

Request for Proposals

**Advertising & Campaign  
Development**

for Visit Estes Park

*April 10, 2026*



Dear Prospective Partner,

I would like to thank you for your willingness to review this information and submit a thoughtful proposal for Visit Estes Park as we are seeking a trusted marketing partner or partners to help strategically position and promote Estes Park.

The Visit Estes Park team is committed to accountability, transparency, and stewarding our resources in ways that genuinely serve our mountain community. We hold deep pride in Estes Park's character and believe in the power of authentic partnerships to amplify it. We invite prospective bidders to bring bold, imaginative ideas that honor what makes this destination extraordinary. We act with integrity, deliver on our commitments, and measure our success by the vitality of Estes Park's travel, tourism, hospitality, and outdoor recreation economy, and the well-being of the community that calls this place home.

To help us deliver this success, we seek a partner or partners skilled in destination advertising and campaign creative development. The ideal agency partner or partners will fit well with our organization, must collaborate well with other partners, understand our business, embrace our mission, share our values and act as strategic, trusted guides for the Visit Estes Park team.

The Visit Estes Park team values innovative, creative, and outside-the-box approaches. We are willing and ready to invest in bold ideas that position Estes Park as a year-round, premier destination. Your recommended approach will be fundamental to your proposal and will guide campaign deliverables and outcomes.

**All proposals must be submitted to Visit Estes Park (electronically only) by 5:00pm MST, May 1, 2026.** A full timeline is included in this RFP document.

On behalf of the Visit Estes Park team, we look forward to receiving your proposal(s) to help us share the Estes Valley. Thank you in advance for considering this opportunity and for your time.

Safe travels always,

A handwritten signature in black ink that reads "Sarah Leonard". The signature is written in a cursive, flowing style.

Sarah Leonard  
Visit Estes Park  
Chief Executive Officer

## MISSION & BRIEF PROJECT BACKGROUND

Visit Estes Park (VEP) is the official destination marketing and management organization for Estes Park, Colorado, the base camp to Rocky Mountain National Park and one of Colorado's most beloved mountain communities. VEP strives to inspire and manage travel to Estes Park in a way that sustains the local economy year-round, enriches the visitor experience, and preserves the natural and cultural character of our community.

Formed in 2009, Visit Estes Park (VEP) is the operating name of the Estes Park Local Marketing District. VEP nurtures visitor reverence of this vibrant mountain town for business success, environmental sustainability and community harmony. Our vision is to be a year-round, family-friendly tourism and event destination that supports our vibrant mountain town with a balance of financial success, positive and memorable experiences for guests and a meaningful quality of life for our community. Visit Estes Park works to incrementally increase visitation and its economic benefits while enhancing community well-being. Our approach is strategic, research-driven, and responsive to evolving travel trends.

We are seeking a partner who will bring strategic rigor and creativity to our advertising efforts and campaigns. We are seeking a proactive, high-impact paid media strategy grounded in data that identifies the traveler audiences most aligned with our destination's goals, targets the audiences who provide the right value to Estes Park, and converts prospective travelers into repeat visitors.

We are looking for a partner who is ready to bring fresh, innovative thinking to how Estes Park and the surrounding area shows up in the regional, national, and international travel conversation.

## GOALS

Visit Estes Park is seeking a data-driven, creatively bold partner to develop and execute paid media and campaign strategies that convert target audiences into Estes Park visitors.

Success looks like:

**The right message reaching the right traveler at the right moment** - Moving beyond broad reach metrics to pursue targeted, high-performing paid media that connects with our key audience segments through every stage of the travel planning journey, from inspiration through booking.

**Campaigns that drive visitation during need periods** - Estes Park has defined seasonal opportunities and gaps. A strategic paid media partner will develop campaigns that generate demand during shoulder seasons, mid-week periods, and winter months, turning need periods into growth seasons. At the same time, we seek a partner that understands and helps guide messaging during busier seasons and incorporating resident values.

**Campaigns that capitalize on signature destination moments** - Estes Park's calendar is rich with cultural moments representing high-value opportunities to drive strategic messaging around built-in audience demand. We expect our partner to identify and activate these signature moments with dedicated, timely campaigns that generate buzz, drive bookings, and extend the economic impact of events beyond their immediate window.

**Creative that drives demand through forward-thinking campaigns** - We seek a partner who brings fresh campaign concepts that make an impact. The selected partner will develop original, high-impact campaign ideas grounded in audience insight and designed to generate demand, not just awareness. Creative should push beyond the expected mountain destination playbook, reflect the full differentiation points of Estes Park, and give travelers a compelling, timely reason to choose Estes Park as their next travel destination.

