Request for Proposals:
Digital Media Buying & Effectiveness Analysis Services

Rochester Broadway Theatre League (RBTL)

RBTL invites responses to a request for proposal to place the digital advertising for the Broadway series and other live entertainment events at the West Herr Auditorium Theatre and Performing Arts Center.

Background:
The digital marketplace is rapidly and ever changing. Our goal is to identify a provider that keeps abreast of industry trends and concerns, while meeting the requirements of our touring Broadway productions. Currently, RBTL places an estimated $150k+ in digital inventory annually, and anticipates a budget increase in coming years.

What we are looking for:
RBTL will measure the success of the contractor by a simple metric…increasing ticket sales. While attributed sales do hold value, incremental sales are where we see results. The digital industry often talks about "gross impressions" rather than outcomes, and we are an outcome-based client. We are in the business of selling tickets on behalf of our presenting partners and the shows we bring to Rochester. Do we expect detailed reporting using analytics? Absolutely. But first and foremost, we are hiring a vendor and making an investment, one for which we expect a return.

Our decision-making process in selection:

- A mindset of measurement by sales and suggestions to get us there.
- A partnership rather than vendor/client relationship. You will note in the RFP that we have built in renewals of the contract term based on the sales and service elements we are looking for.
- Cost efficiency and effectiveness. We recognize that there can be multiple levels of markup attached to digital purchases depending on how inventory is acquired. The successful respondent is welcome to be creative in every aspect of contractual structuring. We are open to creative approaches including performance bonuses or any metric of the relationship that enables us to grow our subscriber base and single ticket sales.
- The bidder must agree to regional category/competitor exclusivity for the term of the agreement.
- Confidentiality.

Suggested elements for your response:

- History of your company and bios of your staffing for our project.
- References from current and past clients about your service, performance, or any other comments they choose to provide, to enable us to make the best choice for our digital partner.
- Familiarity with RBTL, its programs, and its role in the community.
- A sense of the market conditions of Rochester both in demography and geography, that can be overlayed to make digital more effective. We can, for example, generate ticket sales and subscriber locations by heat maps.
- A Q&A session may be scheduled where all questions can be asked, or, if you would rather, questions can be addressed by email. Any questions and answers will be shared with all respondents.

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1. RFP Overview

RBTL invites qualified digital media agencies and service providers to submit proposals for comprehensive digital media buying, campaign optimization, performance analysis, and related creative support for Broadway show marketing. The selected partner will combine responsive execution, favorable media pricing, ticket-sales intelligence, and actionable reporting to improve the effectiveness and efficiency of RBTL's digital advertising investments.

2. Objectives

- Secure cost-effective digital media placements aligned with instructions, approvals, and priorities provided by Broadway shows and RBTL.
- Use timely ticket-sales data and campaign analytics to optimize media investments throughout each campaign.
- Integrate available Ticketmaster and RBTL business-reporting information into reliable qualitative and quantitative analysis.
- Provide transparent reporting, industry intelligence, audience-targeting safeguards, and rapid creative support.

3. Scope of Services

1. **Media planning, placement, and negotiation.** Develop platform and placement recommendations based on Broadway show instructions, RBTL objectives, audience research, market conditions, historical results, and the proposer's best professional analysis. Negotiate favorable digital pricing, added value, inventory, and terms, and document material assumptions and approvals.
2. **Continuous sales monitoring and optimization.** Monitor ticket sales and other agreed indicators as measures of purchase effectiveness. Identify changes in demand, pacing, audience response, and campaign performance, and promptly recommend or implement approved adjustments to budgets, audiences, channels, timing, frequency, and creative rotation.
3. **Ticketmaster and RBTL reporting interface.** Work with Ticketmaster software and RBTL business-reporting systems, subject to access permissions and applicable data-security requirements, to support accurate qualitative and quantitative analysis. Establish appropriate data validation, reconciliation, and exception-reporting procedures.
4. **Performance and efficiency reporting.** Produce clear campaign reporting that measures effectiveness and efficiency, including spend, reach, impressions, frequency, engagement, conversions or leads, cost per lead, ticket-sales indicators, and other mutually agreed key performance indicators. Continually revise recommendations based on results.

5. **Allowlist management.** Create, maintain, document, and validate effective website, publisher, application, audience, and placement allowlists (also referred to as “whitelists”) when applicable. Coordinate exclusions and brand-safety controls to reduce waste, fraud, unsuitable placements, and unauthorized inventory.
6. **Industry-trend intelligence.** Provide recurring reporting on relevant digital advertising, entertainment-marketing, audience-behavior, platform, privacy, measurement, and pricing trends that could improve placement decisions and campaign results. Translate trends into practical recommendations for RBTL.
7. **Advanced targeting and measurement.** Recommend and apply appropriate measures—including geofencing, geographic targeting, retargeting, suppression, frequency controls, contextual targeting, and other lawful techniques—to improve effectiveness. Clearly state methodology, estimated audience, privacy implications, and measurement approach before deployment.
8. **Creative support and rapid messaging.** Provide creative adaptation and production support when needed so that approved messaging can be deployed quickly across relevant channels and formats. Establish a process for expedited requests, version control, approvals, accessibility, platform compliance, and trafficking.

