

Notice

Basic Information

Reference Number	0000381974
Issuing Organization	The City of Oklahoma City and Trusts
Owner Organization	Central Oklahoma Transportation Parking Authority
Solicitation Type	RFP - Request for Proposal (Formal)
Solicitation Number	RFP COTPA 25-008
Title	Marketing Services
Source ID	PU.MU.USA.2722754

Details

Location	Oklahoma County, Oklahoma
Purchase Type	Duration:3 years
Description	The Central Oklahoma Parking & Transit Authority (COPTA) dba EMBARK, is seeking proposals for a Marketing Services Provider to support our internal team. The Proposer(s) will provide strategic planning, consultation in creative, and media strategies to support EMBARK's marketing, advertising, and communication efforts.

Dates

Publication	04/09/2025 10:00 AM CDT
Question Acceptance Deadline	04/24/2025 10:00 AM CDT
Questions are submitted online	Yes
Closing Date	04/30/2025 04:00 PM CDT

Prebid Conference	04/15/2025 01:00 PM CDT
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Contact Information

Elijha Straw
elijha.straw@okc.gov

Central Oklahoma Transportation Parking Authority
City Clerk
cityclerk@okc.gov

Jeri Mansour
jeri.mansour@okc.gov

Pre-Bidding Events

Event Type	Prebid Conference
Attendance	Recommended
Event date	04/15/2025 01:00 PM CDT
Location	Microsoft TEAMS
Event Note	Online Audio and Video Teams Meeting Web Address: (Contact Jeri Mansour) Meeting ID: : 274 308 263 680 Meeting Passcode: yB3q4wn7 Phone call with Audio only: Dial: +1 405-534-4946,,547048505# United States, Oklahoma City Phone conference ID: 547 048 505#

Bid Submission Process

Bid Submission Type	Electronic Bid Submission
Pricing	No Pricing
Pricing	No Pricing
Bid Documents List	

Item Name	Description	Mandatory	Limited to 1 file
Proposal Documents	Attach Proposals Document(s) as requested in the RFP.	Yes	No
Letter of Authorization	Attach Completed Letter of Authorization (if needed)	No	Yes
Exceptions	Attach Exceptions to RFP Requirements (if needed)	No	No

Allow Additional Documents Yes

Documents

Documents

Document	Size	Uploaded Date	Language
Sample Professional Services Agreement.pdf [pdf]	499 Kb	02/07/2025 05:07 PM CST	English
Sample RFP Acord Form.pdf [pdf]	161 Kb	02/07/2025 01:45 PM CST	English
Letter of Authorization.pdf [pdf]	89 Kb	02/07/2025 01:44 PM CST	English
General Instructions.pdf [pdf]	156 Kb	02/07/2025 01:43 PM CST	English
RFP COTPA -25-008 Special Provisions [pdf]	583 Kb	03/31/2025 02:54 PM CDT	English
RFP COTPA -25-008 Marketing Services [pdf]	482 Kb	04/01/2025 08:42 AM CDT	English

Categories

Selected Categories

NIGP Categories (3)	
918	CONSULTING SERVICES
91876	Marketing Consulting Marketing Consulting
961	MISCELLANEOUS SERVICES, NO. 1 (NOT OTHERWISE CLASSIFIED)
96153	Marketing Services (Incl. Distribution, Research, Sales Promotions, etc.) Marketing Services (Incl. Distribution, Research, Sales Promotions, etc.)
915	COMMUNICATIONS AND MEDIA RELATED SERVICES
91522	Communications Marketing Services Communications Marketing Services

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