Assist with website updates as needed
- Graphic design assistance as needed

**Proposal Deadline:** April 3, 2020

**Decision Date:** May 8, 2020

**Requirements to qualify:**

Must have at least five years of experience in the profession, including exposure/experience in handling large scale events. Must provide an organizational chart that clearly indicates who will be assigned to the account and provide rationale for why individual(s) have been selected – bios or resumes required. Must supply contact information for three references.

**Overall evaluation criteria will include:**

- Consideration given to vendor that is good standing of the Atlantic City Chamber of Commerce

- Vendor must understand the importance of the tourism aspect of the Airshow on the City of Atlantic City and the region
- Vendor's response/proposal demonstrates a clear understanding of the scope of work, goals and objectives
- Vendor's response/proposal is complete and responsive to the requirements set forth by the chamber
- Vendor evidences successful past performance of other like projects
- Vendor demonstrates ability to work as part of a team; while demonstrating ability to take responsibilities and run with them
- Cost of services provided are reasonable and within the guidelines established by Chamber review committee
- Vendor experience/interest/background in working with veterans/veteran's groups
- Vendor experience working with corporate partners

**All Proposals, Correspondence and Requests are to be submitted to:**

Greater Atlantic City Chamber  
ATTN: Michael Chait  
12 South Virginia Avenue  
Atlantic City, NJ 08401  
Emailed to [mchait@acchamber.com](mailto:mchait@acchamber.com)

**Evaluation of Proposal**

Proposals will be evaluated by a team of Greater Atlantic City Board members based on effective use of limited budget for this project, experience, recommendations and history of performance, work samples, qualifications, recommended approach and staffing capacity.

**Questions Relating to the RFP**

All questions concerning this RFP must be submitted in writing via email to Michael Chait, President, Greater Atlantic City Chamber at [mchait@acchamber.com](mailto:mchait@acchamber.com). Questions must be submitted no later than Noon EDT on March 25, 2020. No questions will be accepted/responded to after the March 25 deadline.

**Interviews/Presentations**

Interviews may be scheduled as part of the review and selection process. Only a select number of the respondents will be asked to participate in interviews. Interviews would be scheduled the week of April 27, 2020.