RFP | OPEN | STATE

Marketing and Advertising for New York State County and Local Fairs

New York State Department of Agriculture and Markets

Solicitation RFP0422

Scan for the live page

RFP DETECTOR SCORE

Medium data confidence

Limited · 40 / 100

D
40

Limited (D, 40/100): about $1M stated; but few similar RFPs.

−7.9 Issuer & market | −5.8 Time & stage | +3.5 Value | −2.2 Clarity & completeness

Informational, not advice. How the score works: rfpdetector.com/methodology/score

At a glance

VALUE	SET-ASIDE	NAICS	PSC
$1M Stated on the notice	Not stated Check the official solicitation	Not stated	Not stated
PLACE OF PERFORMANCE	**POSTED**	**RESPONSE DUE**	**LISTING**
Albany, New York	Oct 27, 2026 Updated Nov 20, 2026	Dec 1, 2026, 3:00 PM EST 4 days left	Public notice First seen Nov 20, 2026; confirm on the official solicitation

Our summary

The state agriculture department wants one contractor to design and run a statewide marketing and advertising campaign for the more than 50 county and local agricultural fairs chartered under Article 24 of the state agriculture and markets law. The aim is to lift attendance, draw visitors from wider areas, broaden the audience demographics and encourage exhibitors to enter competitions. com site. Bidders must deliver annual advertising plans, track metrics such as reach, video views and engagement, report monthly on budgets and subcontractor payments, and produce a post-campaign review. The annual media spend floor is set at a stated minimum, and the contract covers three fair seasons starting around January 2027. Proposals must be sealed and mailed or hand-delivered to the Division of Fiscal Management in Albany, with electronic or faxed submissions not accepted. Written questions are due earlier, and answers will be published as addenda on the state contract reporter.

Summary by RFP Detector.

Timeline

Blue line: today (Nov 27)



02 Score breakdown

Every RFP starts at 50. Each factor adds or subtracts points depending on how this RFP compares with a typical one, scaled by its weight and by how sure we are of the data. Unknown data has no effect.

Factor		◀ lowers the score · raises the score ▶	Points	Range
Value	MEASURED		+3.5	−18.0 / +18.0 w 20 · conf 85%
Value stated on the source page: about $1M.				
Competition & access	UNKNOWN		0.0	−18.0 / +18.0 w 20 · conf 0%
The notice doesn't state eligibility restrictions. Scored as neutral.				
Issuer & market	ESTIMATED		−7.9	−23.4 / +12.6 w 20 · conf 50%
1 other RFP from New York State Department of Agriculture and Markets and 2 Marketing, Communications & Creative RFPs in New York on RFP Detector in the past 12 months.				
Time & stage	MEASURED		−5.8	−14.9 / +12.2 w 15 · conf 90%
Solicitation, bids due: 4 days to respond (due Dec 1, 2026, 3:00 PM EST). Tight.				
Clarity & completeness	MEASURED		−2.2	−18.9 / +8.1 w 15 · conf 90%
0 documents, named contact with email, 3,095-word description.				
Freshness	MEASURED		+1.9	−9.0 / +9.0 w 10 · conf 100%
Updated 6 days ago.				

Starts at 50 · contributions sum to **39.5**

Score **40** **(D)**

Score trend

Recorded whenever the score changes, last 30 days



Nov 20: 56 Nov 27: 40

Evaluated Nov 27, 2026, 3:19 AM EST · version 1.0.0

How the score works

Value	weight 20 · −18.0 to +18.0
Competition & access	weight 20 · −18.0 to +18.0
Issuer & market	weight 20 · −23.4 to +12.6
Time & stage	weight 15 · −14.9 to +12.2
Clarity & completeness	weight 15 · −18.9 to +8.1
Freshness	weight 10 · −9.0 to +9.0

Measured data counts fully, estimated data counts less, unknown data counts zero. Grades: A 80–100 · B 65–79 · C 50–64 · D 35–49 · F 0–34. Data confidence (64/100) is how much of the score rests on measured data.

Full methodology: rfpdetector.com/methodology/score

03 Issuer & category on RFP Detector

Activity on RFP Detector for this issuer and for similar RFPs. Federal award history doesn't apply to this issuer.

