

Oklahoma Department of Agriculture Food & Forestry
Agritourism Program
Graphic Design Specifications

Solicitation #MKT-018-25-001

1.0 SCOPE OF WORK

The Agritourism program is currently seeking a creative agency to maintain the Agritourism brand while developing new print materials, refreshing website content, strategically updating social media channels and assist with social and website analytics. It is our goal to utilize all marketing channels to create a consistent brand awareness campaign and utilize social channels for seasonal promotions within the many categories of Agritourism.

Any of the following could be developed to support the program and the contractor could possibly create any but not limited to the following: promotional brochures, newsletters, print ads, online display ads, interactive ads, posters, calendars, folders, fact sheets, promotional materials, working templates, stickers, banners, t-shirts, merchandise items and related materials for the purpose of promoting Oklahoma Agritourism destinations as well as the Agritourism program. Contractor will work with state Agritourism staff to develop and implement comprehensive producer-focused and consumer-focused campaigns, encompassing online, print and tradeshow elements. **Not to exceed \$40,000 in one 12 month contract period.**

2.0 DUTIES AND RESPONSIBILITIES OF THE INDEPENDENT CONTRACTOR

- 2.1 Work with Agritourism staff to develop marketing and promotional materials for the purpose of promoting agritourism in Oklahoma.
- 2.2 Work with Agritourism staff to develop Agritourism website to promote Oklahoma as an agritourism destination and keep the website fresh and updated including graphic design, website development, website programming and interactive campaign development.
- 2.3 Work with Agritourism staff to develop a strategy to enhance website SEO as well as ingrate social media campaigns within the current website.
- 2.4 Work with Agritourism staff to develop printed, online and on-site materials for promotion of agritourism events, such as conferences, workshops, receptions, etc.
- 2.5 Work with Agritourism staff to develop tradeshow displays, promotional materials, printed brochures, and relevant video and other materials for use at travel and trade shows.

3.0 RFP SUBMISSION REQUIREMENTS

- 3.1 Independent Contractor shall submit with proposal a portfolio including any of the following elements: mobile and web content, interactive (web & social media campaigns), print and photography, brochures, newsletters, online ads and print ads.
- 3.2 Provide at least 3 work samples in graphic design.
- 3.3 Provide at least 3 work samples in mobile and web content creation.

3.4 Submit the bid pricing sheet.

4.0 EVALUATION – BEST VALUE CRITERIA

4.1 Contract will be awarded to the responsible supplier whose responses, conforming to the RFP, are deemed best value.

4.1.1 Cost of project

4.1.2 Creativity/Quality of Samples

BID PRICING

**OKLAHOMA DEPARTMENT OF AGRICULTURE, FOOD,
AND FORESTRY
MARKET DEVELOPMENT SERVICES**

**SOLICITATION #MKT-018-25-001
GRAPHIC DESIGN SERVICES**

COST PER HOUR

YEAR 1 (Date of purchase order - June 30, 2025)	_____
YEAR 2 (July 1, 2025 – June 30, 2026)	_____
YEAR 3 (July 1, 2026 – June 30, 2027)	_____
YEAR 4 (July 1, 2027 – June 30, 2028)	_____

COMPANY NAME

SIGNATURE

PRINTED NAME TITLE DATE