

Request for Proposals (RFP)

Marketing and Promotion Services for Rock the Locks Festival

Issue Date: January 21, 2026

Proposal Due Date: February 5, 2026

Contact Person:

Esmeralda Perches, Parks and Recreation Director

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1. Introduction

The City of Umatilla is seeking proposals from qualified marketing and communications firms to provide professional marketing, advertising, and promotional services for the Rock the Locks Festival, a multi-day music festival held at Big River Golf Course in Umatilla, Oregon. The purpose of this RFP is to select a firm that can increase festival visibility, drive ticket sales, and enhance brand recognition through cohesive, creative, and data-driven marketing strategies.

2. Background

The Rock the Locks Festival celebrates live music, community pride, and regional culture. The festival features national and regional live music performances, food vendors, beer garden, and arts and crafts vendors. The festival attracts attendees from across Eastern Oregon and Southeast Washington and aims to expand its reach and ticket sales through professional marketing support for the 2026 event.

The selected firm will work closely with the City of Umatilla Parks and Recreation Department, the event planning committee, the festival promoter, and existing media and marketing partners to execute a coordinated and effective marketing campaign.

3. Scope of Work

The selected firm will be responsible for providing comprehensive marketing and communications services, including but not limited to:

- **Branding & Creative Development**
Development of creative assets that align with the Rock the Locks Festival brand and appeal to the target audience.
- **Marketing Strategy & Media Plan**
Creation and execution of an integrated marketing plan with clear objectives, timelines, and performance metrics.
- **Digital Marketing (**Emphasis Area**)**
Strong emphasis on digital marketing, including:
 - Social media marketing across multiple platforms
 - Paid digital advertising
 - Geo-fencing and location-based marketing
 - Demonstrated ability to drive measurable results within the regional market, specifically from the Tri-Cities area through Pendleton
- **Public Relations**
Media outreach, press releases, and coordination with local and regional media outlets.
- **Website & Email Marketing**
Support for website content, ticketing promotions, and email marketing campaigns.
- **Sponsor & Community Integration**
Integration of sponsors into marketing materials and campaigns in a way that delivers value to sponsors while maintaining brand integrity.
- **Collaboration & Partnership**
The firm must demonstrate the ability to work collaboratively as a true partner with:
 - City of Umatilla staff
 - The festival promoter
 - Existing marketing partners (including but not limited to KNDU and Stephens Media)
- **Coordination and communication are critical to ensure aligned messaging and efficient use of marketing resources.**

- **Post-Event Reporting**
Post-event analysis and reporting, including performance metrics, return on investment, and recommendations for future improvements.

4. Proposal Requirements

Each proposal must include the following:

1. Firm Overview
2. Relevant Experience (with emphasis on festivals, concerts, or large-scale events)
3. Key Personnel assigned to this project
4. Approach & Methodology, including digital strategy and regional targeting
5. Timeline for campaign execution
6. Budget, including costs and any proposed added value or in-kind contributions
7. References

5. Evaluation Criteria

Proposals will be evaluated using a weighted scoring system to allow the City to objectively differentiate between qualified proposers. A review panel will score proposals based on the criteria below.

Evaluation Method

- Proposals will be reviewed by a City evaluation panel.
- Each panel member will independently score proposals using the criteria and point values listed below.
- Individual scores will be combined into a cumulative score for each proposer.
- The highest-scoring proposal will be considered the most advantageous to the City, taking into account both cost and demonstrated ability to deliver results.
- The City is not required to select the lowest-cost proposal and may select a higher-priced proposal if it is deemed to provide greater overall value and likelihood of success.

Evaluation Criteria & Weights (100 Points Total)

Criteria	Description	Points
Relevant Experience & Past Performance	Demonstrated success in festival, concert, or large-scale event marketing; proven results	25 points
Approach, Strategy & Creativity	Quality, originality, and effectiveness of the proposed marketing approach; alignment with festival goals	25 points
Digital Marketing Expertise & Regional Reach	Strength of digital strategy, social media, geo-fencing, and demonstrated success in the Tri-Cities to Pendleton market	20 points
Collaboration & Partnership Approach	Ability to work collaboratively with City staff, promoters, and existing media partners	10 points
Cost & Value	Reasonableness of cost in relation to services provided; overall value to the City	10 points
Added Value / In-Kind Contributions	Additional services, media exposure, or marketing value offered at no cost or in exchange for sponsorship recognition	10 points

Total Possible Points: 100

6. Submission Instructions

Proposals must be submitted electronically in PDF format by February 5, 2026, to:

Esmeralda Perches

Parks and Recreation Director

Esmeralda.Perches@Umatilla.gov

Subject Line: RFP Submission – Rock the Locks Festival Marketing

Late proposals will not be considered.

7. Timeline (Tentative)

Milestone	Date
RFP Issued	01/21/2026
Questions Due	02/05/2026
Proposals Due	02/05/2026
Selection of Firm	02/06/2026
Contract Start Date	02/09/2026
Festival Dates	September 25–27, 2026

8. Terms and Conditions

- The City of Umatilla reserves the right to reject any or all proposals.
- The City is not responsible for any costs incurred by proposers in preparing or submitting responses.
- The selected firm will be required to enter into a written contract with the City of Umatilla.