



NEBRASKA STATE FAIR  
REQUEST FOR PROPOSAL

FOR

2026-2028

Issued by:

Nebraska State Fair

PO Box 1387

Grand Island, NE 68802

January 5, 2026

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## Section 1. RFP Timeline

The Request for Proposal timeline is as follows:

	Date
Request for Proposal Issuance:	1/5/2026
Q&A Session:	01/21/2026 at 2:00 p.m.
Request for Proposal Due Date:	02/06/2025 at 5:00 p.m.
Meetings with Potential Candidates as Needed:	02/17/2025 (2pm-5pm), 02/18/2025 (9am-11am)
Award:	On or before March 1, 2026

### **Zoom Link for Q&A Session:**

NE State Fair is inviting you to a scheduled Zoom meeting.

Join Zoom Meeting

<https://us06web.zoom.us/j/84218487428?pwd=ebvELozUJlbXBQUWzhxYBeCrnfZYEq.1>

Meeting ID: 842 1848 7428

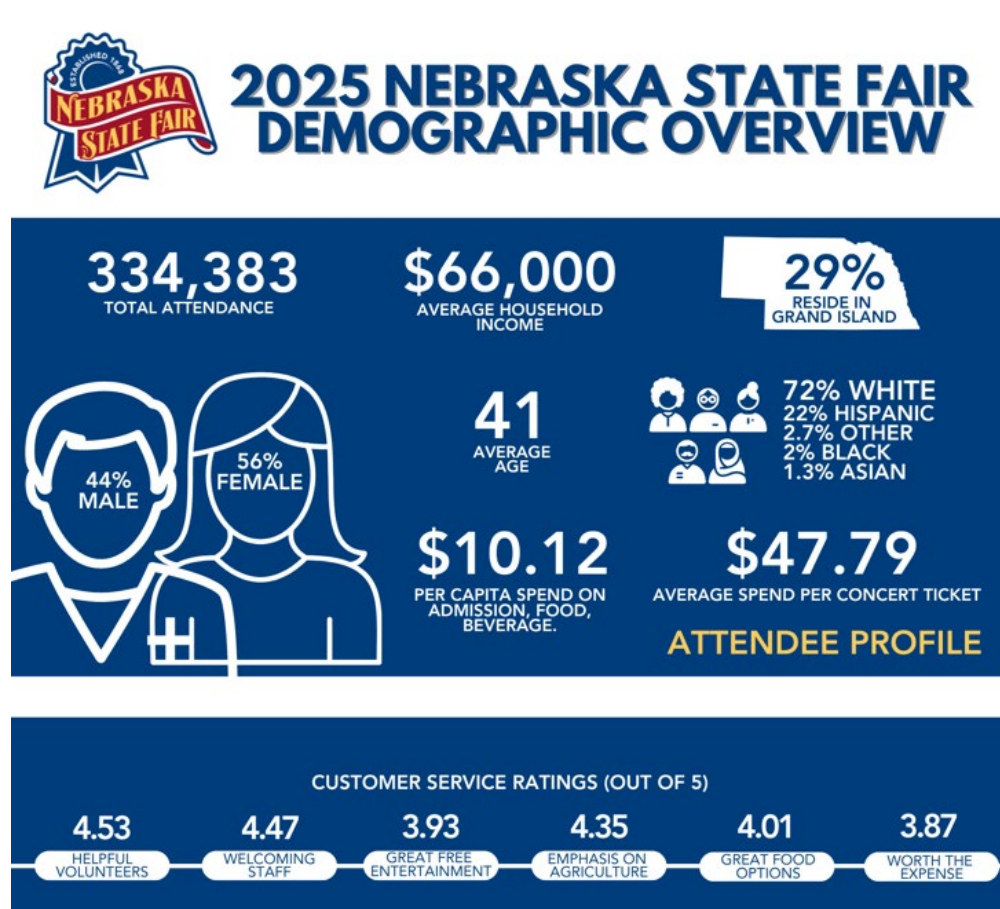
Passcode: 387297

## Section 2. Introduction and Background

Nebraska State Fair (NSF) is seeking a qualified advertising agency to purchase strategic attendance-growing media buys, manage external media partner relations, create and implement 3-5 theme campaign including annual iteration/logo and assist with overall marketing and guest satisfaction strategy for the Nebraska State Fair. Our total budget for an advertising agency shall not exceed \$450,000/annually. This amount shall include all agency fees, media buys, contingency fund and agency support during the Fair.

