November 6, 2026

To: All Potential Bidders

From: Kelly Vu, Business Services Supervisor

Re: RFI #1, Q & A, RFQ #1

The purpose of this RFI (Request for Information) is to transmit "Questions and Answers" regarding the technical components of the RFQ for Paint Metal Light Towers at Pac Amp. All terms and conditions of the original RFQ notice remain unchanged.

Questions and Answers

Questions:

1. Creative examples: The RFP asks for 5–12 examples of creative work produced by the Bidder. May these examples include work produced by the proposed key personnel at prior agencies, if each example is clearly labeled with the person's role and the agency of record at the time?

Answer: No. The examples must be of creative work produced by the Bidder. Work produced by proposed key personnel while employed by other agencies may not be submitted to satisfy this requirement.

2. Form A-3 fixed monthly fees: Should the Account Management and Creative Development fixed monthly fees be a single flat amount for all 12 months of each contract year, or may a bidder show how the fee reflects heavier in-season months versus off-season months, as long as one monthly figure is entered per year?

Answer: Bidders shall complete Form A-3 based on their proposed monthly fee amounts.

3. Media placement costs: For the Media Buying Commission calculation, are digital platform fees, ad-serving and verification costs treated as media placement costs, or are they billed separately?

Answer: Refer to the RFP requirements regarding media placement costs and the calculation of the Media Buying Commission.

4. Campaign timing: For the 2027 OC Fair, when does the District expect the first paid-media flight and creative to be ready (for example, advance ticket on-sale date)?

Answer: The timing of the initial paid-media flight and creative deliverables will be determined by the District in coordination with the selected contractor.

5. Presentations: Will the November 3 presentations be held in person in Costa Mesa, or is a virtual option available?

Answer: Presentations will be held in person at the OC Fair & Event Center in Costa Mesa, California, tentatively scheduled for the afternoon of Thursday, November 19, 2026.

6. Format: May the 2030 theme and campaign concept (Theme / Campaign Concept section) be included as a section of the single proposal PDF rather than a separate file?

Answer: Please follow the proposal submission requirements outlined in the RFP.

7. California qualification of an out-of-state LLC. (Company name and location) is a limited liability company. Part II.S and Part III.A.5 refer to being qualified and in good standing to do business in California. Must a foreign LLC be registered with the California Secretary of State at the time of proposal submission (October 27, 2026), or is it acceptable to complete registration before award or contract execution? If registration is pending on the due date, should the bidder include proof of filing with the proposal?

Answer: The proposer must be qualified to do business in California at the time the bid is due; therefore, including proof of filing and registration pending is not sufficient.

8. Iran Contracting Act threshold. Form A-7 is required "if bid estimate over 1 mil $." For this threshold, should bidders calculate the estimate using (a) agency compensation only (monthly fees, media buying commission on the $1.2 million evaluation assumption, and hourly categories x 1,000 hours), or (b) agency compensation plus the media placement and production pass-through amounts? Is the threshold measured per contract year or across the full five-year potential term? If unclear, may bidders simply include a completed Form A-7?

Answer: Form A-7 is required if over $1,000,000 based on the five years total.

9. Expected onsite presence during the Fair. Part V.B.1 and V.D.9.5 call for in-market support in Costa Mesa and attendance at the OC Fair on "multiple mutually agreed dates." Could the District share the approximate number of onsite days it expects from the agency team during the annual Fair, at Imaginology, and for Pacific Amphitheatre on-sales and performances? Outside these peak periods, is remote support with in-person quarterly reviews acceptable?

Answer: The District expects the contracted agency to be available for on-site visits during the annual OC Fair to tour the fairgrounds with District executives, clients, partners, attendees and other stakeholders, as needed. On-site availability should be coordinated with the District based on operational needs and mutually agreed-upon dates.

10. Presentation logistics (November 19, 2026). For the top three bidders: where will the in-person presentations take place, when will time slots be assigned and notified, and how many attendees may each bidder bring? Will audiovisual equipment (screen/projector, internet) be provided, and may bidders bring printed boards for the theme concept?

Answer: Presentation details and logistics will be communicated to the selected bidders in advance of the presentations.

12. Media payment flow. Part V.G says the District will not prepay media and may contract with or pay media vendors directly. For digital platforms set up in the District's name, does the District expect to pay platforms directly (for example, with a District payment method), with the agency invoicing only its commission? For broadcast, print and OOH, will the District pay vendors directly, or should the agency pay vendors and invoice for reimbursement?

Answer: The District will not prepay media costs and reserves the right to contract with and pay media vendors directly, as specified in Part V.G of the RFP. Media costs will be handled in accordance with the payment and invoicing requirements outlined in the RFP.

13. Bidder/Contractor Status Form for an LLC. Form A-4 lists Individual, Limited Partnership, General Partnership and Corporation. How should a single-member limited liability company complete this form?

Answer: If single-member means “individual”, Bidder should mark “Individual” and complete any applicable questions. Bidder may write in “Other” then LLC.

14. Acknowledgment of addenda. Part III.A.3 requires acknowledgment of addenda "on each Financial Proposal Form in the space provided," but Form A-3 does not appear to include a labeled space. Should bidders acknowledge addenda next to the signature on Form A-3, in the cover letter, or both?

Answer: The District will ask for acknowledgement when issuing Addendum or RFI. The District accepts email acknowledgement. However, Bidders also may indicate acknowledgement at the right-hand corner of page 1 of Form A-3, Financial Proposal Bid Form.

