



Oz Trails Brand Messaging Request for Qualifications

Visit Bentonville will retain a consultant to provide brand message training that will assist for the Northwest Arkansas cities for the Oz Trails storytelling. The opportunity was initiated by the Outside Magazine Bike Testing to ensure collaborative and unified messaging.

Outside Magazine Details:

At Outside's annual, weeklong bike test, we put 50+ road and mountain bikes through the paces to determine the cream of the crop for 2020. Our experienced group of riders, know what separates merely another good rig from an exceptional Gear of the Year-winning steed.

Destination Details:

This year's bike test destination will gain exposure to the Outside active cycling audience as the official host of the 2019 Outside Bike Test for release in 2020. Oz Trails branding and messaging will be highly visible in messaging and a key storytelling tool for Outside Magazine features.

The destination will be branded as Oz Trails, but representatives from multiple cities will serve as spokespeople. With such a variety of representatives featured, a comprehensive communications strategy will assist participants' use of consistent messaging that complements research-driven data to promote the region as a mountain bike destination. The goals for the training are as follows:

The desired training deliverables will be:

- Workshop for tourism, cycling advocates and city leaders to include cycling nonprofits (3 to 4 hours max)
- Understand findings from existing research studies on Northwest Arkansas as a mountain biking destination
- Successfully defining what Oz Trails is and is not
- Consistent messaging on the experience Oz Trails offers
- Support the development of city-specific messaging that strengthens the Oz Trails/ Northwest Arkansas brand

The goal of the message training is to make Northwest Arkansas representatives more effective, better at utilizing precise information, and to provide a clear road map for Oz Trails storytelling from a regional and city-specific perspective.

To be eligible for the work, please submit a copy of a statement of interest on or before 3:00 PM on April 29th, to: Visit Bentonville, Attn: Kalene Griffith, 104 E. Central, Bentonville, Arkansas 72712. Questions regarding this request can be directed to Kalene@visitbentonville.com.

The statement of interest shall, at a minimum, include the following:

- List of key people working on the project stating their specific role in the project and project descriptions
- References for similar projects (a minimum of 2)

- Estimated timeline with completion schedule
- Statement of current and anticipated workload for the proposed project team
- Cost range for the workshop and messaging development