REQUEST FOR PROPOSAL:

GAMIFICATION AND ADDITIONAL
ON-GROUNDS ACTIVATIONS

Proposal: #20-006

RFP Released: June 5, 2019

Deadline for Proposals: NOON CT on June 21, 2019

Background

The Houston Livestock Show and Rodeo™ (the "Rodeo") has been an institution in Houston for more than 85 years. With more than 34,000 volunteers and 2.5 million attendees annually, the Rodeo is an iconic event with significant support throughout the region. Volunteers, exhibitors, donors and attendees feel immense ownership and pride both in the Rodeo and in Houston.

In 2018, the Rodeo conducted a full market segmentation analysis, identifying the entertainment habits of southeast Texas consumers. Through this research, we identified seven consumer segments, including our primary and growth segments. Following the segmentation research, the Rodeo has been actively marketing to its primary growth segment, the "Do It Alls" (DIA), through multiple channels including advertising, its entertainment lineup as well as experiential activations on the grounds. More detail about the DIA and other consumer segments will be given once a bidder signs a non-disclosure agreement, see attached file.

To appeal to DIA, continue to improve our customer experience, drive engagement and loyalty, and to increase attendance the Houston Livestock Show and Rodeo is interested in enhancing attendees' experience via gamification and additional on-grounds activations.

The Rodeo sees this as an opportunity to accomplish the following:
- Engage and grow its target audience, the DIA
- Grow customer engagement and attendance
- Increase and reward brand loyalty
- Increase exposure and drive excitement via social media
- Understand how attendees experience the Rodeo to ultimately develop data-based customer journeys
- Opportunities for sponsorship tie-ins

Gamification
The Rodeo is interested in adding gamification to its offerings for the 2020 Show. The preferred method is via its app, but we are open to other recommendations. Current thinking is that users would get "points" for participating in activities around the grounds such as going through our educational exhibits, riding a carnival ride, participating in a grounds activation, etc. Prizes for collecting points could include things like carnival tickets, concert tickets, entertainer meet and greet passes, horse rides with our CEO, etc. Gamification should encompass all facets of our four pillars (agriculture, education, entertainment and western heritage) and reward attendees for participating in elements for each. The gamification experience should be able to be leveraged and expanded over time and should include opportunities for sponsor engagement.

Onsite Activations
The Rodeo is continually looking for opportunities to engage attendees in unique ways, both onsite and online. For example, for the 2019 Rodeo, we had a "social tower" which allowed attendees to interact with augmented reality making for a fun, progressive grounds activation while also increasing the likelihood for social media mentions.

For 2020, the Rodeo is also interested in increasing and improving activations on the grounds with the goals of and abilities to:
- further attracting the DIA segment, knowing they enjoy grounds activities; and
- allow for and encourage digital and social promotion of their time at the Rodeo — i.e., easily allow to post to users' social media accounts.

The Rodeo has not finalized its desired new activations for the 2020 Show, but are considering things like a branded 360° video, a social mosaic wall similar to 2019 or interactive camera experience. Ideally these would have a tie to the app via gamification.

Mobile App
The Rodeo has had its current app for several years and includes a variety of functionality specific to our event. Detailed information on the App can be found below. Based on the goals above, the Rodeo is open to any of the following options:
- replacing its existing app with a different app vendor, including all the same functionality and adding additional activation and gamification plug-ins;
- maintaining its app through the current vendor and incorporating modifications or plug-ins for gamification and activations; or
- maintaining its app through the current vendor, with options for gamification and activations outside the app.

SUBMISSION PROCESS
Bidders are welcome to propose alternative solutions to satisfy the goals and objectives mentioned above. Proposals should provide a complete, straightforward and concise

description of the firm's capabilities to satisfy the requirements within this request for proposal. **Agencies should respond by NOON CT on June 21, 2019.**

Should also include:
1. Anticipated scope of services/project approach to accomplish the expectations stated above
2. Anticipated schedule of timeline for implementation
3. A description of the firm's capabilities to provide these services in its entirety or partner with other firms to fulfill the project including case studies of similar work
4. Overall cost proposal for all elements included within the scope of services

NOTIFICATION
The Rodeo can change, modify, withdraw or cancel this quote at any time, if the Rodeo feels it is in its best interest to do so. Any expenses incurred in the preparation of the responses will not be reimbursed by the Rodeo.

Contact information
Agencies may contact Lisa Gagnon, Executive Director, Marketing, PR & Presentations, for any questions regarding this proposed work. Lisa may be reached at 832.667.1072 or gagnon@rodeohouston.com.

APP SPECIFIC DETAIL

As a valuable marketing and promotional tool, the Rodeo's custom application helps enhance and enrich the Show "experience" for spectators and guests; drive more attendees to the event; sell tickets; and extend the personality and value of the Rodeo's positive brand.

The app provides information such as schedules, dynamic parking and navigation information and integration with third-party partners such as AXS, our ticketing provider. The Rodeo is considering integrating with RCS, its carnival provider, for electronic tracking and usage of carnival, game and food tickets.

Per details above, the gamification is not required to be included in the RODEOHOUSTON™ app but if an agency is bidding to replace the current app, all app proposals should adhere to the following requirements.

Required/Existing Inclusions
Tickets
- Integration of the AXS™ SDK to purchase tickets and to login to AXS account to manage tickets and scan at the entry gates.

Get Here – Parking and Transportation
- Park & Ride information, locations and availability, with Waze™ integration.
- METRORail™ stop locations and Waze integration. Lyft™ connection, depending on 2020 sponsor agreement.
- Onsite parking information, locations and availability, with Waze integration.
  - Availabilities for Park & Ride and onsite parking
    - Ability to mark lots as open, closed or full.
    - Volunteers manage these settings for the Park & Ride locations, and NRG Park staff manage for the onsite parking lots. A separate CMS with separate login for these individuals is needed to manage these settings. No other functionality should be available through this login other than changing the status of the lots.

Visitors Guide Information
- The application serves as an electronic version of the Show's visitor's guide, designed for patrons to get the most out of their Show experience, including:
  - An interactive map with locations of attractions, and a daily schedule of events and activities, with guests having the opportunity to create their personal schedule prior to arrival.

More
- General information about the event
- Shopping and dining options available and how to find them
- Camera with filters and ability to easily share on social media
- Spotify™ integration

- Rodeo news feed
- Social integration
- Links to Rodeo scores, member login, merchandise and live stream
- Push notification capabilities
- Location-based messaging for users on the grounds during the event
- Web embed features for individual schedules, shopping and dining

Potential additional inclusions
- Integration with RCS, our carnival provider, for electronic tracking and usage of carnival, game and food tickets
- Gamification per above

OTHER REQUIREMENTS
- Any outside or third-party individuals involved in this project must reside in the United States, and the Rodeo reserves the right to reject developers who are located overseas.
- A content management system is required as part of the quote, allowing for designated members of the Rodeo staff to update, change or modify any application content.
- 24 hour on call support during the Show.
- Qualified offerors must provide the numbers and names of the mobile applications that the offerors produced and that are currently available to consumers in the Apple iTunes™ store and in Google Play™.