15. Independent contractors as subcontractors. If a bidder's production crew are independent contractors (1099) working under the bidder's direction, should each be listed as a subcontractor on GSPD-05-105 and in the organizational chart?

Answer: No. The production work will be bid out as needed, only known subcontractors for everyday work should be listed on the GSPD-05-105 and in the org chart.

16. Current agreement and spend. Who is the current advertising agency, and what are its current compensation terms (monthly fees, media commission rate, hourly rates)? What were actual media placement costs for 2024 and 2025, and roughly how were they split among TV, radio, digital and social, out-of-home and print, and Spanish-language media?

Answer: An email was issue notifying all prospective bidders to submit a public record request to cpra@ocfair.com for the current agreement. The current advertising agency is Rocket Launch Marketing & Public Relations.

17. Price evaluation. For the Total Evaluated Annual Cost (Form A-3, Section 7), will the District score 2027 only, or an average or total of 2027 through 2031? For the hourly categories, is the "Average Hourly Rate" the simple average of the staff titles the bidder lists?

Answer: The District will evaluate pricing over the full five-year term. To determine the average hourly rate, the District will calculate the combined average of all staff titles and hourly bid prices, multiplied by an estimated 1,000 hours.

18. Media payment. Under Part V.G.7, for broadcast TV, radio, out-of-home and digital platforms, will the District generally pay vendors directly or bill a District payment method, or should bidders assume contractor payment and reimbursement?

Answer: The District will not prepay media costs and reserves the right to contract with and pay media vendors directly, as specified in Part V.G of the RFP. Media costs will be handled in accordance with the payment and invoicing requirements outlined in the RFP.

19. California presence. Does a bidder need a California office, or only California registration, at the proposal deadline or at award? Can the in-market support in Part V.B.1 be met by named staff on site in Costa Mesa on scheduled dates (Fair operating days, major on-sales, meetings

and events), without a permanent office? On the Bidder/Contractor Status Form, how should a limited liability company mark its status?

Answer: Please see Addendum #1. Bidder's physical office location must be within 80 miles radius. The District will use mapwithradius.com to measure the distance. If a limited liability company is an individual, bidder should mark Individual. If a limited liability company is not an individual, Bidder may write in Other: LLC or whichever is applicable.

20. Production. May the Contractor's in-house production be one of the competitive bids under Part V.B.2, and if so, should those rates appear in the Financial Proposal?

Answer: Production cost must be competitive bid. This is not part of the Financial Proposal Bid Form.

21. Portfolio. May the required portfolio examples (Part VII.C.2 a-d) include work developed by a named subcontractor or key personnel, if each example is clearly attributed?

Answer: Portfolio examples and references may include work performed by proposed subcontractors and key personnel, provided their roles and the original contracting entities are clearly identified.

22. Portfolio format. May audio and video examples be delivered as files (MP3 and MP4) in the same WeTransfer package, or should they be provided as links? Is there a file size limit for the WeTransfer submission?

Answer: The video and audio files should be embedded within the PDF proposal. They should not be separate files.

23. For the portfolio and reference requirements, may a bidder draw on work performed by its named subcontractors and proposed key personnel, provided their roles and the original contracting entities are clearly identified?

Answer: Portfolio examples and references may include work performed by proposed subcontractors and key personnel, provided their roles and the original contracting entities are clearly identified.

24. How and when will the DVBE incentive (Part II, Section G) and the small business preferences (Part II, Section H) be applied in the two-stage evaluation (initial scoring and presentations)?

Answer: The **DVBE Incentive** will be calculated after scoring but prior to presentations to identify the top three. The **Small Business (SB) Preference** will be calculated after both scoring and presentations.

25. Will one subcontractor certified as both a DVBE and a Small Business count toward both the Section G DVBE participation and the Section H commitment to subcontract at least 25% of the net bid price to small businesses?

Answer: Yes. Non-small business Bidders may be granted a five percenter (5%) preference when subcontracting at least 25% of its net bid price with one or more small businesses.

Yes, DVBE incentive will applied if it meets the participation to a maximum of 5%. Bidders must list all subcontractors on Form A-5, Bidder Declaration, GSPD-05-105; also, complete and return form DGS PD 843 (refer to RFP page 5, section G), and submit with the proposal.

26. For the DVBE incentive (Part II, Section G) and the non-small business subcontractor preference (Part II, Section H), is the "bid price" (and "net bid price") the Form A-3 Total Evaluated Annual Cost?

And for the DVBE participation report in Exhibit C, Section 19, are media placement costs and separately approved production costs included in "the total amount the prime Contractor received"?

Answer: See below Small Business Preference and DVBE Incentive calculations.

Small Business Preference Calculation

- **Formula:** Combined Technical and Financial Score of the Highest-Scoring Non-Small Business times 0.05 = Total Preference Points
- **Application:** These points will be added to the total scores of eligible proposals claimed Small Business preference.
- **Constraint:** A non-small business cannot displace a certified small business using these preference points.

DVBE Incentive Calculation

- **Formula:** Maximum Possible Points (100) times DVBE Percentage Claimed = Total Incentive Points
- **Application:** These points are added directly to the proposer's technical points.

27. Can the District share prior-year volumes by property (the OC Fair, Pacific Amphitheatre, Imaginology, venue rentals and other year-round events), such as the number of campaigns, video and audio spots, and digital assets produced?

