



# **NORTHWEST ARKANSAS NATIONAL AIRPORT**

REQUEST FOR QUALIFICATIONS

FULL-SERVICE MARKETING AGENCY

October 10, 2025

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**SECTION 1:**  
**NOTICE OF OPPORTUNITY AND GENERAL PROJECT INFORMATION**

**A. NOTICE AND DESCRIPTION.**

The Northwest Arkansas Regional Airport Authority (the “Authority”) invites written Statements of Qualifications (“SOQs”) from interested marketing firms (“Respondent” or “Consultant”) capable of providing full-service marketing support, including advertising placement, creative services, and website development for the Northwest Arkansas National Airport (“XNA” or the “Airport”).

The Authority intends to evaluate qualifications and select the most qualified firm(s) for potential negotiation of services.

**B. TIMELINE AND SCHEDULE.**

The anticipated timeline and schedule of events for the RFQ process is as follows:

| <b><u>EVENT</u></b>                    | <b><u>DATE/TIME</u></b>   |
|----------------------------------------|---------------------------|
| Issue RFQ                              | October 10, 2025          |
| Deadline for Submitting Qualifications | November 10, 2025         |
| Finalist Interviews (if needed)        | Week of November 17, 2025 |
| Selection and Negotiation              | December 2025             |
| Contract Start Date                    | January 1, 2026           |

**\*\*\*NOTE\*\*\*** The above timeline and schedule is subject to modification without notice at the Authority’s sole discretion.

**C. LOCATION OF PROCUREMENT DOCUMENTS.**

This RFQ and all other documents related to this procurement are only available online at [www.flyxna.com/public-notices-procurements](http://www.flyxna.com/public-notices-procurements). This RFQ will be available beginning October 10, 2025. Any amendments, addenda, questions/answers, and other documents pertaining to this procurement will be posted at this site as they

are released. It is the responsibility of each Respondent to frequent this site on a regular basis to ensure the delivery of up-to-date information and documentation regarding this procurement.

**D. QUALIFICATIONS.**

A Respondent's SOQ should describe the Respondent's experience and qualifications in providing full-service marketing support, including advertising placement, creative services, and website development.

**E. SELECTION PROCESS**

The Authority will evaluate SOQs based on qualifications, experience, capacity, and familiarity with the Airport and region.

**F. EQUAL EMPLOYMENT OPPORTUNITY.**

The Authority is an equal employment opportunity organization, which does not discriminate on the basis of race, religion, color, sex, age, national origin, or the presence of any sensory, mental, or physical disability in consideration of a contract award. The successful Respondent will be required to comply with all federal, state, and local laws and regulations.

**G. PROHIBITION AGAINST LOBBYING.**

A Respondent shall not lobby, either on an individual or collective basis, the Authority (including its directors, officers, employees, or agents) or any federal, state, or local elected or public official or staff regarding this RFQ or its Statement of Qualifications. No Respondent, and no acquaintances, friends, family members, outside advisors, agents, or other representatives of a Respondent, shall contact the Authority (including its directors, officers, employees, or agents), or any federal, state, or local elected or public officials or Authority staff to arrange meetings, visits, or presentations to influence the outcome of the selection process. Violation of this provision, by or on behalf of a Respondent, intentionally or unintentionally, may result in disqualification of the Respondent and/or rejection of a Statement of Qualifications.

**H. QUESTIONS, INQUIRIES AND AIRPORT CONTACT.**

The Authority is committed to providing all interested parties with accurate and consistent information. To this end, from the date of this RFQ through the execution

of an agreement for services, the Authority's contact is Olivia Tyler, [Olivia.Tyler@flyxna.com](mailto:Olivia.Tyler@flyxna.com).

Oral communications and emails from the Authority, its staff, agents, employees or outside advisors, or any other person associated with this RFQ shall not be binding on the Authority and shall in no way modify any provision of this RFQ. Only formally issued addenda and the Authority's published responses to Respondents' questions shall modify the terms of this RFQ. Any addenda issued for this RFQ will be published at the following website address: [www.flyxna.com/public-notices-procurements](http://www.flyxna.com/public-notices-procurements). Respondents are responsible for checking the website prior to submission of qualifications for any addenda and responses to questions. If you are unable to download the addenda, you may contact the Authority's contact noted in this Section.

#### **I. PUBLICATION OF NOTICE.**

This RFQ, or a summary thereof, will be published, posted, or delivered to the following:

- Airports Council International—North America (ACI-NA);
- American Association of Airport Executives (AAAE); and
- Any entity that has previously expressed interest in the project or which the Authority has identified as a potential Respondent.

#### **J. AIRPORT INFORMATION AND REGIONAL INFORMATION.**

XNA is the largest commercial service airport in Arkansas, with over 1.1 million enplanements in 2024 and six airlines providing nonstop service to 27 destinations. The Airport serves both major business travelers (Walmart, Tyson Foods, J.B. Hunt, University of Arkansas) and a rapidly growing leisure market. Northwest Arkansas is a metropolitan region of more than 600,000 people, home to three Fortune 500 companies and a nationally recognized cultural and outdoor scene.

### **SECTION 2: SCOPE OF SERVICES**

#### **A. REQUIREMENTS FOR STATEMENTS OF QUALIFICATIONS**

The Authority anticipates that selected firm(s) may be asked to provide some or all of the following services on a task-order basis:

1. Strategic planning and media buy (digital, print, broadcast, out-of-home).
2. Creative concept development and production.

3. Website design, development, and ongoing content management.
4. Coordination of marketing initiatives targeting both business and leisure travelers.

This list is not exclusive. The Authority may assign specific tasks by mutual agreement. Respondents should also include base pricing structures and cost estimates for typical services (such as hourly rates, fee schedules, or sample campaign budgets). These numbers will be used for comparison and planning purposes only and are not considered binding proposals. Final compensation will be negotiated with the most qualified firm(s) following selection.

## **B. EVALUATION AND CRITERIA.**

Submissions will be evaluated on the following criteria:

1. Specialized experience and technical competence.
2. Capacity and capability to perform requested services.
3. Qualifications and availability of key personnel.
4. Past performance record (quality, timeliness, client satisfaction).
5. Familiarity with XNA and the Northwest Arkansas region.

The Authority reserves the right to reject any or all submissions, waive irregularities in the proposal process, or re-advertise, all as it deems to be in the Authority's best interest.

## **C. PROCESS FOLLOWING SELECTION.**

After the completion of the selection process, the Authority will enter into contract negotiations with the selected Respondent(s). If a contract cannot be negotiated, negotiations with the selected firm shall be terminated. Any contract negotiated shall include a not-to-exceed dollar clause. The Authority shall have no obligation to a Respondent prior to the execution of a written agreement.