4. Campaign Governance and Deliverables

- Campaign-specific media plans showing objectives, audiences, channels, markets, flight dates, budgets, pricing assumptions, projected results, and optimization triggers.
- Documented authorization workflow for placements, reallocations, material strategy changes, and creative approvals.
- Regular pacing and performance dashboards, with prompt notification of material variances, risks, tracking failures, or opportunities.
- Established outline of how performance will be reviewed on an ongoing basis.
- Described data sources and measurement approach, including frequency of campaign monitoring and reporting cadence.
- Post-campaign analysis comparing planned and actual delivery, cost, leads or conversions, ticket-sales indicators, insights, and recommended next actions.
- Periodic strategic reviews covering portfolio-level performance, testing results, industry developments, and opportunities for improvement.
- Accurate invoices and reconciliations that distinguish media cost, fees/commissions, production charges, credits, and added value.

5. Data, Privacy, and Measurement

The selected provider must follow all applicable laws, platform policies, contractual restrictions, and RBTL requirements concerning privacy, consent, data access, security, confidentiality, accessibility, and brand safety. The proposal should explain the provider's attribution approach, conversion definitions, treatment of incomplete or delayed sales data, quality-assurance controls, and method for distinguishing correlation from attributable campaign impact. Any access to Ticketmaster or RBTL systems will be limited to authorized personnel and approved uses.

6. Service Levels and Account Management

Proposers should identify the day-to-day account lead, backup coverage, escalation contacts, standard reporting cadence, expected response times, and capabilities for urgent campaign or creative changes. The selected provider will be expected to collaborate with RBTL staff, Broadway show representatives, ticketing partners, creative resources, and other authorized vendors. Campaign objectives and budgets will be set by individual shows as relayed through RBTL. Proactive campaign and tactic recommendations should be made by the selected provider. RBTL will act as the approval liaison between the local provider and the touring management team. Assets will be provided by RBTL, but the selected provider should make regular recommendations for copy/messaging and creative based on performance metrics.

7. Vendor Qualifications

- Demonstrated experience planning and buying digital media for live entertainment, ticketed events, performing arts, or comparable consumer campaigns.
- Proven ability to negotiate media pricing and added value across relevant platforms and publishers.
- Experience connecting advertising performance with ticketing, sales, customer, or business-intelligence data.
- Strong analytical, optimization, fraud-prevention, brand-safety, privacy, and reporting capabilities.
- Capacity to provide responsive creative support and manage multiple concurrent campaigns with changing priorities.
- References from at least three clients for comparable work.

8. Proposal Requirements

1. Executive summary and description of the proposed partnership.
2. Agency background, ownership, relevant experience, and locations of personnel assigned to the account.
3. Proposed approach to planning, negotiation, buying, optimization, sales-data analysis, attribution, reporting, allowlist management, trend monitoring, geofencing, and creative support.
4. Sample media plan, dashboard, pacing report, and post-campaign analysis, with confidential information removed.
5. Proposed team structure, roles, availability, escalation process, and use of subcontractors.
6. Technology platforms, data integrations, quality controls, privacy safeguards, and business-continuity practices.

7. Detailed pricing, including media markups or commissions, retainers, hourly rates, production charges, technology fees, minimums, and any pass-through costs.
8. Three relevant client references, including organization, contact information, scope, and dates of service.
9. Disclosure of actual or potential conflicts of interest and any material platform, publisher, or reseller incentives.
10. Acceptance of RBTL's proposed terms or a clearly marked list of requested exceptions.

9. Evaluation Criteria

Criterion	Weight
Relevant experience and qualifications	15%
Media strategy, buying, negotiation, and optimization approach	25%
Measurement, ticket-sales analysis, reporting, and technology capabilities	25%
Account service, responsiveness, and creative support	15%
Cost, transparency, and overall value	15%
References, interviews, and overall fit	5%

10. Commercial and Contract Expectations

The selected provider will be expected to enter into a written agreement addressing scope, service levels, fees, invoicing, audit rights, confidentiality, data ownership and use, intellectual property, insurance, indemnification, termination, compliance with law, and transition assistance. RBTL expects full transparency into media costs, rebates, credits, commissions, incentives, and relationships that may influence recommendations. No media commitment or material budget change may be made without authorization under the agreed approval process.

11. RFP Schedule and Submission

- RFP issued: 11/9/26
- Deadline for proposer questions: 11/30/26
- RBTL responses to questions: 12/11/26
- Proposal due: 12/31/26
- Possible in-person presentation: 1/11/27-1/15/27
- Anticipated selection: 2/1/27
- Anticipated service start: 7/1/27
- Initial Term: 1 year, with eligibility for two 1-year extensions

Submit proposals electronically in searchable PDF format to **Arnie Rothschild** at **ahr@rbtl.org**, with the subject line "Digital Media Buying RFP." Proposals should remain valid for at least [90] days after the due date.

12. Reservation of Rights

RBTL may amend or cancel this RFP; request clarification or additional information; waive informalities; reject any or all proposals; negotiate with one or more proposers; or award all, part, or none of the scope when determined to be in RBTL's best interest. Costs incurred in preparing a proposal are the proposer's responsibility. Issuance of this RFP does not obligate RBTL to make an award.