Answer: Summer campaign for the fair consisted of :30s and :15s English and Spanish with various tags for both fair and PacAmp. Approx.12 video and 27 radio, plus
Street Pole Banners, 3-5 print ads, OOH 3 versions, bus sides, numerous digital displays, collateral layouts and paid social content. (This is a sampling and not a total inventory.) Pacific Amphitheatre, Imaginology, rentals and events was significantly less, but is not indicative of future workloads.

28. About how many videos, digital assets, web pages and documents does the District publish in a typical year that would need the accessibility quality assurance described in Part V, Section D?

Answer: The agency is expected to have working knowledge of applicable accessibility requirements, including **ADA Title II and WCAG 2.1 Level AA standards**, and support the District in ensuring that digital assets published to its website meet applicable accessibility requirements.

29. Reaching and engaging returning fair attendees is critical. Can you please give us a sense of the tools you use to manage relationships with these customers? Specifically, which CRM,

email/messaging platform, identity resolution solution or other relevant databases are you using? We are also interested in the availability of any on-site data.

Answer: The District maintains a database of more than 500,000 contacts through its ticketing platform. Additional details regarding specific CRM, identity resolution, and on-site data capabilities are not available for this RFP. Bidders should develop their proposals based on the information provided and the scope of services outlined in the RFP.

30. Can we engage existing customers through anonymized methods? For example, can we develop an audience for use on a DSP or social media platform for advertising targeting? Specifically, are there any technical or privacy agreements we should be aware of?

Answer: Any use of customer data for advertising targeting must comply with applicable privacy laws and the District's data policies and requirements. Bidders should outline their proposed approach in accordance with the scope of services outlined in the RFP.

31. For the most recent OC Fair, can you give us any media briefs, plans, or flowcharts? In particular we are interested in audience segmentation, as well budget allocations (across channels) and calendar planning (how far out do you start advertising, do you increase impressions around weekends, etc)

Answer: Bidders should develop their proposed media strategies, channel allocations, and campaign schedules based on the scope of services and requirements outlined in the RFP.

32. We understand that media spend is paid after delivery. Are there any issues with signing Media (Spend) Authorization forms in advance of media placement?

Answer: The District will sign Media (Spend) Authorization forms in advance to approve media placements and associated costs. Payment of media costs will be handled in accordance with Part V.G of the RFP.

33. How do you handle organic social media or influencers? Is this handled in-house, by an agency or in any other way?

Answer: The Contractor may be asked to support organic social media and influencer/creator initiatives at the District's direction. Responsibilities for organic content, social engagement, media relations and crisis response will be coordinated with District Communications staff.

34. For the document: can the 2030 concept include links to external material, such as audio, video or interactive materials?

Answer: The video and audio files should be embedded within the PDF proposal. They should not be separate files.

35. Can you share any audience research? Either awareness studies, satisfaction/NPS reports or focus group/interview toplines.

Answer: The District conducts guest satisfaction surveys for the OC Fair. Additional audience research materials, including awareness studies, NPS reports, and focus group or interview findings, are not being provided as part of this RFP. Bidders should develop their proposals based on the information provided and the scope of services outlined in the RFP.

36. Looking ahead to 2027–2028, what would make this partnership most successful for the District? Are there specific goals for ticket sales, attendance, attracting new guests or bringing previous visitors back?

Answer: The District's objectives and expectations for measurable performance are outlined in Part V, Statement of Work, under Integrated Marketing Strategy and Annual Planning and Research, Insights and Audience Development. These include objectives related to ticket sales, attendance, audience acquisition, retention and reactivation. Specific objectives and key performance indicators will be developed in coordination with the District as part of the annual marketing planning process.

37. Where is the greatest opportunity to grow attendance? Are there particular days, sales periods or audiences we should focus on, and any capacity limits or ticketing requirements we should plan around?

Answer: Part V, Statement of Work, outlines the Contractor's responsibilities for identifying attendance and ticket sales opportunities, analyzing performance by date and daypart, and developing audience acquisition and retention strategies. Specific opportunities and priorities will be identified through the planning and analysis processes described in the RFP.

38. How do you expect the agency's time and the estimated $1.2 million annual media budget to be split across the Fair, Pacific Amphitheatre, Imaginology, venue rentals and other year-round programs?

Answer: The $1.2 million annual media budget is an evaluation assumption only and does not represent a guaranteed media spend or minimum purchase obligation. As outlined in Part V, Statement of Work, the Contractor will develop budget scenarios and media plans based on District-specified funding levels, priorities and campaign objectives. Allocation of agency resources and media spending across District properties and programs will be determined by the District in coordination with the selected contractor.

39. Are there recent audience studies, campaign results, media spending summaries or ticket-sales trends you can share to help inform our response? What has worked particularly well, and where would you like to see improvement?

Answer: The RFP outlines the selected contractor's responsibilities for reviewing available historical campaign performance, audience research, media results, ticketing data and web analytics as part of the discovery and planning process. The contractor will use available data to assess performance, identify opportunities and inform future marketing strategies.

40. How far along are the creative platforms for the 2027–2029 themes? Would we be building on existing concepts and assets, or developing the campaign executions from the ground up?

