

REQUEST FOR PROPOSAL



CHICAGO
CHOOSE CHICAGO

We are a partnership-driven organization representing the entire hospitality, travel and tourism industry, from leisure travel to meetings and events of all sizes, including diverse sectors like sports and public tradeshow. Our partners include city hotels, restaurants, museums, attractions, theaters, event and meeting venues, chambers of commerce, community leaders, and more.

Chicago is also a world-class destination thanks in large part to our vibrant and diverse neighborhoods. Equity, diversity, and inclusion are the foundation of our work at Choose Chicago, and it is our privilege to represent and share the diversity of our city, neighborhoods, our people, and our partners, with the millions of visitors who enjoy this city each year. Choose Chicago has undertaken a robust strategy to highlight local business districts, diverse cuisines, distinctive architectural attractions, beautiful parks and gardens, and locations where important Chicago history took place, making Chicago the best big city in the world.

[About us Company Resources](#)

[Choose Chicago Strategic Plan](#)

[Choose Chicago Annual Report](#)

Social handles: IG/Twitter/Pinterest/Facebook/Linked In: choosechicago

[Mission](#)

Enrich our community by attracting meetings, events and leisure travelers

[Vision](#)

Elevate the brand of Chicago as a must-experience global destination

[Business Diversity Commitment](#)

Choose Chicago seeks to identify the best vendors and suppliers, support our core value of Excellence, ensure partner satisfaction, increase our sustainability, and promote diversity while reflecting, supporting, and maintaining a positive impact on the communities we serve.

Choose Chicago also actively promotes inclusive diverse business spending throughout the organization. As part of this initiative, Choose Chicago requests that if a non-diverse business secures the bid, good faith efforts will be made to award 15% of the contract, when possible, to a diverse owned business, preferably local.

OUR TEAM

Our Neighborhood Strategy team works collaboratively to achieve common goals, the selected vendor's primary points of contact will be Delaney Klundt, Director of Grants and Compliance.

Choose Chicago is committed to equity, diversity and inclusion and offers resources and initiatives fostering a welcoming and inclusive culture.

We recognize and appreciate the importance of creating an environment in which employees feel valued, included, and empowered to do their best work.

Each employee's unique experiences, perspectives and identity add significance to our ability to deliver an equitable destination experience, for clients, partners and the local community. It is expected that any vendors Choose Chicago works with hold the same values and commitment within their own organizations.

PURPOSE

The purpose of this Request for Proposal (RFP) is to procure a provider of multi-channel marketing and media purchasing in order to drive awareness and visitation to Chicago's South Side, by targeting residents and visitors as part of the "Never Done, Never Outdone" through December 2025.

SCOPE OF WORK

Choose Chicago is seeking proposals from a qualified agency and group of media planners versed in international and regional advertising that will be responsible for strategic media planning based on research and audience insights, as well as media buying across traditional and digital platforms, which may include: Programmatic Display & Video, Paid Social, Connected TV, Print, Radio, and OOH. The selected agency will provide rate negotiation and placement in addition to providing real-time performance reporting and post-campaign reporting with ROI analysis. This agency will coordinate with Choose Chicago and its other agencies to ensure that asset delivery meets specifications and deadlines, as well as alignment with the "Never Done, Never Outdone" campaign framework.

QUALIFICATIONS

1. Vendor must have familiarity with Chicago, media buying, channel experience, and creating strategic, research-based media plans for other projects.
2. Vendor must provide strategies that incorporate Chicago's South Side neighborhoods
3. Vendor must be able to complete the contracted services by December 2025 and is aligned with the proposed timeline.

BUDGET

Choose Chicago was awarded a grant from the City of Chicago Department of Cultural Affairs and Special Events (DCASE) for the Resident Sentiment Survey to support our neighborhood work. The budget for this project will not exceed \$700,000. Distribution of funds will be determined with the selected vendor as agreed upon with the vendor, Choose Chicago, and DCASE.

VENDOR SELECTION

Proposals will be reviewed, evaluated, and scored by the Choose Chicago Neighborhood Strategy team in close collaboration with the broader Marketing team.

REQUIREMENTS

Proposals must address each item listed, giving specific details of techniques to be used in achieving these requirements. Proposals may be rejected if minimum requirements are not met. All proposers wishing clarification of this RFP must submit questions in writing to Choose Chicago, no later than August 22, 2025 (due by 5:00 pm, CST), and sent by email to dklundt@choosechicago.com.

Any costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by Choose Chicago.

RFP Proposals must contain the following information:

- a) Executive Summary
- b) Services and activities including elements noted in scope of work: Provide description of the nature of the organization's services and activities. Note when the business was established, brief history and location. List the location(s) of the office(s) from which the primary work on this contract would be performed.
- c) Conflict of Interest: Client relationships that could potentially be considered a conflict of interest must be listed.
- d) Contract Manager/Team: Identify one individual on the proposer's account team who will manage the contract work. Identify the role of each member who will service the account. Current resumes must be attached for each person who would in any way be associated with this account.
- e) Outline of proposed fees associated with account management and other duties mentioned in the scope of work including your account management fee.
- f) References: Provide at least two references.
- g) MBE/WBE Commitment - Please note your diverse business classification & certification (if applicable) in your proposal as well as the opportunity to award part of the contract to a diverse owned business. (Refer to Attachment Tier 2 Diverse Spend Template)
- h) Agency Approach: Please describe your agency's philosophy and approach to media planning and buying, inclusive of any media ratings/analysis tools used.
- i) Channel/Partner Experience: Briefly describe your experience working across a range of media channels, including OOH, OTT, programmatic, partner direct, paid social, and paid search.
- j) Two (2) client case studies from the last four (4) years that illustrate how your agency created strategic, research-based media plans targeting consumers that met or exceeded client KPIs.
- k) One (1) example of an attribution model you've used to demonstrate how digital media

supported a client's KPIs.

- l) Describe your negotiating process, including the research that is conducted to feed rationale behind recommended media investment. Include how you obtain lowest possible rates and added value.
- m) Describe your approach to both analytics and reporting. Items to showcase include tools, screenshots of reports expected for ROI, frequency of analytics, and manner with which reports are presented.
- n) Competitive Advantage: Describe what sets you apart from the competition and aligns well with our organization. Any unique capabilities or resources that we should know about? What does a successful client relationship look like to you?

TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of Choose Chicago. Choose Chicago reserves the right to reject any and all proposals, or any part thereof; waive an informality in the proposals and accept the proposal that best meets the needs of Choose Chicago.

Proposal Release	August 8, 2025
Proposal Due by 5:00 pm CST	August 22, 2025
Proposal Evaluation by scoring committee	August 30, 2025
Notice of Intent to Award Contract	September 5, 2025

PROPOSAL SUBMISSION INSTRUCTIONS

Please submit your proposal by August 22, 2025 to:

Email: dklundt@choosechicago.com

Subject Line: RFP for Media Buy for Neighborhood Marketing

Any questions or requests for clarification regarding this RFP should be directed to dklundt@choosechicago.com

EVALUATION AND CONTRACTING

All proposals satisfying the requirements of this Request for Proposals will be evaluated to establish which of the providers best fulfills the needs of Choose Chicago and this RFP. This Request for Proposals in no way commits Choose Chicago to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered. Choose Chicago reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified providers or to cancel this Request for Proposals. After awarding the contract, the schedule will include a period of collaboration between Choose Chicago and the selected Contractor to better define, elaborate upon, and establish the

Contractor's final Scope of Work and general Terms and Conditions.