

Informal Bid #Ad Winter Sports 2024

Stephen F. Austin State University is seeking informal bids for the proposal of creative, production and media services for the purpose of growing recognition of the SFA Athletics Department brand among fans, recruits, donors and media while promoting and growing attendance at winter sports events. The proposal includes recommended media and related media costs where indicated. Media costs are paid directly to the vendor by the client. Upon completion and delivery, all designs, marks, statements and related assets become the sole property of SFA Athletics.

Please provide pricing in the document below. Response requested by October 18, 2024 by 5 p.m. Award expected no later than the morning of October 21, 2024.

PROPOSED SCOPE OF WORK

Date of Award to November 15, 2024

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|--|----------|
| Develop creative, design, and messaging strategy | \$ _____ |
| Review on-campus sign and messaging opportunities | \$ _____ |
| Negotiate advertising package with VisitNacogdoches | \$ _____ |
| Develop weekly campaign elements across multiple media | \$ _____ |

November 15, 2024 – March 15, 2025 (Fall Sports)

| | | |
|-----------------------------------|---|----------|
| Digital | Provide graphics & messaging to SFA inhouse team | |
| | Manage multiple digital boards and messaging | \$ _____ |
| Email | One time per week featuring men and women home basketball games utilizing proprietary list of 25,000 in Nacogdoches and Angelina County | \$ _____ |
| Total of Proposed Services | | \$ _____ |