



Request for Proposals (RFP)
Advertising Opportunity at Lewiston-Nez Perce County Airport (LWS)

Issued by:

Lewiston-Nez Perce County Airport
3632 Stearman St.
Lewiston, ID 83501

Issue Date: March 23, 2025

Proposal Due Date: April 11, 2025 (by 5:00 PM PDT)

Question Submission Deadline: April 4, 2025

1. Introduction

The **Lewiston-Nez Perce County Airport (LWS)** is seeking proposals from qualified firms to design, install, operate, and manage advertising opportunities within the LWS Terminal Building. This initiative aims to create an engaging and visually appealing advertising environment while generating sustainable revenue for the airport.

LWS serves as a key regional transportation hub, accommodating over **120,000 passengers annually**. With a diverse mix of business and leisure travelers, the terminal presents a unique opportunity for advertisers to engage a broad and captive audience.

2. Scope of Work

The selected proposer will be responsible for:

- Developing a **comprehensive advertising plan** for designated areas within the terminal.
- Designing, installing, maintaining, and managing **both digital and static** advertising displays.
- Securing advertisers while ensuring compliance with airport advertising policies and federal regulations.
- Proposing **revenue-sharing models or fixed-rate lease agreements** that provide financial benefit to the airport.
- Ensuring advertisements align with the airport's branding and enhance the passenger experience without causing visual clutter.

- Adhering to strict **content guidelines**, including prohibitions on political, explicit, or misleading advertisements.
 - Proposing **innovative advertising solutions**, including digital, interactive, or experiential strategies.
 - Outlining **technical specifications** for digital advertising (e.g., resolution, software compatibility, maintenance).
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3. Proposal Submission Requirements

Interested proposers must submit a proposal that includes:

- **Company Information:** Background, experience, and key personnel.
- **Project Approach:** A detailed methodology for executing the advertising program.
- **Proposed Advertising Strategy:** Types of advertising (digital, static, experiential, etc.) and sample layouts.
- **Financial Proposal:** Revenue-sharing model, expected revenue projections, and fee structure.
- **Compliance and Certifications:** Proof of compliance with relevant regulations and industry standards.
- **Performance Tracking & Reporting:** A plan for measuring and reporting advertising effectiveness.
- **References:** At least three references from similar projects.

Preferred Submission Format: PDF or Word document.

4. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- **Experience and Qualifications (20%)**
 - **Innovative Advertising Solutions (20%)**
 - **Financial Proposal and Revenue-Sharing Model (25%)**
 - **Operational Plan, Implementation Timeline, and Maintenance Strategy (15%)**
 - **Customer Engagement & Experience (20%)**
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5. Submission Instructions

Deadline:

All proposals must be submitted by April 11, 2025, at 5:00 PM PDT.

Submission Methods:

Electronic Submissions:

Email proposals in PDF or Word format to:
Mike Isaacs at misaacs@golws.com

Hard Copy Submissions:

Mail or deliver to:
Mike Isaacs
Lewiston-Nez Perce County Airport Authority
3632 Stearman Street
Lewiston, ID 83501

Questions & Site Visits:

- **Deadline for Questions:** April 4, 2025, (must be submitted in writing to misaacs@golws.com).
- **Site Visits:** Interested proposers may schedule a site visit before the submission deadline by contacting the Airport Director.

6. Additional Information

- The **Lewiston-Nez Perce County Airport Authority** reserves the right to **reject any or all proposals**.
- Any costs associated with proposal preparation are **the responsibility of the proposer**.
- The selected firm must enter into a **formal contract** with the airport authority.
- The initial contract term will be **three (3) years**, with the possibility of renewal based on performance.

For further details, please contact:

Mike Isaacs
Airport Director
208-748-9132
misaacs@golws.com

We look forward to receiving your proposals and working together to develop an innovative and effective advertising program at **LWS!**