



**REQUEST FOR PROPOSALS**  
**2026 Community Promotion/ Advertising**  
**RFP Submission Deadline: April 29, 2026 5:00 PM**

**OVERVIEW**

The City of Valley Center, Kansas (“City”) is requesting proposals from suitably qualified and experienced companies (“Bidders”) to provide City promotional and advertising opportunities. The primary goal of the City is to promote moving to Valley Center by highlighting the housing developments and incentives along with the City amenities.

The City is seeking a company to coordinate, produce, monitor and report on an advertising campaign centered around our housing opportunities, using multiple platforms to appeal to our target audience.

Proposal must include a minimum of three professional references, for similar campaigns. These references should be attached to the Proposal Submission Form and include current contact information including name, address, telephone number, and email address.

Questions from bidders regarding this RFP shall be sent to Kyle Fiedler, Director of Community Development, by April 28, 2026 at 5:00 pm at 316-755-7310, ext. 103 or [kfiedler@valleycenterks.gov](mailto:kfiedler@valleycenterks.gov).

Completed proposals must be received no later than April 29, 2026, 5:00 PM and delivered to: City of Valley Center, City Hall, ATTN: City Clerk Amanda Park, 121 S. Meridian Ave., P.O. Box 188; Valley Center, KS 67147, clearly marked “RFP – Community Promotion.”

NOTE: The City reserves the right to reject all proposals. Proposals received after this deadline may be refused and deemed ineligible for consideration at the City’s sole discretion.

**Selection of Contractor**

The City of Valley Center reserves the right to accept a proposal and enter into an agreement as a result of the initial proposals received, or alternatively, it may elect to conduct negotiations with those Bidders as determined by the City, to be within an acceptable competitive range, or alternatively, to negotiate separately with any Bidders when it is determined to be in the best interest of the City. In addition, the City may request that Bidders provide a best and final offer. The City may negotiate any proposal or best and final offer at any time after the deadline for the submission of proposals.

A contract will then be negotiated between the selected Bidder and the City, with each agreeing to the terms of the contract and affixing authorized signatures. The new contractor will be

required to complete all forms and certifications if required by the City, State, and Federal governments. The City may reject any or all proposals and may waive informalities and minor irregularities in any proposal received.

### **Proposal Requirements and Examination of Work to be Performed**

The bidder is required to thoroughly examine the request for proposal requirements and the work contemplated, and it will be assumed that the contractor has investigated and is satisfied as to the requirements. It is mutually agreed that submission of a request for proposal shall be considered prima facie evidence that the contractor has made such examination.

Before submitting the request for proposal, the Bidder shall examine the scope of work. By submitting a proposal, the bidder, if selected for award, shall be deemed to have accepted the terms of this RFP.

### **GENERAL INFORMATION**

This RFP contains instructions governing the content of the proposals and the format in which they are to be submitted. It does not attempt to define all the contract needs nor detail them. Rather, it is flexible and allows for the credentials of the contractor to be demonstrated in the areas of expertise necessary to the contract. There are mandatory requirements to be met, but should the contractor foresee the need for qualification of the effort or additional requirements, concise and relevant discussion is encouraged.

### **SCOPE OF SERVICES, BACKGROUND, AND PURPOSE**

The City of Valley Center has \$15,000-20,000 budgeted for marketing and promotional efforts for 2026, which will focus on the multiple housing developments and amenities the community has to offer, with attracting new residents to Valley Center. The City is seeking proposals that can provide the City with any combination of the following strategies:

- Display: Banner ads on websites, with focus on housing websites, e.g. realtor.com and Zillow.com
- Pre-Roll: skippable/un-skippable video ads before online content
- CTV: un-skippable video ads on internet connected TV screens, e.g. Hulu, Roku, etc.

The following can also be included in your proposal, but is not required:

- TVC: Television commercial or spot on traditional cable broadcast.

All items produced will become property of the City and copies shall be provided to the City for use at our discretion.

### **Target Audience**

The City is looking to appeal to all genders, with a primary target of parents and grandparents (ages 30-65) of school-age children (ages 3-18).

## **Timeline**

Proposals due April 29, 2026 at 5:00 pm.

Council will consider awarding bid May 5<sup>th</sup>.

City would like to see advertisements beginning within 6 weeks of award, this could be a phase approach.

## **Submission**

The following items are required at minimum for inclusion in your submission:

- 1) Strategy proposed, number of estimated impressions, cost
  - a) These can be total over the entire campaign, or broken down monthly
  - b) Allow for a-la-carte selection of strategies
- 2) Timeline
  - a) Estimated timeline of production and implementation for each strategy
- 3) Demographics
  - a) Using our target audience, provide us with demographics you will use to guide our strategy placement
- 4) Tracking
  - a) How will you be reporting trends and impact to the City?
  - b) How frequently will you provide these reports?

## **Responsibilities**

- 1) The winning Bidder will provide staff able to perform work at the highest standards. The City reserves the right to demand the replacement of Bidder's staff who do not meet the City's standards for safety, or professionalism,
  - a) Bidder must provide an emergency contact list identifying the names, positions held, and phone numbers of key personnel.
  - b) Attend meetings and/or site inspections of properties as requested.

## **CONTACT INFORMATION**

Kyle Fiedler, Community Development Director  
545 W. Clay St. Valley Center, KS 67147  
316-755-7310, Ext. 103  
[kfiedler@valleycenterks.gov](mailto:kfiedler@valleycenterks.gov)

**PROPOSAL SUBMISSION FORM**  
**SIGNATURE AND BID SHEET**

2026 COMMUNITY PROMOTION/ ADVERTISING FOR THE CITY OF VALLEY CENTER

Submission Deadline: **April 29, 2026 by 5:00 PM**

I/We hereby submit a proposal to furnish the services set forth within this Request for Proposal to Provide Services during the contract period in accordance with the specifications. I, the undersigned, hereby certify that I (we) do not have any real or substantial conflict of interest sufficient to influence the bidding process on this bid. A conflict of substantial interest, or the appearance thereof, is defined as any circumstance which would lead a reasonable person to believe a compromise of an open competitive bid process has occurred.

Legal Name of Person, Firm, or Corporation \_\_\_\_\_

Telephone \_\_\_\_\_

E-Mail \_\_\_\_\_

Mailing Address \_\_\_\_\_ City & State \_\_\_\_\_ Zip Code \_\_\_\_\_

FEIN Number \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name of Signature \_\_\_\_\_ Title \_\_\_\_\_

If awarded a contract and the primary contact will be other than above, indicate name, mailing address and telephone number below:

Name \_\_\_\_\_

Address \_\_\_\_\_ City & State \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ E-Mail \_\_\_\_\_

Website \_\_\_\_\_

**BID (please fill out the proposed impressions and cost for each strategy and note if that is monthly or annually):**

Strategy	Impressions	Cost
Display		\$
Pre-Roll		\$
CTV		\$
TVC		\$

**Additional information is included on an attached sheet(s) should include:**

- **Timeline**
- **Demographics**
- **Tracking**
- **Three references for similar campaigns**
- **Other information you determine to be pertinent for your proposal**

