



August 25, 2021

Visit Estes Park, a destination marketing organization, is seeking an agency or consultants to assist with developing and implementing a 2022 paid media campaign.

Visit Estes Park, also known as the Estes Park Local Marketing District, is a legal entity formed under the Colorado State Statute (Title 29, Article 25) and funded by the 2% lodging tax, with oversight from a Board of Directors (7) appointed by Larimer County Commissioners (2) and the Town of Estes Park Trustees (5).

Visit Estes Park strives to support the local economy by driving year-round visitation, offering positive experiences for guests while maintaining quality of life for the community. Visit Estes Park creates and manages the destination marketing to raise brand awareness regionally, domestically and internationally for Colorado's Original Playground. Offering nearly endless opportunities for guests of all ages, ability levels and backgrounds the chance to explore the Rocky Mountains.

The purpose of this RFP is to put together a team of agencies, consultants or individuals that offer planning and implementation of a paid media campaign including paid search, paid social, programmatic and digital display, media buying and the creative needs that come along with that including copywriting and ad design.



Visit Estes Park Background

Estes Park is the Basecamp to Rocky Mountain National Park and offers lodging, dining, retail, and recreation to those who visit to explore the surrounding public lands, or just the town itself. We've deemed Estes Park as Colorado's Original Playground, as a nod to the fact that Estes Park has always been a tourism destination. Most Colorado mountain towns were founded on mining or ranching, and while that took place early in the settler's history, tourism was much more fruitful. Visit Estes Park projected a 2021 Budget of just over \$2 million, of which over \$1.4 million was allocated for marketing.

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Visit Estes Park's vision is to offer positive and memorable experiences for guests and quality of life for our community. And our mission is to drive sustainable year-round growth by encouraging visitor demand.

RFP Purpose

The intent of this RFP is to contract with an agency or consultants to produce and fulfill a marketing campaign with proper reporting. Applicants can submit an application covering any one or a collection of different aspects of the RFP.

Contract Terms

The successful applicant(s) will enter a contractual agreement to implement and execute the marketing campaign for the year 2022.

Timeline

All deadlines day of at 5pm

- RFP Publish Date: August 25, 2021
- Intent to Respond submitted via [Google Form](#): September 1, 2021
- Proposals Submitted via Email: October 1, 2021
- Virtual Presentations from Finalists: Week of October 4, 2021
- Applicant(s) selected: October 15, 2021



Budget

2022 Marketing & Communications Budget below, for reference.

MARKETING & COMMUNICATIONS EXPENSES: \$2,329,000





Scope of Work

Paid Media

Media planning for 2022 to inform creative roll out and followed up with a measurement strategy. Provide paid media strategy to help create awareness and brand recognition, including a media campaign strategy and development. Targets include loyalist audience (those who have visited Estes Park in the past 12 months) and prospect (lookalike audience) media opportunities. Define paid media campaign overview to align with media plan. Define media targeting based on personas.

Media Buying

Negotiating and placing of paid media as outlined in the media plan, plus added potentially including but not limited to digital display, digital radio/podcasts, OTT/CTV, advertorial/sponsored content, enewsletter inclusions and print.

Paid Social

Development and implementation of a paid social strategy including brand awareness, prospecting, retargeting and conversion tactics.

Paid Search

Creation and implementation of a paid search strategy and planner (not including copywriting), plus competitive research, bid strategy, budget and campaign set up.

Creative

Provide creative and strategic direction aligning with approved media plan. Including reviewing of work, vendor/partner intake calls, writing of messaging strategy and conceptualization of creative campaigns.

Copywriting

Copywriting for marketing materials as needed, based on approved media plan.

Graphic Design

Graphic design for digital and print assets as needed, based on approved media plan.



Proposal Requirements

Submit the following via email to jharms@visitestepark.com by 5pm October 1, 2021.

Questions can also be directed to jharms@visitestepark.com. Please include the following pieces of information and provide any samples, details or examples if applicable:

1. Please provide a history of your agency or experience, it's structure, clientele and the team that would be responsible for managing the Visit Estes Park account.
2. Describe your experience developing successful campaigns or assets for each portion you apply for.
3. Please list any major clients and in what capacity you represent them. Be sure to list all tourism-related accounts and any other potential conflicts of interest.
4. Explain how you set goals and measurables for a campaign, including which data points or statistics will be reported, to show return on dollars invested.
5. Based on these goals and measurables, provide example tactics, strategies, and executions used to achieve them.
6. List all services you offer.
7. Explain your process, listing specific examples, of completing market research.
8. What do you see as opportunities for Visit Estes Park?
9. What challenges do you envision for Visit Estes Park?
10. Which destinations do you identify as competitors for Visit Estes Park?
11. Please provide at least 3 relevant work samples or case studies.
12. Please provide at least 3 client references.

Finalists Presentation

Finalists will be selected to do a virtual presentation, lasting no longer than 20 minutes, pitching a winter campaign during the week of October 4th.

This RFP is not contractual and prior to the award of any work, a contract between Visit Estes Park and proposer(s) will be signed.