**About Nebraska State Fair:** Nebraska State Fair, entering its 157<sup>th</sup> year in 2026, is an event held at Fonner Park in Grand Island, Nebraska. The regional event is the largest in Nebraska, drawing an average of 300,000 patrons each year since moving to Grand Island in 2010. Concerts, livestock shows, Wade Shows Carnival, dozens of free grounds acts and 4-H and FFA shows are all a part of this 11-day-long event ending on Labor Day.

### Demographics:



## Section 3. Instructions

- I. Review the RFP carefully.
- II. RFP questions should be directed by e-mail to Courtney Glock at [cglock@statefair.org](mailto:cglock@statefair.org)

- III. Interpretations, corrections, revisions, and amendments to this request for proposal shall be issued to all RFP recipients in the form of written addenda.
- IV. Proposals are due by hand delivery, mail or e-mail by February 15, at 5:00 PM to:

Physical Address:  
501 E Fonner Park Road, Suite #200  
Grand Island, NE 68801  
E-Mail: cglock@statefair.org

Mailing Address:  
PO Box 1387  
Grand Island, NE 68802

## Section 4. Overall Scope

- I. **Terms:** The contract will become effective July 1, 2026 through October 30, 2028 with the option for an additional two (2) year term.
- II. **Exclusivity:** Selected agency will be the primary advertising agency for the Nebraska State Fair. Nebraska State Fair reserves the right to purchase media buys in house or through additional partners.
- III. **Other Promoters:** Any other promoters facilitating business with NSF, including Fonner Park and its partners, Aksarben Stock Show or the Grand Island Livestock Complex Authority and its partners, shall not be bound by any agreement made as the result of this request for proposal.
- IV. **Agreements Made:** NSF may accept a proposal as written by issuing a written agreement with the selected buyer. This agreement will be signed by both parties.
- V. **Exceptions:** Any exceptions to any piece of this RFP shall be noted on the Proposal Addendum, Attachment A, and submitted.
- VI. **Contracts:** To be executed between NSF and Advertising Agency. All contracts shall be executed by the NSF Marketing Director or Executive Director.
- VII. **Responsible Parties:** NSF final decisions on all media buys and marketing materials will remain with the Marketing Director, in cooperation with Executive Director and upon consultation with Advertising Agency, media partners and internal marketing team. It is expected that NSF Board reporting will be communicated on a regular basis.
- VIII. **Onsite:** This contract will require Advertising Agency to have an on-site presence (during the event) for media and public relations support as coordinated with the Marketing Director.

## Section 5. Conditions

- I. **Laws:** Terms and provisions of this solicitation and any agreement resulting from this shall follow any governing law applicable to this process. Any litigation or actions in connection with this proposal and subsequent award shall be instituted in the appropriate Nebraska courts.
- II. **Assignment:** Any contract resulting from this solicitation may not be assigned, transferred, or delegated in whole or in part by the production agency, without the prior written consent of NSF.
- III. **Termination:** NSF may terminate any agreement made as a result of this process at any time that the agency fails to carry out the provisions under the agreed-upon terms.
  - a. Upon termination, NSF shall provide written notice within 10 days of termination. Any monies owed to NSF shall be due within 30 days of written notice, and vice versa.
- IV. **Indemnification:** NSF hereby agrees to indemnify and hold harmless *Awardee*, as well as their agents, representatives and directors from and against any loss, damage or expense associated with a claim arising out of the negligence of NSF. *Awardee* hereby agrees to indemnify and hold harmless *NSF* for any loss, damage or expense associated with a claim arising out of the negligence of the *Awardee*.

