

REQUEST FOR PROPOSAL (RFP) **Influencer/Content Activation Agency**

The Monterey County Convention & Visitors Bureau (MCCVB) is seeking an agency specializing in influencer and social media campaigns to capture and distribute content that promotes Monterey County as a premier travel destination.

Destination

The MCCVB is the Destination Marketing Organization (DMO) for the County of Monterey that includes 10 jurisdictions and an industry that includes hundreds of hotels, resorts and unique lodging partners; major attractions; and a variety of additional businesses that fuel the tourism economy. Monterey County stretches along the central California coast from Moss Landing to the Monterey Peninsula to Big Sur; and inland to Salinas and Salinas Valley. Monterey County boasts major tourism attractions and resorts such as the world renowned Monterey Bay Aquarium, Cannery Row and Pebble Beach Resorts, as well as hundreds of other diverse and engaging tourism offerings and events (for a full review of all Monterey County has to offer visit www.SeeMonterey.com).

Vision: *Inspire the world to experience our extraordinary destination.*

Mission: *Drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests, members and community.*

Target Market

The primary target market of this campaign is potential leisure travelers. Visitors to Monterey County are from San Francisco and California's Central Valley with a smaller percentage coming from Los Angeles and Southern California; 90% of visitors drive to the destination. Monterey County is serviced by the Monterey Regional Airport (MRY) that has non-stop flights from San Diego, Phoenix, Las Vegas, Denver, Los Angeles and San Francisco. Domestic short haul markets include Washington, Arizona, Colorado, Nevada and Oregon. Long-haul markets include Texas, Illinois and New York.

Scope of Work

The scope of this project includes all production, travel, permitting, talent fees, licensing of photo/video (full rights), media distribution, sponsored social posts and reporting.

The selected bidder will be responsible for planning and conducting an influencer campaign that collects photo and video content and distributes on social and digital channels targeted towards potential travelers to Monterey County.

The following criteria must be met to achieve a successful project:

- Utilize 3-4 social influencers with a travel and leisure background and audience.
- Collect various pieces of high-quality photo/video content during an immersive trip to Monterey County.

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- Distribute content on influencer and other digital media channels.
- Highlight Monterey County as a premier travel destination.
- Showcase as much of Monterey County as possible, focusing on northern Monterey County and inland areas.
- Weaving in of responsible travel tips and [Sustainable Moments](#) messaging throughout the campaign.

Campaign goals are:

- 25.4M social impressions, 72,000 social engagements and 500,000 video/story views on collective influencer social channels.
- 20,000 referral clicks to SeeMonterey.com.
- Increase @SeeMonterey's Instagram fan base by 1,000 followers.

What We Would Like to See From You

Please include the following items within your proposal (by the way, we value brevity):

- Brief overview of agency history and core capabilities.
- A proposed theme for the project, keeping in mind it must be evergreen content.
- A breakdown of the proposed deliverables.
- Primary team member(s) and proposed influencers working on this account (including their audience size and demographics).
- Experience with and approach to coordinating influencer trips.
- Methods of distribution (paid social, blogs, newsletters, etc.).
- Describe how your program differentiates itself from competitors.
- A detailed budget breakout of the proposed activities.

Budget and Timeline

The total budget for this one time project is \$27,000. The total fee must be all-inclusive including fees for production, travel, permitting, talent fees, full rights licensing of photo/video, media distribution, sponsored social posts and reporting.

- October 23, 2018: RFP distribution
- October 26, 2018: Agency questions deadline (submitted via email only)
- November 2, 2018: RFP submissions deadline
- November 7, 2018: Final selection/agency notified
- November 12, 2018: Agreement development complete
- November 13, 2018: Agency start date
- January 2019: Content activation goes live

Submission Details

All information should be submitted in a PDF format to Allyson@SeeMonterey.com

- **Any questions related to this request** must be sent to Allyson@SeeMonterey.com and received no later than 5pm Pacific Time, October 26, 2018. Questions will be addressed as quickly as possible in the order received. We *strongly* encourage interested agencies to review SeeMonterey.com and the [MCCVB business plan](#) before contacting MCCVB with questions. The MCCVB will not take responsibility for the completeness or timeliness of answers.
- **Due date – Complete information intended for RFP consideration must be received by 5pm Pacific Time, November 2, 2018.** Any submissions received after will be disqualified and deleted. MCCVB does not take responsibility for any technical issues related to agency submissions.
- **Notifications** – The MCCVB will contact all submitting agencies via email to notify of any revisions or cancellations relative to the RFP content or process. The MCCVB will make best efforts to ensure such emails are received but not take responsibility if for any reason they are not.

Additional Submission Information

The MCCVB is seeking proposals crafted by the information contained herein. Agencies are encouraged to review on their own any relevant tourism information through secondary sources to provide additional support for submitted proposals. Agency responses to the RFP can be fashioned however interested agencies choose to respond with the following terms:

- Do not contact any MCCVB Board Member, employee, or members of the evaluation taskforce. Any contact with these will automatically disqualify the agency. All inquiries should be sent to Allyson@SeeMonterey.com
- Conflicts of Interest – MCCVB represents many members in the tourism industry. Content agencies may represent some of these members. This is *not* necessarily a conflict of interest so long as the agency pre-identifies in their proposal any *potential* conflicts and their ability to ensure there will not be a conflict (e.g. firewalled account management).
- Beyond the Scope – while this RFP is specific to the detailed Scope of Work and intended only for such work; we wouldn't mind learning a bit more about your capabilities. Please keep in mind – we value brevity in proposals.
- Any information, ideas and concepts shared with the MCCVB in this RFP process are submitted in a non-proprietary manner. Presented ideas and concepts are available to use by the MCCVB without any liability and do not constitute a formal agreement nor requirement for compensation. Materials submitted through the RFP progress will not be returned to submitting agencies.
- The MCCVB reserves the right to change any part of this RFP, the process and/or altogether cancel at any point and for any reason without any liability to submitting parties.
- Agencies understand that any information provided that is found to be untruthful or otherwise a misrepresentation will automatically disqualify the submitting agency. In addition, should

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untruths or misrepresentation be found with the selected agency after contracting, such would be grounds for immediate termination of the contract without any liability from the MCCVB.

- All information (written or spoken) shared by the MCCVB is deemed confidential and shall not be shared with outside parties.
- Submitting agencies signify understanding and agreement with these terms by responding to the RFP.