Answer: The taglines for the 2027–2029 themes have been established and the artwork for 2027 is conceptually ready to execute with several art file ready; however, the artwork has not yet been developed beyond 2027. The selected contractor will be responsible for developing the visual creative and campaign executions in alignment with the established themes and in coordination with the District.

41. Could you give us a general sense of the annual creative workload—campaigns, video and radio spots, print materials, digital assets, language versions and revision rounds? It would

also help to understand what you expect within the monthly creative fee versus separately approved production or special projects.

Answer: Summer campaign consists of :30s and :15s English and Spanish with various tags for both fair and PacAmp. Approx.12 video and 27 radio, plus
Street Pole Banners, 3-5 print ads, OOH 3 versions, bus sides, numerous digital displays, collateral layouts and paid social content. (This is a sampling and not a total inventory.)

42. What have you learned from past efforts to reach Hispanic and other multicultural audiences? Are there priority communities, languages or markets, and do you anticipate dedicated media or production budgets for those efforts?

Answer: The selected contractor will be expected to evaluate available historical campaign performance, audience research and media results to identify opportunities to reach Hispanic and other multicultural audiences. Priority communities, languages, markets and any dedicated media or production budgets will be determined in coordination with the District based on campaign objectives, audience insights and available funding.

43. How do you see responsibilities being shared between the agency, District staff and other partners for social media, PR, email, website updates, creators and urgent communications?

Answer: The selected contractor's responsibilities will focus on advertising strategy, media planning and buying, and creative development as outlined in the RFP. Coordination with District staff and other partners will be required to align campaigns and ensure consistency across channels. Specific responsibilities for social media, public relations, email, website updates, creator partnerships and urgent communications will be coordinated with the District based on project needs and existing departmental roles.

44. What ticketing and CRM systems are currently in place? What access would the agency have to connect campaign performance with ticket purchases, revenue, event dates and new versus returning guests?

Answer: The District will coordinate with the selected contractor regarding available ticketing, CRM and analytics data, as well as appropriate access to support campaign planning, performance measurement and reporting. Access to systems and data will be subject to District approval and applicable security and privacy requirements. The availability of purchase-level, revenue, event-date and new-versus-returning guest data will be confirmed during onboarding.

45. What level of onsite support and evening or weekend availability do you expect, particularly during concert on-sales and the Fair? How are urgent creative changes and media adjustments typically approved?

Answer: The selected contractor should be prepared to support time-sensitive campaign needs, including concert on-sales and the Fair, with onsite support and after-hours availability coordinated with the District as needed. Specific coverage expectations will be established based on project requirements. Urgent creative changes and media adjustments must be coordinated with and approved by the District before implementation, following agreed-upon communication and approval procedures.

46. For the financial evaluation, how will you calculate the average hourly rate across the staff roles we list? Will the two 1,000-hour service categories be evaluated separately each year, and how will the five years of pricing factor into the final score?

Answer: The average hourly rates are for all staff roles combine then times 1000. The total financial component worth a maximum of 30 points. Please refer to the RFP.

47. For the media-buying commission, should we use the net cost of media placements before agency commission? How would you like platform, data, ad-serving and verification fees shown, and how are payments handled when the District pays media vendors directly?

Answer: The Media Buying Commission Rate will be calculated on the actual net cost of authorized media placements after discounts. Platform, technology, data, research, verification, ad-serving and other non-media-placement fees are excluded from the commission calculation and must be itemized separately. All discounts, rebates, credits, incentives and other vendor consideration must be disclosed and credited to the District as applicable. The District may pay media vendors directly or reimburse the Contractor in accordance with the RFP's invoicing and proof-of-performance requirements.

48. What is the preferred way to include video and radio samples—links within the proposal or separate files? Is there a recommended proposal length or level of detail you would like to see for the 2030 theme and its campaign applications?

Answer: The video and audio files should be embedded within the PDF proposal. They should not be separate files.

49. **Budget allocation**
Do the estimated annual budgets of $1.2 million for media, $30,000 for radio production and $100,000 for television production apply to the full District portfolio or specifically to the annual OC Fair? Please share any anticipated or earmarked allocation among the Fair, Pacific Amphitheatre, venue rental marketing and other programs, and clarify whether additional event assignments would carry separate budgets.

Answer: The $1.2 million media amount is an evaluation assumption only and does not represent a guaranteed spend or minimum purchase obligation. The estimated radio and television production costs are planning estimates only. The RFP does not establish specific allocations among the OC Fair, Pacific Amphitheatre, venue rental marketing or other District programs. Media plans and budgets will be developed in coordination with the District based on campaign objectives, priorities and available funding. Any additional event assignments and associated budgets will be determined by the District and authorized as applicable.

50. **Events and campaigns included**
Could the District provide a representative annual calendar of events and campaigns the selected agency would support? Approximately how many individual concert and year-round campaigns should bidders assume, which campaigns are handled by other partners, and how would responsibilities be shared for events produced by third-party promoters or venue renters?

Answer: The agency will support the annual OC Fair, a 23-day event, and the Pacific Amphitheatre concert season, which typically includes approximately 45 shows coinciding with the Fair, as well as Imaginology. The District also conducts other events and marketing initiatives throughout the year. The scope of assignments may expand or be reduced based on

the District's organizational needs, priorities and available resources. Specific campaign assignments, schedules and coordination with other partners, third-party promoters and venue renters will be determined in collaboration with the District.

