

## **REQUEST FOR PROPOSALS**

### **2022-2023 ATHENS VISITORS GUIDE**

The Athens Convention & Visitors Bureau (CVB) is seeking proposals from qualified businesses for the content, design, and ad sales of the 2022-2023 edition of the official Athens Visitors Guide. Bidding agencies should pay particular attention to the Athens brand and website and provide a forward-thinking approach in keeping with the creative energy of our destination. Athens is open to new ideas and experimentation in every aspect of this project, up to and including the name of the publication, design, and editorial elements.

#### **DESCRIPTION:**

The Athens Visitors Guide is intended to complement VisitAthensGA.com and serve as the primary printed collateral piece for our destination. The distribution includes visitors information centers across Georgia, the Athens Welcome Center, The Classic Center meeting attendees, at UGA orientation, and other local distribution spots including hotels and attractions. The publication is also available online.

The Guide's final presentation should be an inviting, user-friendly piece that conveys the CVB brand and is designed to promote Athens as an appealing travel destination.

Bids should clearly demonstrate an understanding and ability to produce a publication that meets this objective in a creative, organized, informative and graphically attractive format, balanced with cost efficiency consideration.

#### **SCOPE OF WORK:**

The CVB seeks to contract with a single source for creative design, content creation and ad sales. The CVB is open to a cost-sharing agreement, with an initial investment from the CVB of up to \$10,000 and excess ad sales above and beyond the initial contracted cost being split between the CVB and the vendor.

**Guide Production Specifications:**

- Quantity: 50,000
- Digest size, 5.375" x 8.375"
- Pages: 32

**Design & Content Specifications:**

- Compelling design and use of provided photography
- Vendor to organize photo shoot for cover
- New map that is both user-friendly and in keeping with overall product design
- Final pdfs of guide and map that can be posted to VisitAthensGA.com and provided to the public and to clients
- VisitAthensGA.com content and CVB staff available to provide background information and areas of emphasis; Vendor to provide final content and editing

**Ad Sales & Specifications:**

- The CVB is open to a cost-sharing agreement, with an initial investment from the CVB of up to \$10,000 and any excess ad sales above and beyond the initial contracted cost being split between the CVB and the vendor.
- CVB will provide a database of local partners and prior advertisers.
- CVB will introduce and provide an endorsement of selected vendor through CVB Newsletter and Partner Extranet, and a dedicated email.
- Vendor must specify how ad sales will be conducted, including any sales incentives or achievement plan utilized to attain necessary sales goals.
- Bids must include proposed ad rates necessary to cover cost of the project and be in line with rates charged in the past.
- Editorial content should be no less than 60% and ad content should be no more than 40%.
- Consistency in ad formatting and placement should be a consideration; fractional ad space sold less than 1/4 page should be sold as a part of a full page co-op.
- CVB and vendor to agree on layout and available ad positions prior to the start of the ad sales period.

**PROPOSALS MUST INCLUDE:**

- Samples of relevant collateral produced in the past.
- Notation of particular collateral that reflects the specifications being proposed for this project.
- Names and qualifications of personnel who would be involved in the project.
- Ad rate sheet.
- Ad sales plan and approach.

- References of relevant clients.
- Project timeline and production deadlines.

**BASIS OF AWARD:**

Proposals will be reviewed and scored by CVB staff based on judgment of company’s ability to successfully manage the process and produce a high-quality outcome. Criteria will include but not be restricted to:

- **Ability to Perform:** vendor’s ability to perform scope of work based on prior experience with similar projects; evaluation of provider’s facilities, references and staff experience. Creative approach to tourism promotion. Commitment to work cooperatively with the CVB.
- **Scope of Work:** demonstrated ability to deliver the project on schedule. Understands the scope of project through concise description of methods, procedures and personnel vendor intends to utilize for management and operation.
- **Ad Sales:** demonstrated sales concepts to meet the financial requirements. Demonstrated ad sales capability, familiarity with demands of local market (predominantly small, independent businesses.)
- **Cost:** project must fall within the maximum CVB investment of \$10,000.

**FINANCIAL & ADMINISTRATIVE NOTES:**

The CVB will not be liable for any cost incurred by the respondents in preparing responses to this RFP or negotiations associated with award of a contract.

Project management fees, sales costs and advertising commissions are the sole responsibility of the vendor.

The awarded contract shall be for the publication of the 2022-2023 Athens Visitors Guide commencing on the start date until its publication. At the option of the CVB, this contract may be renewed for development and sales of the following two annual guides.

CVB will retain complete ownership and control over the content of the Guide and Map.

**SCHEDULE OF RFP PROCESS & PROJECT TIMELINE:**

<b>Advertisement of RFP:</b>	March 7, 2022
<b>Proposals Due:</b>	March 25, 2022 5 p.m. ET
<b>Selection by:</b>	April 1, 2022

**Development and Ad Sales:** Spring 2022

**Delivery of approved, print-ready files** July 1, 2022

To be considered, vendors should submit three (3) copies of their written proposal, plus samples and addenda as noted in this RFP, on or before March 25, 2022, 5 p.m. local time to:

Hannah Smith, Director of Marketing & Communications  
Athens Convention & Visitors Bureau  
300 N. Thomas St.  
Athens, GA 30601  
[hsmith@VisitAthensGA.com](mailto:hsmith@VisitAthensGA.com)

Package must be received (not postmarked) by the stated deadline. Late proposals will not be considered.

All communications relative to this work, prior to the proposal deadline should be directed to [hsmith@VisitAthensGA.com](mailto:hsmith@VisitAthensGA.com).