- V. **Insurance:** NSF shall maintain, comprehensive general liability insurance in the amount of no less than One Million Dollars per occurrence from an A- or better rated carrier. This policy shall name the Awardee and their agents, representatives and directors as additional insured as it pertains to the negligence of the NSF. Awardee shall maintain, comprehensive general liability insurance in the amount of no less than One Million Dollars per occurrence from an A- or better rated carrier. This policy shall name the NSF, and their agents, representatives and directors as stated in Addendum B as additional insured as it pertains to the negligence of the Awardee.
- VI. **Retention of Rights:** The Awardee shall not have any rights to use the name, logos, trademarks or copyrights of NSF outside of the purposes of promotion related to NSF, without written permission.
  - a. NSF reserves the right to not award this offer to any vendor based on any reason.
- VII. **Winning Bid Transparency:** The Nebraska State Fair is a 501(c)(5) non-profit entity. The organization does follow public/private transparency guidelines. Winning bids, after contract execution and if requested, may be shared.

## Section 6. Proposal

### I. General Information

- a. List the following:
  - i. Company Name
  - ii. Contact info for Talent Buyer:
    - Physical Address
    - City, State, Zip
    - Phone
    - Email
    - Contact Name of Person Responsible for this RFP
    - Title
    - Phone
    - Email
- b. Provide a Letter of interest
- c. Provide a complete profile of your firm, # of staff that would be assigned to our team, etc.
- d. Describe three (3) examples of your firm's past performance success with other clients.
- e. Describe an example of a difficult challenge you overcame in placing media spots for a like organization and how you rectified the issue.
- f. Provide three (3) references of clients from your CURRENT roster. As least one (1) must be a Fair or multi-day festival.

### II. Scope

- a. Please give an overall strategy for buying and placing media buys and explain your competitive edge.
- b. Please list how you plan, purchase, and manage digital advertising across platforms (social, OTT, billboards, radio, etc.) for maximum impact and ROI, while helping to maintain both local and statewide rapport.
- c. List your philosophy (examples encouraged) for creating a theme campaign – including annual theme – to be carried out during your contracted period.
  - i. The State Fair has historically done a 3 year 'campaign' which shared colors, fonts and overall look, while changing the 'theme' each year. We are not opposed to changing the theme outline we've followed previously but do want an annual theme. This theme is used in marketing, t-shirt designs for guests, volunteer swag, gift shop merch, etc.

- d. Provide an analysis of the Nebraska marketplace, considering saturation levels, urban markets, rural markets, demographics, etc.
- e. List how you would enable support our entertainment team regarding strategy, tactics, media relations (ad spend, artwork, promos, placements, etc.)
- f. Provide your approach to on-site full-service support (photo and video collection, social media support, live remotes, public relations when necessary, etc.)
- g. Provide a proposed marketing budget breakdown, based on marketing general Fair, concerts and misc. ticketed events. Consider % of spend on each area and what this might look like.
- h. Describe how you interact with a client throughout the course of the year, including communications, media reporting, feedback, face-to-face meeting time, etc. Also include how you anticipate maintaining strong communication if your team is not local.
- i. Explain how you typically work with a governing board, but with a professional staff that handles most of the decisions. Also include how you anticipate media buy conversations to be had (done by your team, including marketing staff, etc).
- j. Describe your ability to handle high-profile design projects including billboards, vehicle wraps, grounds signage, etc.
- k. Describe your ability to strategically design and interpret data gathered from an annual guest satisfaction survey.
- l. Describe any reports you typically produce for a client.
- m. Please share how you will responsibly manage a fiscal budget to ensure accurate and transparent use of funds.
  - i. We will rely on you to be open and transparent about where we sit with the budget on a routine basis. If an item is not covered by our allocated budget, you should notify our marketing director before doing the work. The budget given at the start of each year should be strictly adhered to.

