



REVISED Request for Proposal

Explore Elgin Area Google Search and Display Advertising/Creative

Bid and Work is for Fiscal 2027

Intent:

This Request for Proposal is intended to establish a contract with a qualified vendor to provide Google Search ads and Google Display ads for the Explore Elgin Area's Quarterly campaigns. This proposal should contain a component for Demand Gen, Google's AI-powered campaign design to reach people who are already searching for travel, destinations, entertainment and lifestyle content. We are unable to issue a multi-month contract as this is issued through a grant.

Target Cities: Illinois (Peoria-Bloomington DMA, Champaign-Springfield-Decatur DMA Davenport-Rock Island-Moline DMA); Wisconsin (Madison DMA, Milwaukee DMA, La Crosse-Eau Claire DMA); Indiana - Indianapolis DMA; Iowa (Cedar Rapids-Waterloo DMA, Des Moines-Ames DMA); Missouri (St. Louis DMA, Kansas City DMA, Columbia-Jefferson City DMA); Michigan (Grand Rapids-Kalamazoo DMA); Minnesota - Minneapolis DMA.

Target Demographic: Adults, age 24+, families, grandparents, interested in history, arts, architecture, Cultural History/Heritage, road trip travelers, foodies, nostalgic sites, Route 20, festivals.

Each Quarter has display ad focus on Elgin Itineraries (Nature, Public Arts and Family) and google search focus of Local Events, Food and Drink, Weddings in Elgin, Sports, Lodging specials for groups. Specific topics will be finalized after the contract is completed.

Our goal - Through Google Display and Search advertising, our goal is to increase the number of website visits, high impression rates for advertising reach and number of click throughs to our website. Please predict how much you can achieve through display (PPC) and google search.

Reporting – Reports with live reporting monthly for August through September 2026 only. 1st and 3rd party data access. Ability to add pixel tracking and attribution reporting with the ability to match 100% of delivered impressions to household IP addresses to report out on real outcomes with accuracy.

Content – All creative content to be produced by the vendor. Content creation should be included in the bid price.

Budget - \$1,666 per month for both digital display and search for 12 months. The total budget for this program is \$20,000. Creative expenses should be folded into the overall cost and kept to a minimum by reusing existing content as much as possible for each quarter.

Advertising Schedule - Aug 7-Sept 30, 2026, Oct 1-Dec. 31, 2026; Jan 1-March 31, 2027; April 1-June 30, 2027

Timeline: RFP Issued July 27, 2026. Proposals due July 30. *Project begins as close to August 7 as is feasible for the final vendor.

Please note – should you be awarded the winning bid-

Creative proofs should go directly to Mary Dulabaum at Explore Elgin Area for approval

Billing must have PO# on it. Billing must go directly to Mary Dulabaum, Explore Elgin Area, 60 S. Grove Ave., Elgin, IL 60123.

- 1) Any changes to the above specs must be approved by the Explore Elgin Area prior to completion or they will not be accepted.
- 2) Bid pricing is to be valid for the entirety of the project.

Revised 7/28/26 to include Demand Gen AI-powered campaign.