

**Entity Name:** South Dakota State Government  
**Event Number:** 11800  
**Event ID:** 24RFP11800  
**Event Name:** Marketing, Advertising & Public Relations Services for SD State Fair  
**Requested By:** Missy Schuetzle  
**Created By:** Missy Schuetzle  
**Due By Date:** 12/10/2024 05:00 PM Central Time  
**Q&A Cutoff Date:** 10/31/2024 9:51 AM Central Time  
**Invitation Type:** Invitation Only

**Assigned Commodities:** 918-07 Advertising Consulting; 915-01 Advertising Agency Services; 918-76 Marketing Consulting; 915-22 Communications Marketing Services

**Allow Supplier Terms and Conditions:** No  
**Public Responses:** No  
**Display Awardee:** Display  
**Posting Board Status:** Expired  
**Event Status:** Event Under Review

**Section #: Name:**

**1 Section 1 - 24RFP11800**

"Response to Offeror Questions" document attached.  
Addendum #1: Proposals are due December 10, 2024 rather than December 19, 2024.

Do not submit responses through ESM Sourcing; please submit your response as specified in the RFP document.

The Invitation Type for this RFP, designated as "Invitation Only," indicates that vendors who have chosen the applicable NIGP codes for the requested services will receive an autogenerated system email notification. The Invitation Only designation does not impose exclusivity or restrictions on access; it does not limit who can respond. Also, the RFP document is accessible to all interested parties for download via the Central Bid Exchange on OPM's website: <https://sourcing.esmsolutions.com/postingboard/entities/3444a404-3818-494f-84c5-2a850acd7779>.

All vendors are encouraged to download the RFP and submit their proposals following the instructions outlined in the RFP document.

**1.0 GENERAL INFORMATION**

**1.1 PURPOSE OF REQUEST FOR PROPOSAL (RFP)**

The South Dakota State Fair is seeking proposal for an experienced, qualified, and creative marketing and advertising agency who specializes in digital marketing, display ads, web design, graphic design, public relations, and audio/visual production to service the annual South Dakota State Fair and some non-fair time events (Wheel Jam) for the 2025, 2026, 2027, 2028, and 2029 calendar years.

**1.2 ISSUING OFFICE AND RFP REFERENCE NUMBER**

The South Dakota State Fair, a division of the South Dakota Department of Agriculture and Natural Resources, is the issuing office for this document and all subsequent addenda relating to it, on behalf of the State of South Dakota, South Dakota Department of Agriculture and Natural Resources, State Fair Division. The reference number for the transaction is RFP #24RFP11800: This number must be referred to on all proposals, correspondence, and documentation relating to the RFP.

**1.3 SCHEDULE OF ACTIVITIES (SUBJECT TO CHANGE)**

RFP Publication	October 31, 2024
Offeror Questions Due	November 13, 2024
Responses to Offeror Questions	November 20, 2024
Proposal Submission	December 10, 2024
Anticipated Award Decision/Contract Negotiation	December 19, 2024

**1.4 SUBMITTING YOUR PROPOSAL**

All proposals must be completed and received at the South Dakota State Fair by the date and time indicated in the Schedule

of Activities. Proposals received after the deadline will be late and ineligible for consideration. An original and two identical copies of the proposal shall be submitted.

All proposals must be signed, in ink, by an officer of the responder, legally authorized to bind the responder to the proposal, and sealed in the form intended by the respondent. Proposals that are not properly signed may be rejected. The sealed envelope should be marked with the appropriate RFP Number and Title. Proposals should be addressed and labeled as follows:

**REQUEST FOR PROPOSAL # 24RFP11800**  
**PROPOSAL DUE December 19, 2024 ~~December 10, 2024~~**  
**BUYER: SD Department of Agriculture and Natural Resources, State Fair Division**  
**ATTENTION: Peggy Besch**  
**1060 3<sup>rd</sup> Street SW**  
**Huron, SD 57350**

No proposal shall be accepted from, or no contract or purchase order shall be awarded to any person, firm or corporation that is in arrears upon any obligations to the State of South Dakota, or that otherwise may be deemed irresponsible or unreliable by the State of South Dakota.

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## Terms and Conditions

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### ESM Sourcing Terms

None

### General Terms and Conditions

None

### Event Specific Terms and Conditions

See attached RFP document