### **III. Bid**

- a. List your complete bid, either flat rate or percentage structure. Provide any incentive considerations. All fees and per hour rates should also be disclosed.
- b. Will Advertising Agency guarantee (in a above) that pricing shall 1.) not increase over the life of the agreement, or 2.) guarantee price increases will not exceed a set percentage per year or a set percentage over the life of the agreement?
- c. Please reflect on the opportunity of retaining the agreement for three (3) consecutive years and provide commentary.
- d. List any other fees or changes in Addendum A.

## **Section 7. Evaluation of Proposal**

- I. Evaluation of all proposals shall be performed by NSF officials. Evaluation shall be based on, but not limited to, the following criteria in no particular order or weight. Firms with previous Fair experience will be scored accordingly.
  - Complete bid
  - Overall strategy in media buys, including media buy cost reductions
  - Support to in-house marketing team
  - Proposed theme campaign structure and samples of work
  - Onsite service during the event (if any)
  - Off season communication approach

## Reporting functions

- II. Evaluation committee shall consist of:
- Jaime Parr, Executive Director
  - Courtney Glock, Marketing Director
  - Karli Schulz, Entertainment and Events Director



# Section 8. Certification

Include this form with your proposal

Name of Company

Physical Address

City, State, Zip

Phone

Email

Contact Name of Person Responsible for RFP

Title

Phone

Email

Manager Name (If different from above)

The Advertising Agency representative hereby certifies by signing below that this proposal is genuine and is made under no false pretenses.

Print Name

Signature

Date

# Proposal Addendum – Attachment A

EXCEPTIONS TO PROPOSAL AS NOTED.

The following exceptions to this request for proposal are listed as such:

RFP ITEM NUMBER	COMMENTS

Print Name

Signature

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Date

# Proposal Addendum - Attachment B

## INSURANCE

Advertising Agencies submitting a proposal are required to make evident certificates of the following minimum coverage. Such certificates shall be included with the proposal:

- Workers Compensation Insurance meeting the statutory requirements of the State of Nebraska.
- Employers' Liability Insurance providing limits of liability in the following amounts:
  - a. Bodily injury by accident: \$100,000 each accident
  - b. Bodily injury by disease: \$500,000 policy limit
  - c. Bodily injury by disease: \$100,000 each employee
- Commercial General Liability insurance providing limits of liability in the following amounts, with aggregates applying separately on a "per project" basis:
  - a. General aggregate: \$2,000,000
  - b. Product/completed operations aggregate \$2,000,000
  - c. Personal and advertising injury liability \$1,000,000
  - d. Per occurrence \$1,000,000
  - e. Fire legal liability \$50,000
  - f. Automobile \$1,000,000

If the Awardee does not carry its own required insurance coverage or fails to return proof of such by the due date, Nebraska State Fair may at its option obtain through an insurance carrier the necessary coverages noted by this agreement. The expense of this coverage will be billed to the Awardee.

Nebraska State Fair Board, Fonner Park Exposition and Events Center, The Hall County Livestock Improvement Association, and the City of Grand Island shall be listed as additional insured at no cost to the Nebraska State Fair.

## LIABILITY

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The Awardee agrees to hold Nebraska State Fair Board (legal entities, employees, board members and thereof) harmless from any liability, cost or expense in connection with or growing out of any claim whatsoever for injury, loss or damage to person and/or property at activities involved with this agreement in or upon the Fonner Park/Nebraska State Fair premises, its facilities and appurtenances OR upon the hotel premises, facilities and appurtenances including any transportation of persons, property or items in any way related to Nebraska State Fair.

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I acknowledge that I have read the above insurance and liability requirements and acknowledge my organization's responsibility as such.

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Print Name

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Signature

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Date