



## **Request for Proposal**

Paid Advertising Contractor Supporting TAFB Philanthropy  
and Brand Awareness

# Contents

- I. Introduction & Organizational Overview
- II. Scope of Work & Project Objectives
- III. Proposal Requirements
- IV. Proposal Pricing
- V. TAFB Terms and Bid Timeline
- VI. Schedule

## I. Introduction & Organizational Overview

Founded in 1982, the Tarrant Area Food Bank (TAFB) provides hunger relief and supportive services across 13 counties in North Texas. Each week, TAFB distributes more than one million meals through a network of over 450 partner agencies, including schools, senior centers, nonprofit service providers, and faith-based organizations.

TAFB's service area includes Bosque, Cooke, Denton, Erath, Hill, Hamilton, Hood, Johnson, Palo Pinto, Parker, Somervell, Tarrant, and Wise counties. With a staff of 140 and an annual operating budget of \$25 million, TAFB distributes over 60 million pounds of food annually. Recent investments, such as the launch of a new Agricultural Hub, have expanded our capacity to provide fresh produce and increase our impact.

## II. Scope of Work & Project Objectives

TAFB is seeking a full-service media partner to manage paid advertising buys in support of its philanthropy, marketing, and community engagement goals. This includes radio, streaming, seasonal campaigns, and talent coordination across three geographic markets.. The total budget for this project must not exceed \$290,000, inclusive of all production costs, agency fees, talent charges, and any other related expenses.

- **TAFB Main & West** – Focused on Bosque, Erath, Hill, Hamilton, Hood, Johnson, Palo Pinto, Parker, Somervell, and Tarrant counties. **TAFB Main & West** – Focused on Bosque, Erath, Hill, Hamilton, Hood, Johnson, Palo Pinto, Parker, Somervell, and Tarrant counties. TAFB Main & West budget should not exceed \$150,000
- **TAFB North**– Focused on Denton, Cooke and Wise counties. TAFB North budget should not exceed \$90,000.
- **Spanish language advertising** – Paid advertising targeting Spanish-language audiences. The Spanish language budget should not exceed \$50,000.

The awarded RFP will establish a preferred vendor relationship for a three-year period beginning October 1, 2025. Paid advertising efforts will align with Feeding America's guidance on shared media markets and TAFB's annual marketing calendar.

### **Advertising Objectives:**

TAFB's paid media strategy supports both awareness and action. Advertising objectives include:

- Expand reach and visibility in counties beyond Tarrant—especially Denton and Parker. As of January 2025, TAFB assumed full responsibility for Denton County (population one million), previously shared with the North Texas Food Bank along an I-35E divide.

- Increase impressions and audience engagement across digital and traditional advertising platforms.
- Maintain strong performance metrics, including effective cost-per-click (CPC) and click-through rates (CTR).
- Drive traffic to TAFB’s website and key landing pages tied to campaigns and resources.
- Increase conversions, including donations, volunteer sign-ups, and program participation.
- Strengthen multicultural outreach, particularly to Spanish-speaking audiences, using culturally relevant and language-appropriate messaging across radio, streaming, and digital media.
- Ensure seasonal campaign flexibility, enabling adjustments based on organizational performance and evolving priorities within TAFB’s One Page Strategic Plan (OPSP).

**Media Channels May Include:**

- Terrestrial and Streaming Radio (English and Spanish)
- Audio/Video Streaming Services (e.g., Spotify, Pandora, YouTube, OTT/CTV)
- Seasonal Advertising Campaigns
- Display and Banner Ads
- Other regionally effective media, as proposed by the bidder

**Annual Advertising Campaign Calendar**

TAFB will execute a series of seasonal and regional advertising campaigns throughout the year, segmented across its three operational branches:

- TAFB Main - Tarrant, Johnson, and Hill counties
- TAFB North - Cooke, Denton, and Wise counties
- TAFB West - Bosque, Erath, Hamilton, Hood, Palo Pinto, Parker, and Somervell counties

