



HOUSTON LIVESTOCK SHOW AND RODEO™

NRG Park • March 3-22, 2020

P.O. Box 20070 • Houston, Texas 77225 • 832.667.1000 • rodeohouston.com

**REQUEST FOR QUOTE:**

## **Annual & Community Impact Report**

**Quote:** #20-015

**RFQ Released:** June 6, 2019

**Deadline for Quotes:** NOON on Friday, June 21, 2019

### Background

The Houston Livestock Show and Rodeo (the “Rodeo”) has been an institution in Houston for over 85 years. With over 34,000 volunteers and 2.5 million-plus 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.

The Rodeo has not historically produced an annual or community impact report. Based on several key factors, the Rodeo would like to produce one in the Fall of 2019. In addition to highlighting key financial data, the Rodeo will also want to highlight its monumental educational commitment this Fall. The Rodeo will announce its next educational commitment in October; we anticipate this will put us over the \$500 million total educational commitment to Texas youth since 1932. Not surprisingly with a huge accomplishment such as this, the Rodeo wants to highlight this achievement, resulting in a high-end report.

The report is anticipated to be a combination of an annual report and a community impact report. Content will include:

- Rodeo Mission and additional information
- Financial information
- Educational commitment highlights
- Volunteer program and highlights
- Programs surrounding our four pillars of agriculture, education, entertainment and Western heritage

The report will include photos, infographics and text. The final report will be a printed document as well as an online version. We anticipate wanting unique and visually appealing printing, inks, die-cuts, etc.

Anticipated audiences for the report include:

- Rodeo directors and Executive Committee
- Donors
- Sponsors
- City, county and state officials
- Select media

### Scope of Work

The Rodeo is looking for an agency to develop the look of the annual/community report along with full layout. The Rodeo will provide all content, photos and financial information. The selected agency will design the cover artwork, any/all infographics, lay out all content and work with selected printer to complete the report.

Based on the Rodeo's procurement policy, the Rodeo is bidding out this request to several agencies.

Agencies should include proposed pricing for the report development, both printed and online versions. Anticipated report length is 30-40 pages. Pricing for the development of the report should not include printing.

Printing of the final report will be bid out to several printers separately, per the Rodeo's procurement policy. The selected agency will work with the selected printer for completion of the final printed report. The Rodeo anticipates paying for the printing separately/directly to the printer. Once both the online and printed reports are complete, the agency will deliver final artwork files to the Rodeo.

### Timeline

Deadline for Quotes: **NOON on Friday, June 21, 2019**

### 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](mailto:gagnon@rodeohouston.com).