

## REQUEST FOR QUALIFICATIONS

Qualifications will be received at the Allegheny County Airport Authority until 12:00 PM on April 23, 2021, for the following contract:

### ADVERTISING AND SPONSORSHIP STRATEGY AT PITTSBURGH INTERNATIONAL AIRPORT AND ALLEGHENY COUNTY AIRPORT

The Allegheny County Airport Authority (ACAA) is soliciting Statements of Qualifications from interested firms with in-depth expertise of advertising and sponsorship planning, revenue drivers, financial analysis and best practices. The selected firm will, upon award of contract, develop Advertising and Sponsorship Strategies with a core focus on creating an inventory of the space and available assets, as described in the Scope of Services, to align with ACAA's Vision, Mission and Smart Plan Forward. Objectives of these strategies are further to:

1. Leverage the assets of Pittsburgh International and Allegheny County Airports. To maximize advertising and sponsorship opportunities, while ensuring many of these assets with their respective messaging align with the mission, vision, and branding of the ACAA.
2. Maximize non-aeronautical revenue growth at the airport through new strategies, tools, and advertising options products.
3. Create an Inventory of Assets for Future Advertising Partners that allows the ACAA to drive revenue through completion of the Terminal Modernization Program at PIT.

Interested parties must register at ACAA's online business opportunity forum, Submittable: <https://acaacapitalprograms.submittable.com> to receive the RFQ.

Interested parties will create a free account on Submittable to participate. All correspondence and submissions related to this RFQ will occur through Submittable. Please note that the email used to create the account will be the only email that can receive communication from ACAA through Submittable.

Any questions on the RFQ should be written and submitted to ACAA no later than 12:00pm on April 9, 2021 using Submittable.

ACAA will respond to all questions and provide answers to all RFQ recipients on April 16, 2021 through Submittable.

Interested firms will submit their Statement of Qualifications according to the specifications to Submittable, no later than 12:00pm on April 23, 2021.

Responders will be notified of results on May 14, 2021.