51. **Agency compensation and fixed-fee scope**

Separate from media placement and production expenditures, can the District share a target annual budget or historical spending range for agency fees to help bidders align their proposed staffing and service model? Please also clarify the baseline deliverables expected within the fixed monthly account management and creative development fees, particularly for campaign optimization, reporting, research, production supervision and event-specific adaptations. May bidders include explicit workload assumptions and identify when additional services would require separate authorization?

Answer: Bidders should outline the services included in their fixed monthly fees, identify any workload assumptions, and specify which additional services would require separate pricing and District approval.

Creative and Production

52. **Creative and production volume**

What annual volume of original campaigns, video and radio spots, and supporting creative assets should bidders assume? For concert and event campaigns, please clarify the anticipated balance between original creative development and adaptation of supplied materials, including language versions, formats and revision rounds.

Answer: The RFP does not specify annual quantities for original campaigns or creative assets. Bidders should outline their anticipated workload and explain how original creative development, adaptations, language versions, formats and revisions are included in their proposed fees. Additional services outside the proposed scope should be identified separately for District approval.

53. **2030 campaign concept requirements**

What level of development is expected for the proposed 2030 OC Fair theme and campaign concept? Please clarify whether a strategic rationale and representative campaign applications are sufficient, or whether scripts, storyboards or produced materials are expected.

Answer: Bidders should submit a creative concept for the 2030 OC Fair theme that addresses the RFP's theme creative requirements. The proposal should clearly communicate the concept and its creative direction.

54. **Brand guidance and existing campaign development**

Can the District share current brand guidelines, audience insights and recent campaign examples to inform the proposal? Please also clarify how far creative development has progressed for the 2027–2029 themes and what further development the selected agency would undertake.

Answer: Bidders do not need to reference the District's current brand guidelines for this presentation. Available audience insights and recent campaign examples may be provided to the selected agency. The selected agency will work with the District to further develop and execute the 2027–2029 themes across campaign materials and media.

55. **Production budget coverage by format**
Is the estimated television production budget intended to cover connected television, online video and social video assets as well as broadcast spots? Similarly, does the radio production allowance include streaming audio and podcast advertising? Please clarify whether photography, digital-only content and creator-produced assets would have separate production budgets.

Answer: The estimated television and radio production budgets are planning estimates only, however the budgeted amount could be distributed amongst other categories based on strategy.

56. **Existing assets and new content capture**
What photography, footage, audio, design files and other production assets will be available to the selected agency? Please identify any known restrictions on editing, reuse or paid advertising, and whether new asset capture is anticipated at the start of the engagement. What access will the agency have to the Fair, venues, performers and other District programs for photography and filming? Are there planned opportunities to capture assets before the first campaign launches, and what permissions, scheduling requirements or operational limitations should production plans anticipate?

Answer: The District will coordinate with the selected agency regarding available assets, usage rights and restrictions. New photography or filming may be proposed as needed and must be coordinated with and approved by the District. Access to facilities, events, performers and other programs, including any pre-launch shoots, will depend on availability, scheduling, permissions and operational requirements. Production services require District approval on a project-by-project basis unless included in an approved fixed fee.

57. **Talent, music and other licensed elements**
What usage periods, geographic coverage and media channels should bidders assume when estimating talent, music, stock imagery and footage? Should production estimates include usage throughout the initial contract term, and how should potential renewals or extensions be addressed?

Answer: The selected agency must document applicable usage terms, geographic coverage, media channels, restrictions and extension costs for talent, music, imagery and footage. Usage requirements and any additional costs for renewals or extensions will be addressed on a project-by-project basis and must be clearly identified in the rights record.

58. **Physical creative deliverables**
For signage, displays, point-of-purchase materials and other printed collateral, please clarify whether the agency's responsibility includes design and production-ready files only, or also print procurement, fabrication and installation coordination. Can the District provide representative quantities and specifications?

Answer: The scope of services includes creative development and production coordination as approved by the District. Specific responsibilities for print procurement, fabrication and installation will be determined on a project-by-project basis. Quantities and specifications will be provided as applicable to individual projects.

Roles, Operations and Measurement

59. **Responsibilities and approvals**
How will responsibilities be divided among District staff, the selected agency, event promoters and other partners for organic social media, public relations, website updates, ticketing, sponsorships and crisis communications? Please also describe the approval process and anticipated turnaround times during active campaigns.

Answer: The selected agency will coordinate with District staff and relevant partners to establish responsibilities for each project, including organic social media, public relations, website updates, ticketing, sponsorships and crisis communications. The District retains final approval over strategy, creative, budgets and publication. Each project will have an approved scope, schedule and designated owner, with material changes requiring written approval before work proceeds. The agency must provide an escalation process for urgent issues and support rapid-turn creative needs during active campaigns. Specific approval turnaround times will be coordinated with the District based on project needs.

60. **Onsite and event-period support**
What level of onsite staffing and evening or weekend coverage should bidders anticipate for the annual Fair, Imaginology and Pacific Amphitheatre activity? Please clarify expected roles, approximate days or hours, and which responsibilities require physical attendance versus remote availability.

Answer: The agency is expected to provide year-round account support, attend the annual OC Fair on multiple mutually agreed dates, attend Imaginology and other agreed events, and maintain event-period backup coverage and an escalation process for urgent issues. Specific onsite staffing levels, hours, evening and weekend coverage, and remote availability will be coordinated with the District based on campaign and event needs. The RFP does not specify a fixed number of onsite days or hours.

