TRANSMITTAL LETTER

November 20, 2014

Annette Morfin
State of Nevada, Purchasing Division
515 E. Musser Street, Suite 300
Carson City, NV 89701

Dear Ms. Morfin and Selection Committee:

Enclosed in this package is **Fahlgren Mortine's** complete response to the State of Nevada Request for Proposal: 2084.

Inside, you'll find more than our credentials and experience as specified in the RFP. You'll also find proof of our deep understanding of the travel industry, examples of relevant campaigns we've created for other clients, creative ideas for future initiatives, and evidence of our eagerness to work together.

We understand the magnitude and importance of this RFP for the state of Nevada, especially as you prepare to evolve your brand, expand digital media utilization, enhance content marketing efforts and bolster the state's economy by driving tourism.

We're responding as an integrated agency (including 1.5.1 – 1.5.5) because we're not only qualified to do the job, but also because we're passionate about Nevada. We have attended Rural Roundups, the Governor's Conference on Tourism, the Cowboy Poetry Festival and many other events around the state over the last few years to prepare for this opportunity; and **we've partnered with The Abbi Agency**, with offices in Reno and Las Vegas, to help ensure that our team is ever-present and intimately connected with the Nevada Tourism experience. With our combined team's proven track record, our integrated expertise, our unique experience and our heartfelt dedication to this opportunity, we hope you'll agree that choosing Fahlgren Mortine is an easy decision.

As one of the nation's top 25 independent public relations firms, and the fifth largest travel/tourism firm, we believe in the power of PR-driven programs to influence behavior, enhance reputation among multiple audiences, and carefully target the right messages to the right receivers. We also believe that successful integrated efforts need to be supported by research-based, emotionally stirring and carefully coordinated advertising programs and other marketing communications activities.

Through the years, we've built tremendous marketing and communications programs, culminating with the **U.S. Travel Association's Mercury Award** (the industry's top honor) for the "Best Public and Media Relations Program" for a government entity nationwide, which we won in 2010 for our work on behalf of the Office of TourismOhio.

Our tourism team also received the Public Relations Society of America's national Anvil recognition for the "Best Strategic Media Relations Program" for a government entity nationwide – four times, and another Anvil for the nation's best multicultural program. Our work in tourism has also been recognized nationally by HSMAI, U.S. Travel Association (Destiny Award); *Travel Weekly*, *Holmes Report*, and *Travel + Leisure* (SMITTY Award for best use of social media). All of these awards were based on measured results and ROI for the dollars spent.

We've also received national accolades for our firm itself. The ***Bulldog Reporter***, a leading industry publication, named us Agency of the Year in our revenue category for the past three years, and ***PRWeek*** Magazine named us a 2012 Agency of the Year finalist. Both of these honors were based on client satisfaction and results, innovative campaigns, and our hard-working-yet-fun culture.

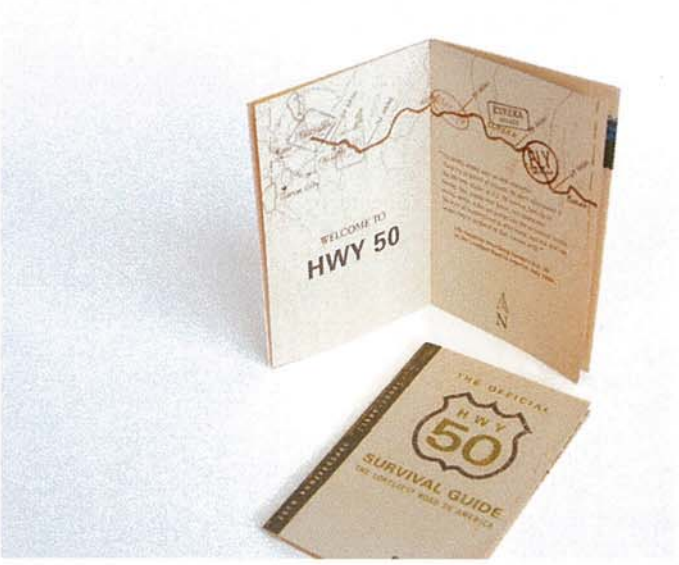
We believe **Fahlgren Mortine** would be an ideal partner for many reasons:

- Your business will be important to us. Unlike the mega tourism marketing agencies, you'll have a dedicated, experienced team committed to taking a customized approach to your challenges.
- You'll see our team regularly, on the ground and in your office, and we want your partners and stakeholders to know us by name.
- The Abbi Agency is already deeply ingrained in the nuances and subtleties of the state and your various partners, and will serve as an excellent strategic partner as well as everyday boots on the ground.
- We are established and strong in the areas you value, including public relations, public affairs, brand-building, digital and mobile marketing, innovative media buying, national media relations, event planning, customer relationship management, social media and creative campaign development.
- With more than 220 total employees (not including the 16 associates at The Abbi Agency), we're experienced in all forms of marketing and media, and understand how to build a synergistic overall program. We also have significant experience in working with other marketing teams and agency partners to build successful programs. This experience includes corporate partnership development to enhance and expand existing budgets.
- We have the same research tools and measurement resources as the nation's largest agencies, but are independently owned and able to serve our clients nimbly and attentively.
- At the highest executive level, Fahlgren Mortine is managed by individuals who share a commitment to and passion for tourism and destination marketing. From a personal standpoint, this is not just another account for me. I'm deeply committed to serving a state I've come to love over the last few years. **Nevada is unique, quirky, different and special.** It fits the personality of our firm and it's why I feel we're uniquely qualified to be your integrated marketing and communications partner.

With any questions regarding this proposal, please contact me at the following:

Neil Mortine
President & CEO, Fahlgren Mortine
4030 Easton Station, Suite 300
Columbus, OH 43219
614- 383-1507 (office)
614-563-7411 (cell)
neil.mortine@fahlgren.com

We hope to work with you as you take Nevada Tourism's marketing program to the next level, and you have my assurance of our very best efforts on your behalf.



Sincerely,

Neil Mortine
President and CEO
Fahlgren Mortine

The Ely Times

This Week of May 2, 2014

OBITUARIES | 13A
Jeremy Hallet
Dorothy Jensen
Dade Stamenos
Patrick Touchstone

BUSINESS | 5A

Local radio station hits 18 year anniversary

SPORTS | 6-7A

Softball team one win away from top seed

BASEBALL

Little league season starts

TOURISM

Welcome Rural Roundup

Over 200 attendees for the Rural Roundup Convention poured into Ely on Wednesday to participate in the variety of tours and workshops.

Hundreds pour into Ely for two days of talks and tours

First Friday brings games, highlights local businesses

I greatly enjoyed my trip on Highway 50, the Loneliest Road in America, and was delighted to find myself on the cover of the Ely Times after attending the Rural Roundup earlier this year.