

**REQUEST FOR PROPOSAL:
RFP NO. 20-014/DP**

Palm Beach County Board of County Commissioners is soliciting sealed proposals from qualified proposer(s) for supplying:

TITLE: Advertising Agency Services

Date of Issuance: October 16, 2019
Proposal Due Date: November 18, 2019

PURPOSE: Palm Beach County, by and through its Department of Airports (Department), is seeking a full-service advertising agency to promote PBI and its related services and amenities. The successful proposer must demonstrate strong experience and talent in strategic thinking, creative development, media planning, brand development, social media, photography and video production, website development and enhancements, online marketing and lead conversion. In addition, the successful proposer must also demonstrate the vision and creativity to implement innovative plans within budgetary and regulatory guidelines. The successful proposer must be able to provide support from conception to execution, keeping in mind PBI's high standards of excellence and the need to meet multiple deadlines.

The RFP can be access through our on-line Vendor Self-Service (VSS) system at <https://pbcvssp.co.palm-beach.fl.us/webapp/vssp/AltSelfService>