

2027 Dublin Irish Festival Marketing and Communications RFP — FAQs

1. What are the anticipated budgets for Phase 1 and Phase 2? What does each budget cover?

Phase 1 has an anticipated fixed fee of \$15,000–\$25,000 and is separate from the Phase 2 implementation budget of \$125,000–\$150,000. Phase 2 covers all implementation costs, including agency fees, campaign management, creative production, paid media, paid search, paid social, influencer or sponsored-content activities and other approved expenses. The RFP has been updated to reflect the Phase 2 budget range consistently.

2. How will paid media placements and related expenses be handled? Are there existing media-buying vendors or contracts?

The City will pay media vendors directly, while the selected agency will be responsible for planning and managing paid media placements. The City has worked with recommended media vendors in previous years and can share those contacts with the selected firm. However, the City is open to the agency's recommendations for media vendors and partnerships that best support the Festival's marketing goals.

3. Is there a minimum or expected percentage of the Phase 2 budget reserved for paid media versus agency fees?

The RFP establishes an anticipated Phase 2 implementation budget of \$125,000–\$150,000, but does not specify a percentage for paid media or agency professional fees. Proposals should account for all anticipated implementation costs within this range and clearly outline the proposed allocation of funds. For context, the 2026 paid media plan was approximately \$80,000.

4. What geographic regions and target markets should the agency prioritize for regional public relations and marketing outreach?

Developing recommendations for target audiences and priority geographic markets is part of the selected firm's Phase 1 scope. The City will provide available historical ticket-sales, guest, marketing and campaign analytics to inform these recommendations. The selected firm will work with City staff to establish campaign priorities and measurable objectives during the planning process.

5. What historical Festival data, advertising expenditures and campaign performance metrics will be available to the selected firm?

The City will provide relevant Festival background and planning materials, along with recent ticket sales, guest, marketing, website and campaign analytics. Available attendance, ticket-sales and revenue objectives for the 2027 Festival will also be shared to support strategy development and performance measurement. The specific datasets and level of detail, including available historical advertising and channel performance information, will be reviewed with the selected firm during project kick-off. Please refer to our [2025 Annual Report](#) for historical metrics. The 2026 data is not yet final.



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6. Will the selected agency be responsible for website updates, landing page design and development, or will those tasks be handled by City staff?

Website development and updates will be handled in-house by City staff. Respondents should outline any recommended website or landing page needs as part of their proposed marketing and communications strategy.

7. What is the expected timeline for the 40th anniversary creative direction and Phase 1?

The anticipated contract start date is Dec. 1, 2026. The selected firm is expected to develop initial creative direction during December, including a campaign theme or tagline and anniversary visual direction, such as an anniversary mark or graphic treatment. Final approval may extend into early 2027.

Phase 1 is expected to be completed in early 2027. The selected firm will work with City staff to establish the detailed work plan, review schedule and approval milestones. Ticket releases and performer announcements are planned for March 2027.

8. Are there existing marketing agencies, vendors or promotional commitments the selected firm will need to coordinate with?

Agencies have supported the Festival's marketing in previous years, but those relationships will not continue into 2027 unless the selected firm chooses to subcontract to or partner with a previous agency. The City and Visit Dublin will disclose relevant existing commitments during Phase 1 so they can be incorporated into the plan, and duplication can be avoided.

9. When will performers and sponsors be confirmed, and who will coordinate related promotional requirements?

Available timelines for performers, sponsors and announcements will be shared with the selected firm and incorporated into the campaign calendar. City staff will serve as the primary liaison for Festival performers and sponsors and will coordinate access to approved information, assets, permissions and sponsor requirements.

10. When does the City anticipate selecting an agency following the proposal deadline?

Proposals must be received by 5 p.m. Eastern Time on Oct. 16, 2026. The City anticipates selecting an agency in mid-November 2026, with the anticipated contract start date of Dec. 1, 2026.

11. What in-person meetings, site visits and Festival attendance are expected of the selected firm?

Respondents should recommend an appropriate level of in-person participation for their proposed approach and identify any related travel assumptions. Anticipated travel and other out-of-pocket expenses should be clearly stated and separated from professional fees in the cost proposal. Meetings can be conducted virtually.

12. Can the five-year experience requirement be met through the experience of the proposed team and key personnel?

Yes. The current experience of the proposing team and its key personnel may satisfy the five-year experience requirement, even if the contracting entity itself has not been operating for five years. Proposed subcontractors or partner agencies must be identified in the proposal, along with their anticipated responsibilities, and are subject to City approval.

13. Are there page limits or specific proposal submission format requirements?

There are no page limits. Proposals should be submitted in a commonly accessible electronic format, and the email subject line should clearly identify the firm and the RFP. Respondents should follow the submission requirements outlined in the RFP.

14. Will a draft services agreement be provided, and are there additional insurance or contracting requirements?

The selected firm will be required to execute the City's formal agreement for services. The proposed contract will be shared with firms that advance to the finalist/selection stage.