## AUDIENCES

Visit Estes Park's marketing strategy centers on core audience segments that guide content development, media targeting, and experience design. We expect our selected partner(s) to conduct a thorough evaluation of our target geographic markets and audience segments to confirm they remain strategically aligned with Visit Estes Park's goals of increasing year-round visitation, driving demand during need periods, and supporting sustainable destination growth.

### Leisure Travelers

The primary audience for VEP are leisure travelers considering Estes Park for a personal or family trip. This includes Estes Park loyalists and audiences drawn to multi-night mountain stays, as well as drive market visitors seeking a mountain escape from the Front Range. Within this broader group, VEP targets several distinct traveler personas:

- Memory Makers - multigenerational families, including grandparents
- Front Range Weekenders - drive-market audiences seeking a quick mountain getaway
- Wild at Heart Explorers - travelers who prioritize outdoor adventure
- Winter Wonder Seekers - travelers from warm-weather markets drawn to cold-weather activities and seasonal experiences
- Culture Curious - regional visitors motivated by events, arts, and local character

Across all personas, the core demographic skews ages 25–54 with an emphasis on 45+, household incomes of \$100K+, and strong interest in hiking, national parks, wildlife, road trips, craft beverages, and sustainable travel.

### In-State / Drive Markets

- Front Range of Colorado
- Denver
- Colorado Springs

### Fly Markets

- CA: Los Angeles, San Francisco
- FL: Orlando, Tampa, Miami, Fort Lauderdale
- TX: Dallas, Houston
- Chicago, IL
- Omaha, NE
- Kansas City, MO

## **Meeting Planners and Group Organizers**

A key secondary audience includes professional meeting planners, corporate retreat organizers, reunion coordinators, wedding and special event planners evaluating Estes Park as a group destination. VEP's Sales & Services team actively cultivates this market to drive bookings during need periods - particularly mid-week and shoulder seasons. This audience needs information venue options, group-focused itineraries, capacity information, and a clear path to connect with the VEP sales team.

## **Travel Trade Partners**

International and domestic travel trade professionals - including receptive operators, travel advisors, and tour operators - represent a third audience that relies on VisitEstesPark.com for destination information, partner contacts, and resources to build and sell Estes Park itineraries.

## **Estes Valley Residents**

Estes Park residents are a key consideration for all of VEP's consumer-facing efforts as we strive to balance resident quality of life with sustainable tourism growth.

Travelers of all types choose Estes Park and the surrounding area because they have an affinity for:

- Rocky Mountain National Park
- Outdoor Recreation
- Wellness and Relaxation
- Wildlife (especially Elk!)
- Arts & Cultural Experiences
- Special (often quirky) events

## **RESOURCES**

### **Documents**

Brand Guidelines are in development by the VEP team

[VisitEstesPark.com](https://www.visitestespark.com)

[2026 Approved Operating Plan](#)

[2026 Budget](#)

[Fall/Winter 2025-2026 Marketing Strategy](#)

[Destination Stewardship Plan](#)

[Strategic Plan](#)

[The Economic Impact of Travel in the Estes Park Local Marketing District - 2025](#)

## Social Media

Facebook: @estespark

Instagram: @visitestespark

LinkedIn: @visitestespark

TikTok: @visitestespark

## SCOPE OF WORK

Visit Estes Park seeks a creative and strategic partner to develop, execute, and optimize a comprehensive paid media and creative campaign program that drives visitation, increases overnight stays during key need times, and positions Estes Park as the destination of choice across target markets. The selected partner(s) will be responsible for the following:

### A. Paid Media Planning & Execution

- Develop and manage an annual paid media plan that aligns with Visit Estes Park's goals, target audiences, geographic markets, and need periods.
- Plan, negotiate, buy, and optimize paid media across all relevant channels, including but not limited to digital display, programmatic, paid search, connected TV/streaming, out-of-home, audio, and print where strategically appropriate.
- Develop and manage a dedicated paid social media strategy across platforms including Meta, TikTok, and other relevant platforms, optimizing for awareness, engagement, and conversion.
- Implement targeting and segmentation strategies as appropriate to reach our key demographics.
- Conduct an annual evaluation of target audiences and geographic markets to confirm continued strategic alignment with Visit Estes Park's goals, recommending additions, removals, or shifts in budget allocation as supported by data.
- Provide regular (monthly, quarterly, annually) performance reporting and campaign optimization, adjusting strategies in response to real-time data, seasonal shifts, and emerging market threats or opportunities.
- Manage media budgets transparently and responsibly, providing reporting on direct spend, performance, and return on investment.
- Organic social is not part of this RFP.

