



**Chicago Southland FY27 Bid Requests**  
**We are seeking bids for four programs including:**

**SEM/Social Media Posting (group markets)/Social Media Posting (leisure)  
Targeting/Retargeting (group markets)**

You do not need to bid on all projects.

**Chicago Southland SEM FY27**  
**Total Project Price \$25,000 (Please quote \$35,000 as well)**

**\*\*Please provide the guaranteed number of impressions and clicks with your proposal.**

**SEM**

July 1, 2026 - June 30, 2027

Pay-per-click advertising for Visit Chicago Southland

- Multiple audience targeting tactics and optimization using Google search ads
- Manage and optimize Google Ads pay-per-click program for both leisure and group markets (meetings, sports, group tour, reunions, etc.) designed to drive traffic to the various landing pages of VisitChicagoSouthland.com.
- Provide a monthly report demonstrating the clicks, impressions, click-through rates, costs per click, conversions and other applicable key performance indicators for each campaign and keyword.

**Please submit proposals by June 11<sup>th</sup>.**

Please provide a list of your company's current CVB clients. Please indicate those you contract with to provide a SEM program.

## **Chicago Southland Group Markets Social Media Campaign FY27**

### **Total Project Price \$10,000 (Please quote \$20,000 as well)**

**\*\*Please provide the guaranteed number of posts per week.**

#### **Meetings, Sports, Group Tours and Reunions Social Media Program**

July 1, 2026 – June 30, 2027

- Weekly posts geared toward specific group markets:
  - Meetings/Conventions Planners
  - Sports Planners
  - Group Tour Planners
  - Reunion/Social Event Planners
- Writing posts, gathering images (VCS will share image resources), researching appropriate tags and hashtags, audience targeting, and scheduling should all be included.
- Provide a monthly/quarterly report demonstrating the total reach, impressions and engagements for group market posts.
- Include monthly social media advertising (boosted post budget) in proposal, as well as any add-ons such as blog posts.

**Please submit proposals by June 11<sup>th</sup>.**

Please provide a list of your company's current CVB clients. Please indicate those you contract with to provide a Social Media program.

## **Chicago Southland Leisure Market Social Media Campaign FY27**

### **Total Project Price \$10,000 (Please quote \$20,000 as well)**

**\*\*Please provide the guaranteed number of posts per week.**

#### **Leisure Social Media Program**

July 1, 2026 – June 30, 2027

- Weekly posts geared toward the leisure market:
  - Posts can include all partners and include the following topics, Mobile Passports, Festivals, Arts & Culture, New Guides, Golf, Shopping, To a T, Things to Do, etc.
- Writing posts, gathering images (VCS will share image resources), researching appropriate tags and hashtags, audience targeting, and scheduling should all be included.
- Provide a monthly/quarterly report demonstrating the total reach, impressions and engagements for leisure market posts.
- Include monthly social media advertising (boosted post budget) in proposal, as well as any add-ons such as blog posts.

**Please submit proposals by June 11<sup>th</sup>.**

Please provide a list of your company's current CVB clients. Please indicate those you contract with to provide a Social Media program.

**Chicago Southland Targeting/Retargeting Campaign FY27**  
**Total Project Price \$10,000 or 4-Month Campaign**  
**(Please quote \$20,000 or 8-Month Campaign as well)**

**\*\*Please provide guaranteed number of impressions. Program to run July 1, 2026 – June 30, 2027**

**Scope of Work**

Targeting (80%)

Retargeting (20%)

Targeting Impressions (may change):

Meetings 30%

Sports 25%

Group Tours 25%

Reunions/Social 15%

Program should include:

- Campaign development & buildout
  - Audience development, creative ad sets for each audience, pixel placing on the website, etc.
- Multiple audience targeting tactics and optimization using programmatic advertising (Google and social media platforms will be considered as recommended). Include some geofencing through Meta at particular tradeshows attended by VCS sales staff.
- Target planners (in each market) from the Midwest states
- Custom creative design and development – a set graphics needs to be developed for meetings, sports, group tours and reunions/social and include one refresh halfway through the campaign
- Elite service team (Account manager, art director, data expert)
- Monthly reporting demonstrating the clicks, impressions, click-through rates, costs per click, conversions and other applicable key performance indicators.
- Organic Site Tracking including the conversion rate of those who either downloaded a brochure, watched a video, requested information or submitted an RFP

**Please submit proposals by June 11<sup>th</sup>.**

Please provide a list of your company's current CVB clients. Please indicate those you contract with to provide a targeting/retargeting program.