61. **Paid-media challenges and opportunities**
What has been the District's biggest challenge with paid-media campaigns, and where does the District see the greatest opportunity for paid media to improve on recent years' results?

Answer: The District is seeking opportunities to build on prior campaign performance through improved audience targeting, media allocation, campaign optimization and measurement. The selected agency will be expected to evaluate historical results, identify opportunities for improvement, and develop data-driven recommendations to increase campaign effectiveness and support ticket sales and attendance goals.

62. **Ticketing and measurement access**
Which ticketing, CRM and analytics systems are currently used, and what transaction-level data and tracking access will be available to the agency? Are there known limitations on measuring purchases and revenue across Fair admissions and concert ticketing?

Answer: The District will coordinate with the selected agency to establish available access to relevant ticketing, CRM, website analytics and campaign tracking data. Measurement and attribution will depend on available data, system capabilities, permissions and applicable privacy requirements. The agency will be expected to document data gaps and measurement limitations and reconcile platform-reported conversions with available ticketing and transaction data. Specific system access and any limitations affecting cross-platform purchase and revenue attribution will be addressed during onboarding.

63. **Audience data and account continuity**

Will existing advertising accounts, campaign histories, pixels and audiences be available at the start of the engagement? What customer data is currently approved and available for paid-media targeting, retargeting and purchaser suppression?

Answer: The selected agency will work with the District during onboarding to review existing advertising accounts, campaign history, tracking tools and available audience data. Advertising accounts and related assets must be established in the District's name whenever platform capabilities permit, with the District retaining administrative access. The use of customer data for targeting, retargeting and purchaser suppression must be authorized, legally permitted and consistent with applicable privacy requirements and consent preferences. Specific assets, access permissions and approved data uses will be confirmed during onboarding.

Multicultural Marketing

64. **Multicultural marketing scope**

The RFP references coordination with the District's Communications team. Can the District clarify whether the selected agency's multicultural responsibilities would include Hispanic earned-media outreach, broadcast integrations and promotional partnerships, or primarily paid advertising, cultural strategy and creative development?

Answer: The selected agency's multicultural responsibilities will include cultural strategy, audience insights, creative development and media planning and buying, as outlined in the RFP. Coordination with the District's Communications team will help establish responsibilities for earned-media outreach, broadcast integrations and promotional partnerships based on individual campaign needs. Specific roles and deliverables will be determined in coordination with the District.

65. **Existing Hispanic media partnerships**

Does the District currently have relationships with Hispanic media outlets such as Univision, Telemundo, Spanish-language radio or digital platforms? If so, are these paid advertising, promotional or sponsorship partnerships, and would the selected agency be expected to maintain or expand these relationships?

Answer: The District's existing relationships and partnership arrangements with Hispanic media outlets will be reviewed as part of campaign planning. The selected agency will coordinate with the District to identify opportunities for Hispanic media outreach and recommend paid media, promotional and sponsorship strategies consistent with campaign objectives and the approved scope of services.

66. **Multicultural audience insights and outreach**

Can the District share available audience research, attendance demographics, historical media allocations and results from previous multicultural marketing initiatives, particularly among Hispanic and Latino, Black, AAPI and other underserved communities? Which efforts have been most effective in driving attendance and engagement?

Answer: Available audience research, attendance data and historical campaign performance information will be reviewed with the selected agency during the discovery and onboarding process, subject to availability. The agency will be expected to evaluate relevant historical results, identify opportunities to improve outreach and engagement across diverse audiences,

and develop data-driven recommendations to support attendance and campaign objectives. The District has not identified specific multicultural initiatives as the most effective in the RFP.

67. **Latino entertainment and programming**
Does the District anticipate maintaining or expanding Hispanic and Latino artist representation in the 2027 entertainment lineup, including Pacific Amphitheatre, The Hangar and Latin Sunday programming? Are there opportunities for the selected agency to support Hispanic media partnerships and promotions around these performances, particularly those that include same-day Fair admission?

Answer: Entertainment lineup decisions and programming priorities are determined by the District and are outside the scope of this RFP. The selected agency may recommend and support media partnerships and promotional opportunities aligned with approved campaigns and programming, including efforts to promote performances that include same-day Fair admission, subject to the District's direction and approval.

68. Part VII.B states that proposals "must be prepared as one (1) document" and also that "it is recommended that Bidder keep to 3 attachments." If the proposal is compiled into one document, what are the attachments intended to be used for?

Answer: Occasionally Bidders submit samples, pamphlet, etc. The District recommended Bidders to keep at the maximum of three attachments including all samples and the Financial Proposal Bid Form.

69. Should the Financial Proposal Bid Form be submitted as a separate file, or bound into the single proposal document?

Answer: It is recommended that the Financial Proposal bound into the single proposal document; however, if Bidders must have it separate, the District recommends to keep it at the maximum of three attachments.

70. For the Examples of Creative Work requirement (minimum 5, maximum 12) - Does a multi-piece integrated campaign count as one example or as several?

Answer: A multi-piece integrated campaign may be submitted as one example, with supporting materials included to demonstrate the campaign's strategy, creative execution and results. Each example should be clearly identified and presented in a manner that allows the District to evaluate the work against the RFP requirements.

71. Part III.A.3 requires addenda acknowledgement "on each Financial Proposal Form in the space provided," but Form A-3 does not include a space for this. Please clarify.