## **B. Creative Campaign Development & Execution**

- Serve as Visit Estes Park's lead creative partner, developing compelling, on-brand campaign concepts and assets that bring the Visit Estes Park brand strategy to life across all paid media channels and formats.
- Develop and execute a campaign calendar that addresses seasonal shifts and aligns with Visit Estes Park's need periods, ensuring year-round destination demand. Seasonal campaigns should reflect Estes Park's outdoor experiences, accessibility, and sustainability values.
- As needed, develop and execute special one-of-a-kind campaigns tied to signature destination moments, cultural opportunities, and other high-profile partnerships that create conversation-worthy media for the destination.
- Produce all necessary creative assets across formats including static display, video, social media creative, digital out-of-home, audio, and any additional formats as needed to support the proposed media plan.
- Ensure all creative aligns with Visit Estes Park's established brand standards, visual identity, tone, and messaging pillars, including active & outdoors, year-round accessibility, affordability, easy access, local experiences, sustainability-focused travel, and diversity & inclusion.
- Present creative concepts and campaign plans to Visit Estes Park staff for review and approval prior to launch, with a defined revision and approval process outlined in the agency's proposal.

## **C. Innovative Media Strategies**

- Propose at least one bold, strategic campaign or visionary initiative for Estes Park and the surrounding area in 2027 that could meaningfully elevate the destination's profile.
- The concept should align with Visit Estes Park's mission, brand values, and goals around year-round visitation, sustainability, and community well-being.
- Concepts should include a brief description of the concept, the strategic rationale, intended audience(s), anticipated impact, and key partners or stakeholders required for execution.

## **BUDGET**

### **July - December 2026**

Direct Media Spend: \$500,000

Creative Services + Agency Service Fees: \$110,000

### **January - December 2027**

Direct Media Spend: \$1,000,000

Creative Services + Agency Service Fees: \$200,000

## CONTRACT TERM

The initial contract term begins July 1, 2026 and runs through December 31, 2026. It is the intent of Visit Estes Park to extend the contract for a full year beginning January 1, 2027 through December 31, 2027, contingent on performance and funding availability. Following the 2027 contract year, we anticipate annual renewals for up to two additional years.

## PROPOSAL SUBMISSION REQUIREMENTS

You may submit a proposal for the entire scope or for separate components of the scope.

All proposals **must** follow the format outlined below, and requested information must be supplied in PDF format via email to Amanda Scherlin, [amanda@visitestespark.com](mailto:amanda@visitestespark.com) **by 5:00pm MST on May 1, 2026**. The proposal **must not exceed 25 pages** in length. Incomplete proposals, proposals over the page limit and proposals arriving after the deadline will automatically be disqualified from consideration.

Please submit a written proposal that describes and includes:

- a) Cover letter, including your agency's qualifications and experience, project staff and team members' roles and responsibilities, and who will assist on the account.
- b) A description of your strategic approach to the scope of work
- c) Include an estimated budget with breakdown of costs per component. Break out costs by the major milestones and show hard cost and service fees with as much detail as possible.
- d) Include a timeline that identifies major milestone dates.
- e) Provide at least two and no more than three case studies that demonstrate success with a relevant marketing effort. Case studies can be included as a URL link (and not in the total page count of your proposal submission).
- f) Please include up to three client references for similar services.

## CONFIDENTIALITY AND NON-DISCLOSURE

All designs, drawings, specifications, notes, databases, artwork, and all other work products, including but not limited to feature copy, photography, footage, developed in the performance of this RFP are confidential and remain the property of Visit Estes Park, and may not be copyrighted by potential bidders. Potential bidders agree not to assert any rights and not to establish any claim under trademark, patent, or copyright laws. Potential bidders hereby agree, for a period of three (3) years after proposals are submitted or any subsequent contract signed with VEP, to furnish and provide access to all retained materials at the request of VEP.

## CONTRACTOR'S COMPENSATION

Compensation to the Contractor shall be based on the following items listed below.

- *Direct Expenses* - Reimbursement by Visit Estes Park of direct expenses, as identified in the Contractor's proposal, and actually incurred by the Contractor in performance of

the contract. There shall be no markup or increase to direct expenses and any discounts received by the Contractor shall be passed on to the issuing agency.

