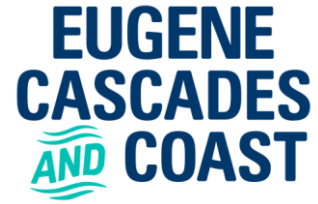


## REQUEST FOR PROPOSALS

Programmatic and Full funnel Advertising Partnership

Responses due by: May 18, 2026



### EXECUTIVE SUMMARY

Travel Lane County, the destination management and marketing organization representing the Eugene, Cascades & Coast region, invites proposals from qualified vendors to develop and execute a comprehensive full-funnel digital media strategy. This scope should cover a full funnel approach focusing on increasing reach and destination consideration to potential visitors. Approach may include leveraging elements such as programmatic display, online video, CTV/OTT, native advertising, retargeting, and other performance-driven digital channels to reach and inspire potential visitors to travel to the Eugene, Cascades & Coast destination.

The selected partner will demonstrate deep expertise in targeted programmatic media, travel and tourism consumer behavior, attribution frameworks, and audience strategy. This should build on Travel Lane County's key strategy of reaching the right visitor, with the right message, at the right time.

The vendor must deliver efficient, transparent, measurable performance, and the ability to engage target audiences across all stages of the funnel—from awareness to conversion. Proposals will be evaluated in part on the quality and relevance of demonstrated targeting data used to reach potential visitors, including sources such as in-market OTA and hotel data, search-based retargeting, and other signals that indicate active travel intent to the Eugene, Cascades & Coast region of Oregon.

Please indicate your firm's interest following your review of this RFP. Questions must be received by **May 11, 2026**. Final proposals are due **May 18, 2026**. Our goal is to onboard a vendor in **June 2026** with campaign activation beginning shortly afterward.

### PROJECT OVERVIEW

Travel Lane County seeks an experienced partner to plan, buy, optimize, and report on a strategic programmatic media campaign designed to:

- Increase awareness of the Eugene, Cascades & Coast region
- Drive engagement through compelling creative formats
- Increase qualified traffic to key landing pages
- Influence intent to visit especially in winter season and other key times of need
- Support year-round visitation goals across all communities

Intent of this contract is to support a full-funnel strategy using data-driven targeting and cross-platform measurement while maintaining transparency, brand safety, and performance accountability.

## **ABOUT THE DESTINATION AND ORGANIZATION**

The Eugene, Cascades & Coast region spans 4,722 square miles from the peak of South Sister in the Cascade Mountains to Florence and the Oregon Dunes National Recreation Area on the Pacific Coast. This diverse landscape encompasses more than 200 lakes, 10 major waterfalls, 8 rivers, and 3 national forests. The region is anchored by Eugene and Springfield in the South Willamette Valley, home to the University of Oregon. The region is home to TrackTown USA, the Mountain Biking Capital of the Northwest, and the largest collection of historic covered bridges west of the Mississippi. This rich tapestry of experiences extends from world-class sporting events to pristine outdoor recreation, from vibrant arts and culture to innovative craft food and beverage producers. The area's commitment to sustainability, clean air and water, and local food systems reflect core community values shared across our distinct communities.

Travel Lane County, established in 1979, serves as the region's destination marketing and management organization. As a 501(c)(6) nonprofit funded by 2.1 points of countywide Transient Lodging Tax, the organization is governed by a board of 30 voting members and 10 advisors representing the breadth of the hospitality industry and destination stakeholders. With an annual budget of \$4 million and specialized teams focused on leisure, conventions, sports, and stakeholder engagement, the organization relies on digital innovation to increase visibility and inspire travel.