Answer: The District accepts acknowledgments via email; however, indicated directly in the top right-hand corner of Form A-3 is also acceptable.

72. Part V. Item G says to disclose several items (examples below) not listed on Form A-3. How should these be disclosed without it being considered a modification of the bid documents? The items are:

- production and subcontractor markups
- programmatic, technology, data, verification and ad-serving fees
- vendor rebates, credits and incentives.

Answer: The District issued Addendum #2. This is also reflect in the new Excel Spreadsheet.

73. For Sections 4 and 5 of Form A-3, is the “Average Hourly Rate for Evaluation” a simple average of all listed staff titles?

Answer: Yes. The average hourly rate is the average of all staff tittles combine. Bidders must list all classifications. Combining all titles and not disclosing each tittle/classification is not acceptable. This will cause for rejection.

74. We use media platforms that leverage AI to optimize campaigns. Is the use of these tools permitted under the RFP’s AI guidelines.

Answer: Yes. However, after the award is made, the Contractor will be required to complete STD 1000, see attachment.

75. The RFP references OC’s diverse communities and cultures. Will existing audience or cultural research be available to bidders for spec work or to the awarded agency, or should research be developed from scratch?

Answer: Available audience research and related materials will be reviewed with the selected agency during the discovery and onboarding process, subject to availability. Bidders should base their proposals on the information provided in the RFP and should not assume additional research will be provided for spec work. The selected agency will be expected to assess available information and recommend any additional research needed to inform campaign strategy.

76. Beyond event-critical coverage, what is the anticipated frequency of on-site meetings and the expected level of day-to-day staffing and availability in Costa Mesa? Are there specific response-time or after-hours coverage expectations?

Answer: The anticipated meeting schedule includes monthly in-person meetings in Costa Mesa and biweekly meetings via Zoom.

77. In section C where you list the 5 properties, the OC Fair and Imaginology, the 2 events you produce are clear. Are there other brand campaigns related to the Pacific Theater concert series, as well as the Event Center venue rentals that should be part of the scope? Or do those typically utilize the specific event's creative materials?

Answer: The scope of services includes marketing and promotional support for the properties and events identified in the RFP, as applicable. Specific needs and deliverables will be determined by the District.

78. Approximately what percentage of the average annual media budget of $1.2 million is allocated to the OC Fair versus other Fairgrounds events and initiatives?

Answer: Bidders should use the approximately $1.2 million annual media budget as a planning reference. The allocation will vary based on campaign priorities, event schedules and the District’s direction.

79. What percentage of campaign materials typically requires translation, and which languages or cultural audiences are most frequently prioritized?

Answer: Translation and cultural adaptation needs will be determined in coordination with the District based on campaign objectives, target audiences and project requirements.

80. Is website management included in the agency's scope, or would the agency collaborate with a separate web partner?

Answer: The selected agency's website-related responsibilities will be limited to the services outlined in the RFP. Coordination with District staff and any separate web partner will be determined based on project needs. The RFP does not establish a requirement for the agency to assume full website management.

81. The RFP requests a maximum of 12 creative examples. Does this refer to 12 individual executions, 12 pages, or 12 campaigns? For example, would multiple executions from a single campaign across social, digital, print, television and promotional materials count individually?

Answer: The requirement refers to examples of creative work, not a specified number of pages or individual executions. A multi-channel integrated campaign may be presented as one example, with supporting executions included to demonstrate the breadth and consistency of the work. Bidders should clearly organize and label their submissions, providing a minimum of five and a maximum of 12 examples.

82. Research services, such as focus groups and surveys, are listed under Core Services on page 15 and as a separate billing item on page 35. Can you clarify the expected scope of research services and confirm whether they should be budgeted separately from account management?

Answer: Research services, such as focus groups and surveys, are part of the core services described in the RFP. Bidders should identify and price these services separately as requested in the pricing schedule, rather than including them solely within account management fees. The need for specific research activities and the scope of work will be determined by the District based on project requirements.

83. Is this an open RFP, or is participation limited to a predetermined list of invited agencies?

Answer: This is an open competitive solicitation. Interested agencies may submit proposals in accordance with the requirements and deadlines outlined in the RFP.

84. What were actual 2024 and 2025 expenditures, separated into agency fees, commissions, production, additional services, and media placements?

Answer: Bidders should refer to the financial proposal requirements and stated budget estimates when preparing their submissions. No historical expenditure amounts by category are available in the RFP for distribution.

85. What services and costs comprise the incumbent's $958,666 annual contract ceiling, excluding the separately authorized media spend?

Answer: Bidders should refer to the scope of services and pricing requirements outlined in the RFP when preparing their proposals.

86. What annual budget or range does the District anticipate for agency compensation under the new contract?

Answer: The District has not specified a fixed annual budget for agency compensation. Bidders should submit pricing in accordance with the requirements outlined in the RFP.

87. Beyond the scheduled contract expiration, what improvements or unmet needs does the District most want the selected agency to address?

Answer: The District is seeking an agency that can build on existing efforts, identify opportunities for improvement, and provide strategic, data-driven recommendations to strengthen campaign effectiveness and support the District's marketing and attendance goals.

88. What volume of campaigns, creative assets, revisions, and event support should bidders include in the fixed monthly fees?