RFPS FROM THIS ISSUER

1

Other RFPs, past 12 months

MARKETING, COMMUNICATIONS & CREATIVE RFPS IN NEW YORK

2

Other RFPs, past 12 months

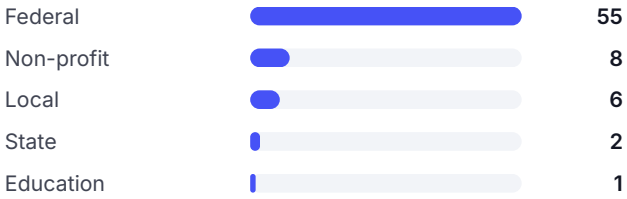
MEDIAN PUBLISHED VALUE

—

Shown once 10+ similar RFPs publish a value

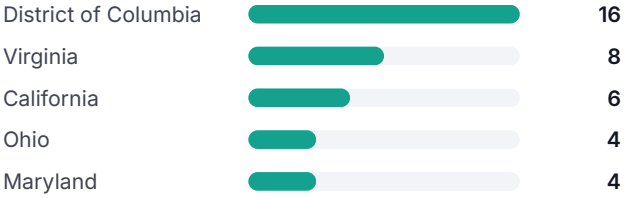
Marketing, Communications & Creative RFPs by sector

First seen on RFP Detector, past 12 months · 27 open now



Where they are posted

Top states by place of performance or issuer, past 12 months



Federal award history doesn't apply to this issuer

Federal award history covers federal contracts only. For state, local, education, private and non-profit RFPs, market context comes from the RFPs RFP Detector has seen: how active this issuer is, how many similar RFPs appear in the same state, and the typical published value once enough of them state one.

How this market feeds the score

Value	Competition & access	Issuer & market
+3.5	0.0	−7.9
About $1M stated	Eligibility not stated	Few similar RFPs

Based on RFP Detector records: public RFPs first seen in the past 12 months, as of Nov 27, 2026.

04 Requirements & logistics

Facts from the notice. Confirm every requirement and date on the official notice before responding.

Eligibility

SET-ASIDE

The notice doesn't state eligibility restrictions. Check t he official solicitation before responding.

NAICS

Not stated

Place & submission

PLACE OF PERFORMANCE

Albany, New York

HOW TO SUBMIT

By mail

OFFICIAL SOLICITATION

Open the official solicitation at rfpdetector.com (free account)

Eligibility (stated)

- Any entity authorized to conduct business in New York State that can provide comprehensive marketing, advertising, and public relations services is eligible; see Section 3.3 for minimum qualifications.

Contacts

John Ross or Ella Stefanko · primary
procurement.info@agriculture.ny.gov

Documents

RFP Detector doesn't re-host documents from other websites. Every d ocument is on the official solicitation.

Open the official solicitation at rfpdetector.com (free account)

Before you respond

Confirm on the official notice

- [ ] Read every attachment and amendment on the official solicitation
  Documents are on the official solicitation
- [ ] Confirm the response deadline and time zone
  Dec 1, 2026, 3:00 PM EST
- [ ] Check you meet the set-aside / eligibility requirement
  Not stated on the notice
- [ ] Confirm how to submit
  By mail

Bid / no-bid questions

For your own decision

- [ ] Do you have relevant past performance for this scope and customer?
- [ ] Can you staff and deliver on time with a compliant response?
- [ ] Can you perform in Albany, New York?
- [ ] Does the likely contract size fit your capacity?
- [ ] Do you need a teaming partner or subcontractors to cover the full scope?

A generic checklist, not advice to bid or not bid.

05 Related RFPs

Open RFPs with the same NAICS industry group or category (same state first, then by score), and more from this issuer. Each title links to its page on RFP Detector.

Similar open RFPs

- F | 34 **Request for Proposals for the Ulster County Rural Health Services Promotion Campaign**
  Institute for Family Health · Due Nov 30
- B | 69 **Pole Camera**
  Department of State · Due Dec 14
- B | 68 **19BC4027Q0020 - Supply, Delivery, Installation and Commissioning of One Indoor Direct-Vie...**
  Department of State · Due Dec 18
- C | 63 **JB Andrews Presidential Seal Items**
  Department of the Air Force · Due Dec 15
- C | 57 **Recruitment Advertising, Employer Branding and Smart Sourcing Services**
  National Highway Traffic Safety Administration · Due Dec 3

More from New York State Department of Agriculture and Markets

- F | 34 **2027 Transportation for Youth to County and Local Fairs Program**
  New York State Department of Agriculture and Markets · Due Dec 1

Data and as-of times

Notice data	Public notice, first seen Nov 20, 2026. Details extracted and summarised by RFP Detector; confirm them on the official solicitation
Score	RFP Detector Score v1.0.0, evaluated Nov 27, 2026, 3:19 AM EST
Report	ID 90302ca09d17a99b6655 · generated Nov 27, 2026, 7:14 PM EST
Official notice	Open the official solicitation at rfpdetector.com (free account)

DISCLAIMER

RFP Detector is an independent service and is not affiliated with any government agency or with the organisation that issued this RFP. This report is generated automatically from publicly available information. The RFP Detector Score, estimates and market statistics are informational and may be incomplete or out of date; they are not legal, financial or bidding advice and do not predict any award. Always rely on the official solicitation and its documents, and confirm every date and requirement with the issuer before responding.