



# CHUKCHANSI GOLD **RESORT & CASINO**

Request for Proposal (RFP)

Marketing Consultant

Marketing Consultant Chukchansi Gold Resort and Casino

Chukchansi Gold Resort & Casino

711 Lucky Ln

Coarsegold, California 93614

Phone: 559-692-5202 |

**RFP ID: 2025-001**

Prepared By: Joshua Herr

## **A. PURPOSE & OVERVIEW**

The purpose of this RFP is to solicit an advertising agency of record to provide strategic, creative, and production services to Chukchansi Gold Resort & Casino (sometimes referred to as the “property”).

Chukchansi Gold Resort & Casino is located at 711 Lucky Lane, Coarsegold, California, 93614. The property is owned by the Picayune Rancheria of the Chukchansi Indians. We host headline entertainment as well as off-property events at Chukchansi Park in downtown Fresno, California. The casino requires that you be at least 21 years of age to participate in gaming activity, attend entertainment shows, and features large property wide promotional giveaways monthly. Additionally, we have an agreement with the Fresno Grizzlies Single-A League and naming rights at the ballpark “Chukchansi Park” with the ability to stage five events a year at the facility and a proud sponsor of San Jose Sharks and Oakland A’s. We are actively seeking large sponsors and partnerships that make business sense for branding.

## **B. SCOPE OF WORK**

The agency will provide strategic planning, creative strategy, creative services, production services, and account management. Media is handled in-house and will not be included in the scope of services required. Additionally, the property maintains graphic artists who will work on select internal projects; however, may require creative guidance relating to the overarching fundamentals of maintaining a consistent brand message and establishing standards. The in house team repurposes art for other mediums.

The agency must have prior experience and demonstrate a familiarity with a gaming demographic and target market. They must have the ability to perform all creative services in house including: creative direction, copywriting, art direction, website design & updates, interactive services and production services. Additionally, interested agencies must be able to show success in gaming, hospitality, and entertainment marketing.

The services required include, but not limited to:

- Development of an overall creative strategy to meet property goals and objectives in branding, advertising, marketing collateral, entertainment, special events, and promotions. Development of the brand standards and guidelines.
- Social media content creation tailored to our brand, active audience engagement, strategic platform selection, data-driven analytics to measure performance, reputation management, building partnerships with influencers, and a customized strategy aligned with our business goals.

- Creative services including production of broadcast, print, out-of-home, collateral, direct mail, and digital.
- Creation of marketing assets including photos, video footage (including compressed video footage for digital representation), viral video, audio, fonts, graphics, and other images that can be used by the property's in house staff as well as other business partners.
- Account Management of all jobs and projects assigned to the agency. Preparation of a weekly status report detailing all active jobs and weekly status call will be required.
- Marketing research as needed to establish benchmarks and campaign effectiveness.

The contract will not prohibit the property from seeking services from other firms as desired. The agency will be expected to support such activities as requested. Agency partnerships are acceptable but MUST be disclosed and approved beforehand.

### **C. Compensation**

Clearly outline the agency philosophy on client billing including retainer fees, hourly rates, creative project work, and anything else the agency deems relevant. Please include the scope of work that would be included in a monthly retainer fee and those that would not be included.

### **D. Selection Process**

The CGRC will not use a point system to evaluate proposals. Selections will be made based upon the CGRC's assessment of the quality of the proposal and the consultants experience in conducting similar projects. The CGRC reserves the right to reject all proposals and to reopen the RFP process.

### **E. Limiting Conditions**

The CGRC is owned and operated by a tribal sovereign government, and any and all contracts entered into as a result of this RFP shall comply with Tribal law, rules and regulations, as well as applicable federal and provincial law, rules and regulations. Agency shall be an independent contractor, not an employee or agent of the Tribe, and any contract shall reflect same. Agency agrees to treat all information received from the CGRC as confidential. Consultant shall use such information only for the specific purpose for which the CGRC furnished it to the Agency. **No waiver of the CGRC's sovereign immunities, defenses, rights or actions shall be implied or otherwise deemed to exist by reason of the Tribe's entry into this Agreement.**

## **F. WHAT TO INCLUDE IN THE RFP**

Please include the information below in your proposals. Additionally, if there is anything not listed that you believe is necessary to communicate to the property in your submission, please include it as you deem relevant.

### **Company Profile**

A brief profile of the agency, including history of the company, corporate structure, ownership interest, and the length of the company's existence. Provide name, address, and phone number of the person (s) who will be responsible for this response. Provide biographical profile(s) of the key personnel at the agency including bio's on all team members who would be assigned to the account in the event that you are the selected respondent.

### **References**

List at least three (3) references of other clients for whom the agency has provided similar work or expertise.

### **Case Studies and Creative Samples**

Submit samples of past creative work, marketing concepts, or execution from other projects that the agency considers creative or unique. Include any empirical data, case studies, or awards associated with the creative work of the agency. Samples should include, but not be limited to: television, radio, print advertising, out-of-home, collateral, and digital.

### **Tribal Gaming Experience**

Describe, in detail, the agency's past experience in working with Native American Casinos. Specific examples of how the agency has integrated Native American culture, symbols, and beliefs into their creative work should be included.

### **Unique Differentiator**

What is it about your agency that makes you different from all the others? Please describe what it is that sets your agency apart from others. This is your chance to think outside of the box and "wow" us with your creativity.

## Confidentiality

Participation in this RFP process is strictly confidential. All information provided is confidential and cannot be shared and/or discussed or otherwise disclosed.

## G. Responses

Please include contact names(s), address, phone number, and email. Submission of information does not commit a responding party to submit a proposal to any subsequent solicitation. Commenters are advised that CGRC is under no obligation to acknowledge receipt or provide feedback with respect to any comments received under this announcement.

CGRC may use responses to structure future solicitations. Responses will not be considered confidential. CGRC advises commenters to avoid including any information in their responses that might be considered business sensitive, proprietary, or otherwise confidential. If, however, a commenter chooses to submit business sensitive, proprietary, or otherwise confidential information, it must be clearly and conspicuously marked as such in the response. In addition, (1) the header and footer of every page that contains confidential, proprietary, or privileged information must be marked as follows: "Contains Confidential, Proprietary, or Privileged Information Exempt from Public Disclosure" and (2) every line and paragraph containing proprietary, privileged, or trade secret information must be clearly marked with double brackets or highlighting. Failure to comply with these marking requirements may result in the disclosure of the unmarked information under the Freedom of Information Act or otherwise. The U.S. Federal Government is not liable for the disclosure or use of unmarked information and may use or disclose such information for any purpose. If a comment contains confidential, proprietary, or privileged information, the commenter must include a cover sheet identifying the specific pages containing confidential, proprietary, or privileged information.

The requested information is for preliminary planning purposes only and does not constitute an obligation by CGRC to enter into a contractual agreement. Nor does it constitute a commitment, implied or otherwise, that the CGRC will issue an RFP in the future. The CGRC will not be responsible for any costs incurred by bidders in furnishing this information.

**Due Date for Responses and Submission Method:** 3/15/2025

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