## **SCOPE OF WORK AND DELIVERABLES**

The selected partner will be responsible for the following:

Media planning and execution:

- Recommendations of full-funnel media strategy including:
  - SEM or alternative for low-funnel
  - Programmatic display
  - Native advertising
  - Online video (OLV/pre-roll/mid-roll)
  - Connected TV (CTV/OTT)
  - Potential for high-impact formats outside of these traditional tactics
- Audience segmentation using first, second, and third-party data
- Geo-targeting recommendations including drive markets, relevant fly markets to Eugene, niche segments, and interest-based cohorts (to be decided upon based on budget)
- Mix of always-on and seasonal based trip planning
- Retargeting and sequential messaging options (ideally)
- Custom audience creation (ex: travel intenders, outdoor enthusiasts, competitive conquering, potential to expand into convention or sport audiences)

Optimization and Reporting:

- Always-on optimization based on KPIs
- Real-time dashboards preferred
- Monthly performance reporting
- Quarterly strategic review
- Clear analytics models including attribution, assisted conversions, and post-view impact
- Insights tied to traveler behavior, not just media metrics

KPIs *may* include:

- Impressions delivered
- Video completion rate (VCR)
- Click-through rate (CTR)
- Time on site / pages per session
- Landing page engagement
- Conversion events (newsletter sign-ups, referral clicks, partner traffic)
- Cost per action or cost per engaged visitor
- Contribution to intent-to-travel metrics

Vendors must demonstrate:

- Fraud prevention systems (IVT monitoring, MFA detection, etc.)
- Brand-safe and contextually relevant placements
- Clear explanation of fees, margins, and media spend allocation

Vendors may propose:

- A/B creative testing frameworks
- Research and audience insights
- Lift studies (brand lift, visitation attribution, etc.)
- Custom content partnerships

## **PROJECT TIMELINE AND BUDGET**

- **RFP Released:** April 20, 2026
- **Questions Due:** May 11, 2026
- **Proposals Due:** May 18, 2026
- **Vendor Selection:** June 2026
- **Onboarding:** June/July 2026
- **Campaign Launch:** Summer 2026

Budget: Not to exceed \$200,000

Note: Budget must include media, data and vendor fees. Please itemize and specify allocations clearly in budget estimates.

## **PROPOSAL REQUIREMENTS**

Proposals should include:

### **1. Firm Overview**

- Company background and expertise in full-funnel media
- Programmatic platforms used (DV360, The Trade Desk, proprietary DSP, etc.)
- Team structure and bios
- Case studies for tourism or similar industries
- At least three references

### **2. Strategy & Approach**

- Proposed full-funnel media strategy
- Audience strategy and targeting methodology
- Innovative strategies and rationale
- Optimization cadence and tools to demonstrate impact
- Brand safety and fraud prevention practices
- Reporting approach, cadence and measurables/milestones defined
- Creative asset requirements

### **3. Budget Breakdown**

- Media spend vs. fees vs. data costs
- CPM/CPC/CPV expectations by channel
- Proposed payment schedule
- Cost transparency commitments
- Expected meeting and reporting cadences

## **EVALUATION**

Proposals will be evaluated by a review committee of Travel Lane County staff based upon but not limited to the following criteria:

- Strategic Capability & Experience (40 points)
  - Experience with programmatic media (10)
  - Tourism/destination marketing experience (10)
  - Quality of case studies (10)
  - Team expertise and demonstrated expertise in DEI priorities (10)
- Methodology & Approach (40 points)

- Audience strategy (including reaching diverse audiences) (10)
- Media mix, innovative strategies and rationale (10)
- Optimization, ability to demonstrate impact on active travel intent and measurement approach (15)
- Brand safety and transparency tools (5)
  
- Implementation Framework (15 points)
  - Project management process (5)
  - Timeline and milestones (5)
  - Reporting and communication framework (5)
  
- Budget & Value (15 points)
  - Cost clarity and transparency (10)
  - Value relative to capabilities (5)

## **SUBMISSION INSTRUCTIONS**

Proposals must be submitted by May 18, 2026 to: [RFP@EugeneCascadesCoast.org](mailto:RFP@EugeneCascadesCoast.org)

## **CONTACT INFORMATION**

For questions regarding this RFP, please contact: [Stephen@EugeneCascadesCoast.org](mailto:Stephen@EugeneCascadesCoast.org)

### **Additional reference materials:**

[Travel Lane County FY25 Annual Plan](#)

[Travel Lane County FY24 Annual Report](#)

[Travel Lane County 2023-2026 Strategic Plan](#)

[Eugene, Cascades & Coast Brand Manual](#)