These campaigns are designed to raise awareness, drive donor and volunteer engagement, and support community access to nutritious food. They include:

<b>Campaign</b>	<b>Timing</b>	<b>Focus Area</b>	<b>Primary Goal</b>
Holiday Giving	Nov. - Dec.	All branches	Drive year-end donations and Gift Catalog support
From Texas Fields to Texas Forks	Jan.	All branches	Promote fresh produce efforts and donor engagement

<b>Campaign</b>	<b>Timing</b>	<b>Focus Area</b>	<b>Primary Goal</b>
Hunger Doesn't Retire	Feb.	All branches	Raise awareness of senior hunger
Healthy Meals for Healthy Communities	Mar.	All branches	Highlight the link between nutrition and health
Give Time. Give Meals.	Apr.	All branches	Increase volunteer sign-ups
Fill the Gap	May	All branches	Help TAFB source more food to meet demand.
Summer Hunger	Jun. - Aug.	All branches	Raise funds to fight summer hunger
Hunger Action Month	Aug. - Sep.	All branches	Mobilize community awareness and engagement
North Texas Giving Day	Sep.	All branches	Boost donations during regional giving event
TAFB North: Proudly Serving 3 Counties	Annual	TAFB North	Amplify TAFB North's local impact
TAFB West: Proudly Serving 7 Counties	Annual	TAFB West	Highlight TAFB West's presence and services
TAFB Main: General Brand Awareness	Annual	TAFB Main	Reinforce awareness of TAFB's mission and services
SNAP Public Awareness Campaign	Annual	All branches, Low-income zip codes	Increase SNAP participation through targeted outreach
SNAP General Awareness Campaign	Annual	All regions	Educate the broader public on SNAP's role and benefits

### **III. Proposal Requirements**

To be considered, each proposal must address the following:

#### **1. Agency Background & Qualifications**

- Identify the primary point of contact and responsible executive for the TAFB account.
- Outline your proposed account team structure, including staff roles and relevant qualifications.
- Describe your agency's overall approach, style, and client service process.
- Share expectations for TAFB staff involvement, including anticipated monthly hours.
- Summarize your experience with nonprofit, cause-driven, or regional advertising campaigns.
- Highlight what distinguishes your services from others in the industry.
- Describe your experience reaching multicultural or Spanish-speaking audiences.
- Explain the role of digital platforms (email, social media, etc.) in your strategy and how they will complement other media to maximize campaign impact.

## **2. Media Strategy & Approach**

- Describe your media planning and buying process.
- Explain how you will allocate the budget across platforms and tactics.
- Outline your approach to audience targeting, platform selection, and frequency, specifically addressing strategies for TAFB Main, West, and North.
- Demonstrate how your media strategy supports the advertising objectives outlined in Section II.

## **3. Creative Capabilities & Talent Management**

- Indicate whether you offer in-house creative development or prefer to work with provided assets.
- Describe your capabilities in sourcing, managing, and budgeting for voice talent or on-air personalities.
- Specify how many hours per quarter you will dedicate to capturing neighbor stories, photography, and/or video footage.
- Include a list of any production, editing, or content adaptation services offered.

## **4. Performance Measurement & Reporting**

- Outline which key metrics you will track (e.g., impressions, CTR, CPC, conversions) and your approach to campaign optimization.
- State the frequency and format of reporting that TAFB can expect.
- Share examples of performance outcomes from similar campaigns, including insights or lessons learned.

## **5. Budget Allocation**

- Provide a proposed budget breakdown for both TAFB Main/West and TAFB North:
  - Media spend
  - Agency fees

- Talent fees (if applicable)
- Creative/production costs (if not provided by TAFB)
- Explain how your agency will remain flexible and responsive to budget adjustments driven by campaign performance or evolving OPSP priorities.