- *Travel Expenses* - Travel expenses are considered direct expenses for purposes of the proposed contract and shall be reimbursed at cost with no markup or increase. Travel to Visit Estes Park meetings and events shall not be included in reimbursements, unless pre-approved by Visit Estes Park.
- *Service Fees* - Payment by Visit Estes Park for time spent by the Contractor in performance of the Contract. This includes but is not limited to service fees and/or rates for individuals as identified in the contractor's proposal. Visit Estes Park works on a service fee basis. Proposals should be tailored on a cost reimbursable basis.
- *Other Fees and/or Rates* - Payment by Visit Estes Park for other services based on specific fees and/or rates identified in the contractor's proposal.
- *Indirect Expenses* - Indirect expenses, indirect rates, and/or a markup of direct expenses are not allowable or reimbursable under a proposed contract for the successful bidder(s). Indirect expenses vary, depending on the nature of the proposed contract. Some typical examples of indirect expenses are payroll and travel for administrative personnel, office space, equipment, local telephone, and insurance.

## CONFLICT OF INTEREST

During the term of a Contract or Contracts, the successful bidder(s) shall not enter into a contractual agreement for any other entity or organization if such service would create a substantial conflict between the interests of Visit Estes Park or the interests of the said other entity. If a successful bidder(s) employee, joint venture, subcontractor, or any individual working on the proposed contract may have a real or perceived conflict of interest that may affect the objectivity, analysis, and/or performance of the contract, the successful bidder(s) will advise, in writing, to Visit Estes Park immediately of any possible said conflicts of interest.

Conflicts may include existing contractual relationships with other tourism destinations and/or including but not limited to, competing tourism destinations or tourism business destinations and organizations. A conflict of interest also may exist when an interested party participates in a matter that has a direct and predictable effect on the interested party's personal or financial interests. A financial interest may include employment, stock ownership, a creditor or debtor relationship, or prospective employment with the organization selected or to be selected for a subaward. A conflict also may exist where there is an appearance that an interested party's objectivity in performing his or her responsibilities under the project is impaired. For example, an appearance of impairment of objectivity may result from an organizational conflict where, because of other activities or relationships with other persons or entities, an interested party is unable to render impartial assistance, services or advice to the recipient, a participant in the project. Additionally, a conflict of interest may result from non-financial gain to an interested party, such as benefit to reputation or prestige in a professional field.

An interested party includes, but is not necessarily limited to, any officer, employee, or member of the board of directors or other governing board of a non-Federal entity, including any other parties that advise, approve, recommend, or otherwise participate in the business decisions of

the recipient, such as agents, advisors, consultants, attorneys, accountants, or shareholders. This also includes immediate family and other persons directly connected to the interested party by law or through a business arrangement.

If Visit Estes Park determines a conflict exists, Visit Estes Park may choose to modify the scope of services, or to terminate any contract(s). A significant conflict of interest shall be considered good cause for termination of any contract(s).

## EVALUATION CRITERIA

Proposals will be reviewed by a Visit Estes Park appointed selection committee. Committee members may represent board directors, key Visit Estes Park leadership, and community partners. Proposals will be evaluated based on the following criteria:

**Experience and Expertise** - The review committee will evaluate the potential bidders' relevant experience and expertise in paid media, campaign development, destination marketing, and brand execution in paid media.

**Creativity and Innovation** - The review committee will evaluate ideas based on creativity, innovation, diversity, and efficiency. Forward-thinking, out-of-the-box strategies will receive special consideration in a potential bidder's approach to the scope of work.

**Alignment with Objectives** - The review committee will review potential bidder's understanding of the scope requirements, components, proposed timelines, and approach to the work. The review committee will take into consideration collaborative partnerships with other entities and the extent to which the proposal aligns with our destination's goals and objectives.

**Budget and Cost Effectiveness** - The review committee will evaluate the competitiveness and cost-effectiveness of proposed budgets included in potential bidders' proposals.

**Case Studies and References** - The review committee will review case studies for similarities and achievements along with references.

## REQUEST FOR PROPOSAL(S) TIMELINE

Visit Estes Park is committed to partnering with potential bidders to answer any questions about the Request for Proposal. **Your 25-page maximum written proposal must be received by May 1, 2026 (electronic only).**

April 10, 2026:	RFP RELEASED AND ADVERTISED / Date of issue
April 16, 2026:	DEADLINE from prospective bidders to submit questions
April 23, 2026:	Responses to questions posted to website: <i>VisitEstesPark.com/RFP</i>
May 1, 2026 at 5:00 PM (MST)	DEADLINE TO SUBMIT PROPOSALS (electronic only)
May 4 - May 15, 2026:	Proposals reviewed by committee
May 18 - 29, 2026:	Oral presentations (tentative / as appropriate)

June 5, 2026:	Notifications by Visit Estes Park to bidders
June 8-30, 2026:	Contract negotiations and award
July 1, 2026:	Contract(s) begin

## **CONTACT INFORMATION**

For inquiries and clarifications regarding this RFP, please contact Amanda Scherlin at [amanda@visitestepark.com](mailto:amanda@visitestepark.com).