



Squaxin Island Tribe

Little Creek Casino Resort

91 West State Route 108

Shelton, WA 98584

800-667-7711

REQUEST FOR QUALIFICATIONS

For

Full-Service Marketing Agency

The Squaxin Island Tribe's Little Creek Casino Resort (LCCR) invites qualified Full-Service Marketing Agencies to submit qualifications for contract services to:

Little Creek Casino Resort
Renay VanDelden, Procurement & Supply Chain Manager
Renay.VanDelden@LittleCreek.com

Issue/Posting Date: Monday, November 11, 2024

Qualifications Due: Friday, December 6, 2024

Notice of Intent to Participate: Qualified contractors/consultants must email their intent to participate in the bidding process no later than two (2) weeks after RFQ's Issue/Posting Date listed above.

1. Introduction

Little Creek Casino Resort (LCCR) invites qualified full-service marketing agencies to submit qualifications for contract services. The selected agency will support LCCR in executing design and digital advertising campaigns tailored to our casino resort, which prioritizes a welcoming, quiet luxury experience at the gateway of the Olympic Peninsula.

2. Purpose

This RFQ seeks to identify agencies with demonstrated expertise in tribal casino marketing, including but not limited to media buying, creative development, and brand management. Phase 1 involves evaluating qualifications; in Phase 2, top candidates will pitch specific proposals.

3. Scope of Work

The selected agency will deliver the following services:

- **Media Buying:** Strategic planning and procurement for traditional and digital media, optimized for reach and engagement. Researching, planning, procuring, and placing traditional and digital advertising media.
- **Creative Development:** Conceptualizing and producing a broad range of creative assets, including video, social media content, email marketing materials, and print.
- **Brand Management & Core Messaging:** Ensuring consistency with LCCR's brand positioning of quiet luxury and an inviting guest experience.
- **Performance Tracking:** Regularly monitoring and providing real-time updates on key metrics, with an emphasis on ROI and engagement.

4. Contractor/Consultant Qualifications

Qualified agencies should demonstrate:

- Expertise in managing and buying advertising for tribal gaming resorts.
- A strong portfolio showcasing work with tribal casino properties.
- Experience in creating diverse digital and traditional media assets.

- Familiarity with tracking metrics, real-time reporting, and delivering regular performance updates.
- Demonstrated commitment to tribal communities or experience working with tribal members.

5. RFQ Requirements

Please submit the following:

1. **Agency Overview:** Brief history, organizational structure, and relevant team member profiles.
2. **Relevant Experience:** Detailed examples of tribal casino and resort marketing projects.
3. **Key Personnel:** Profiles of team members proposed for this contract.
4. **Project Approach:** Outline your agency's strategy for aligning with LCCR's brand and campaign goals.
5. **References:** Include three references, ideally from similar projects.

6. Instructions to Prospective Contractors – Submittal Instructions

Renay VanDelden, Procurement & Supply Chain Manager, will receive qualifications on behalf of the Little Creek Casino Resort. Please note that the Tribe prefers a digital version of your submission. Bound hard copies are also acceptable but must be submitted in a sealed envelope clearly marked in the lower left-hand corner with the name of the RFQ.

7. Evaluation Criteria

The Respondent's qualifications will be reviewed by the LCCR's Project Committee with the following criteria in mind:

- Experience with tribal casinos.
- Portfolio Quality in design and digital campaign execution.
- Comprehensiveness of services offered.
- Alignment with LCCR's brand values.
- Capability for frequent, real-time performance reporting.

8. Qualifications Due Date and Time

Interested agencies must submit their Qualifications no later than Friday, December 6, at 2PM.

Deliver to: Renay VanDelden, Procurement & Supply Chain Manager
Renay.VanDelden@LittleCreek.com

Bids will be delivered to the Little Creek Casino Resort and privately opened by The Tribe within 24 hours of the due date. See Notification to Award below for result information.

9. Conflict of Interest

Information regarding possible conflicts of interest should be provided as part of the qualification response. Such information will be taken into consideration in making a decision on the selection of the contractor. Should a conflict arise during preparation for or while undertaking these services, the

contractor must immediately advise Procurement and Supply Chain Manager, Renay VanDelden, of such conflict by email Renay.VanDelden@LittleCreek.com.

10. Davis-Bacon Wages

Davis-Bacon Wages Apply Do Not Apply to this RFQ

11. Inquiries

All inquiries concerning this RFQ should be directed to Renay VanDelden, Procurement & Supply Chain Manager – Renay.VanDelden@LittleCreek.com.

- **Inquires must be submitted by Friday, November 22 at 1pm.**
- All inquiries and provided answers will be shared anonymously with all competing bidding firms within three (3) business days of inquiry submission.

12. Native American Preference Policy

Applicants may assert a claim for tribal preference on the *Contractor/Consultant Qualifications Form* and provide supporting documentation.

Indian preference may be used in the purchase of goods or services. Indian preference is preferential treatment in securing goods and services from Alaska Natives and Indians, or Indian Owned Enterprises, as provided in Public Law 93-638, Section 7(b) Indian Self Determination and Education Assistance Act, January 1975.

All awarding contracts or subcontracts for supplies, services, labor, or materials in the amount of \$35,000 or more, where the majority of the work on the contract or subcontract will occur on lands subject to the jurisdiction of the Squaxin Island Tribe, shall give preference to Indian Owned Enterprises in the award of such contracts or subcontracts.

Unless federal law or the source of funds requires a different consideration, an Indian Owned Enterprise shall be considered among all preference applicants.

Preference will apply to bids that are within the percentages below of the lowest bid submitted by a qualified bidder not claiming preference, provided that the successful Indian Owned Enterprise agrees to perform the work at the cost of the lowest bid submitted by a qualified bidder not claiming preference.

Bid Preference Table:

Where the lowest responsive bid is:	Bid preference amount:
Less than \$100,000	10%
At least \$100,000 but less than \$500,000	5%
At least \$500,000 but less than \$1,000,000	3%
\$1,000,000 or more	1%

In circumstances where issues in addition to cost form a part of the decision-making, for example, design, experience, and/or timeliness, preference will be considered in the cost element only. In such circumstances, the bid document will identify the relevant elements and the scoring methodology to be used.

13. Tribal Sovereignty

Nothing herein shall be deemed to waive the sovereign immunity of the Tribe, the Squaxin Island Tribe, or the enterprises, agents, or employees of any of them.

14. Right to Reject

The Squaxin Island Tribe and their agents reserve the right to reject any or all bids, or any part thereof, to waive irregularities or informalities in the bid or bidding process.

15. Notification of Interview

The Squaxin Island Tribe reserves all rights to interview, or not interview, any General Contract due to items listed above. The Tribe will provide written notice to the successful bidder of actual items awarded.

It is expected that a decision selecting the successful Interested General Contractor will be made within one (1) week of the closing date for the receipt of proposals.

16. Scope of Work Pictures