## **6. Campaign Flexibility & Responsiveness**

- Describe your agency's ability to adjust campaign elements mid-flight or on short notice.
- Provide examples of past campaigns where your team successfully adapted messaging or strategy based on performance data or shifting organizational needs.

## **7. Sample Work**

- Include up to three examples of relevant advertising campaigns (preferably nonprofit, multicultural, or regional in scope).
- Include at least one example of a geographically targeted campaign and explain how it aligned with a broader strategy.
- Highlight measurable outcomes or strategic insights gained from each example.

## **8. Conflicts of Interest**

- Highlight measurable outcomes or strategic insights gained from each example.
- Disclose any potential conflicts of interest, including current or past work with other hunger relief organizations in the North Texas media market.

## **IV. Proposal Pricing**

For FY26, the budget should not exceed \$290,000:

- TAFB Main & West - \$150,000
- TAFB North - \$90,000
- Spanish Language - \$50,000

Proposals should include a detailed budget using a format or matrix of the bidder's choosing. The budget should clearly delineate:

- Paid media spend by platform and channel
- Agency fees (including planning, buying, account management, and reporting)
- Talent or voiceover fees (if applicable)
- Creative or production costs (if not provided by TAFB)
- Any other anticipated costs

Proposals should also indicate how the agency will maintain flexibility to adjust allocations in response to campaign performance, seasonal shifts, and changes in strategic priorities outlined in TAFB's One Page Strategic Plan (OPSP).

Monthly Retainer: Bidders must state a proposed monthly retainer cap. This fee should be inclusive of standard services such as planning, media buying, reporting, forecasting, optimization, and client communication.

Optional Services: Bidders may also include pricing for optional but related services that fall outside the core scope of this RFP. These may include:

- Social media strategy and creative services
- Web development or landing page design
- Supplemental advertising or brand consulting
- Multicultural/multilingual campaign support beyond Spanish language
- Any additional services or fees should be clearly labeled and presented as optional line items separate from the core proposal pricing.
- The bidder may provide pricing for applicable, related services not specified in this RFP, such as social media creative and strategy, web development, and advertising strategies, among others.

#### **V. TAFB Terms and Bid Timeline**

1. TAFB reserves the right to reject any proposals received as a result of this RFP.
2. Proposals become the property of TAFB.
3. TAFB shall not compensate or reimburse bidders for costs associated with proposal submission or presentations.
4. TAFB reserves the right to reject any or all bids, to waive or not waive informalities or irregularities in bids or bidding procedures and to accept or further negotiate cost, terms, or conditions of any bid determined by TAFB to be in its best interests, even though not the lowest bid.
5. All questions, interpretations, or clarifications arising from this RFP and any requests for access to relevant data necessary to compile a revenue budget must be submitted by email to **communications@tafb.org** before the proposal's due date.
6. Price quotations stated in the bidder's proposal shall not be subject to any price increase from the date of submission to contract execution.
7. The proposal must be signed by an official authorized to bind the bidder to its provisions. Failure of the successful bidder to accept the bid obligation will result in the cancellation of the award.
8. All information contained in this RFP or disclosed in the bidding process shall be held strictly confidential. Likewise, bidder proposals shall be held strictly confidential by TAFB.
9. The successful bidder will be required to sign a non-disclosure and confidentiality agreement.

## **VI. Schedule**

<b>Event</b>	<b>Date</b>
RFP Released	May 26, 2025
Proposals Due	July 31, 2025
Presentations and site visit	August 11 - 22, 2025
Award notification	September 1, 2025
Contract start	October 1, 2025

**Submit bid in Adobe Acrobat format via electronic mail to:**

Jared Williams, Ph.D.  
Vice President of External Affairs  
Tarrant Area Food Bank  
2525 Cullen Street  
Fort Worth, TX 7617  
[jared.williams@tafb.org](mailto:jared.williams@tafb.org)