Answer: The volume of work will vary based on campaign priorities, event schedules and District needs. Bidders should develop their proposed fees based on the scope of services and requirements outlined in the RFP.

89. How will the five proposed years and the two 1,000-hour allowances be used to calculate the financial evaluation score?

Answer: The District will combine all totals and apply it to the formula in the RFP, page 4, PART II, Section D.

90. **California status (Part II.S p.8, Part III.A.5 p.10, Form A-4 p.39).** For a bidder incorporated outside California, must it be qualified with the California Secretary of State and in good standing at the time of submission, or does qualification before award or execution satisfy the requirement? If a filing is pending, how should the A-4 "date authorized" field be completed?

Answer: Answer: The proposer must be qualified to do business in California at the time the bid is due; therefore, including proof of filing and registration pending is not acceptable.

91. Teaming (Part V.B.4 p.14, Part VII.C.1.f p.28, GSPD-05-105 p.41-42). May a proposal be submitted by a prime agency with a subcontractor team? Must the subcontractors be California-qualified, and how will their experience and references be evaluated? Must media vendors we buy from be listed as subcontractors?

Answer: Yes, bidder could submit a proposal and identify a team of contractors (so long as the bidder and the team of subcontractors meet the applicable requirements under the RFP). The subcontractors must be qualified to do business in California and be in good standing with the California Secretary of State. Primary Bidders must list all known subcontractors. Production must be competitive bid.

92. California presence (Part V.B.1 p.14, p.20, p.26). Is a California office or staff required or scored? Would scheduled travel coverage for Fair dates, Imaginology and onsite meetings satisfy the in-market requirement?

Answer: See Addendum #1. Primary Bidder's physical business office location must be within 80 miles radius.

93. Small business preference (Part II.H p.6, Form A-3 p.38). Does the 5% subcontractor preference apply to a bidder outside California that commits at least 25% of its bid to California-certified small businesses, and what documentation is required?

Answer: Please prefer to Addendum #1. Primary Bidder's physical office location must be within an 80 miles radius. Non-small certified business may claim small business preference if sub out at least 25% to a California Small Certified business.

94. Print ad sample (Part VII.C.2 p.28). Are there size, format or medium requirements for the print ad sample? Is a print ad produced for another client acceptable, and may the samples include subcontractor-produced work if clearly credited?

Answer: Bidders should follow the sample submission requirements outlined in the RFP. Work produced for other clients may be submitted, provided it demonstrates the Bidder's relevant experience and capabilities. Any work produced by subcontractors should be clearly identified and credited accordingly.

95. Spots (p.28). May TV and radio spots conceived and directed by the Agency but produced by a named production subcontractor meet the "concept through production by the Agency" requirement?

Answer: The Agency may work with production subcontractors as appropriate, provided its proposed approach meets the requirements and scope of services outlined in the RFP. Bidders should clearly identify the roles and responsibilities of the Agency and any subcontractors.

96. SEO (Part V.D.4 p.17-18). Does the District expect organic and AI-search work as a separate deliverable or priced line, or only as recommendations alongside paid search? Is there an existing website and search-console setup the Contractor would inherit?

Answer: Recommendation along side paid search. Backend GA accounts will be available.

97. Insurance (Part II.I p.6, Exhibit E p.59-61, Exhibit H section 4 p.66). Does the $1,000,000 per-occurrence general liability limit apply to these services, and is an aggregate required? Is auto liability required if no Contractor vehicles are used on fairgrounds? Is professional liability required? Is the certificate due 15 days before contract start (p.6) or 15 days after award (p.66)? Please confirm that no bid, performance or payment bond is required.

Answer: Yes. $1,000,000 per-occurrence general liability limit applies to this RFP. Automobile liability is not required if the Contractor is not on site; however, if they will be operating vehicles in connection with their operations or services under the agreement, then they would need to provide that coverage.

98. Submission (p.1, p.4, p.27). Please confirm the 11:00 AM Oct 27 deadline is Pacific Time. Is there a WeTransfer file-size limit, should the proposal be one PDF with the forms included, and will the District confirm receipt?

Answer: Yes. Due date and time is based on pacific time zone. Please check WeTransfer for the size limit. Proposal submitted to be PDF. The District will confirm if requested.

99. Payment flow (Part V.G p.23, Exhibit B p.50, Exhibit H section 10 p.67). Will the District pay media vendors directly, reimburse the Contractor, or decide case by case? May it authorize prepayment in writing, and what is the expected time from invoice to payment?

Answer: Media placement payments will be handled in accordance with the payment terms and procedures outlined in the RFP. The RFP requirements regarding prepayment and invoice processing will apply. The District is open to signing pre-authorization forms for payment.

100. Commission and scoring (Part V.G.2 p.22, Form A-3 p.34-37). Is the commission a percentage of net or gross placement cost? Which year or years feed the 30-point financial score? Is a 0% commission acceptable if buying labor is in the monthly fee?

Answer: The commission is based on net of placement cost. The calculation of the 30-point score is based on 5 years. A 0% commission is acceptable.

101. Incumbent (Part V.D.1 p.15). Can the District share the current agency's commission rate and the prior-year media split by channel?

Answer: Bidders should develop their proposals based on the requirements and evaluation criteria outlined in the RFP.

If you intend to submit a bid in response to this RFP, please send an email to rfp@ocfair.com or kvu@ocfair.com to confirm that you have received this RFI No. 1, and Addendum #1.

-End RFI #1-