



# REQUEST FOR PROPOSAL

ANNUAL DIGITAL ASSET RETAINER  
& REGIONAL VIDEO PACKAGE

**PLEASE SUBMIT PROPOSALS TO:**

Experience Olympia & Beyond

Attn: Annette Pitts

[annette@experienceolympia.com](mailto:annette@experienceolympia.com)

(509) 881-8587

**PDF PROPOSALS DUE: JULY 30, 5 P.M.**



[EXPERIENCEOLYMPIA.COM](http://EXPERIENCEOLYMPIA.COM)

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# I. SUMMARY

Experience Olympia & Beyond is the official destination marketing organization for Thurston County. We are a small but mighty team of individuals 100% committed to supporting and growing the economic health and resilience of our region through focused tourism marketing and development activities. We actively strive to inspire, inform and influence independent, group and sports travel to our area through a variety of strategies and communication channels.



We are actively seeking the professional services of an agency that can lend their creative and technical expertise in photography and videography to help support our team as we work to reimagine how we connect with our potential traveling audience and stakeholders. This project will be two-fold: (1) retainer for on-call, seasonal asset development—both photos and video, and (2) video storytelling package. Respondents may bid on one or both projects.



## II. AGENCY & PROPOSAL EXPECTATIONS

Agencies submitting proposals must include detailed plans for completing each phase of the project including but not limited to:

- On-call, seasonal asset development program

Ongoing collection of high-resolution, professional, Instagram-worthy images and short-format video clips shot year-round in effort to capture and share an authentic and inclusive representation of Thurston County communities, natural areas, attractions and people.

- Video storytelling package

Suite of videos that convey the history, diversity, personality and story of our area and the individual communities therein. Proposals should include completion of the following:

- 2-minute videos
  - Experience Olympia & Beyond
  - Just Beyond Olympia
  - Bountiful Byway
  - Biking Beyond
- 15 and 30-second cuts of each video showcasing communities, themes and events.
- B-roll library



## *Each proposal must contain the following components:*

### **1. Notice of Intent to Bid**

- ☐ Annual Digital Asset Retainer
- ☐ Regional Video Package ☐ Both

- Applicant Agency Name
- Federal tax ID number
- Contact Person
- Physical Address

- Mailing Address
- Website
- Email
- Phone
- Date
- Signature

### **2. Agency Information**

- Primary team members that would be working on our account and their roles and backgrounds
- Number of employees in your company
- Date of company formation
- Notice of intent to hire subcontractors in order to complete our project's scope of work--please list all companies and/or individuals that would participate in the project, their location, unique skills and work to be performed

- List of all tourism-related clients for whom you have acted in Washington State and Oregon during the past 12 months and certify that there is no conflict of interest between any existing contract, client relationship and the ability of your company to represent the needs of Experience Olympia & Beyond
- Roster of your team members, their experience, individual roles and personal bios
- Detailed account of what makes your agency unique. Why should we choose your agency over the competition?



## II. AGENCY & PROPOSAL EXPECTATIONS (CONTINUED)

### 3. Project Milestones

Time management and organization is of the utmost importance to our team. Please outline the steps that your agency will undertake with dates (Please see line item IV below: Project Timeline) to ensure our project is completed on-time.

### 4. Budget Estimate & Billing Structure

Please outline your estimated budget for the project, based on the expectations provided, including (but not limited to):

Planning & Development

Shooting Time

Post-production Time

Talent/models

Additional staging fees

Music licensing

Permitting

Other line itemized fees/potential add-ons

Please include your billing structure (how you like to get paid) as well as any billing conventions you employ: retainer, hourly rates, etc.

### 5. Portfolio & References

Please include contact information of no fewer than three (3) references.

Please include live and current links to a minimum of (3) samples of photography and/or videography projects that you've completed in the past 24 months representing destination management organizations and sites of similar size and scope.





### III. PROJECT TIMELINE

RFP(s) Issued	July 14, 2021
Vendor Questions Emailed to EO&B	July 19, 2021
Questions Answered Via Email	July 23, 2021
Proposals Due	July 30, 2021
Winner Announced	August 3, 2021
Contact Signed	August 6, 2021
Initial Planning Meeting	August 10, 2021
Video Storytelling Package Ready to Deploy	October 6, 2021

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*Proposal must be delivered via email in PDF to attention of Annette Pitts, [annette@experienceolympia.com](mailto:annette@experienceolympia.com).*

This RFP does not commit Experience Olympia & Beyond to award a contract. Experience Olympia & Beyond reserves the right to reject any or all proposals received

in response to this RFP and to negotiate with any of the vendors or other firms in any manner deemed to be in the best interest of Experience Olympia & Beyond.

Costs for developing proposals are the responsibility of the Vendor and shall not be reimbursed by Experience Olympia & Beyond.

# IV. ESSENTIAL REQUIREMENTS

## ON-CALL, SEASONAL ASSET DEVELOPMENT PROGRAM

This project addresses a very specific set of needs for our organization, our travelers and our stakeholders. We understand that today's consumers (travelers) are savvy. They want information and images that speak to them on a personal level, that are authentic, AND represent current goings-on as they are happening. They want to see high-resolution, professionally produced, Instagram-worthy photos and videos of what is happening now—not staged shots of things happened last year.

Our organization is seeking an agency that we can work with closely and effectively have on "speed dial" so that when our communities, natural areas, attractions, etc. are at their best, we can rely on you to be there to capture those moments and make the high-resolution image and video files available to us quickly so our team can then quickly share them on social media. Our hope is to add these files to our website DAM where we can also add them to our new site in development this year, as well as make them available to our community stakeholders who are also in need of authentic, real-time visual assets with which to relate and communicate with their audience.

***Images and video captured throughout this project should include but not be limited to the following themes:***

- **Outdoor Recreation:** Hikes, cycling—mountain biking, paved community trails, e-bikes; on the water—sea kayaking, SUP, boating, lakes and Puget Sound; equestrian—western and English; parks
- **Culinary:** Casual to fine dining, beverage arts—wineries, breweries, distilleries, sipping vinegars; farm to table, farmers markets and roadside stands
- **The Arts:** Live music, stage performances, artisanal producers, galleries, downtown murals
- **Family fun**
- **Iconic Locations and Sweeping Views**
- **Festivals and Events**

We estimate that the agency should spend approximately 5 hours per week including shooting and post-production. For a 12-month period, this would equate to an estimated 260 hours.



## VIDEO STORYTELLING PACKAGE

This project again, will provide a solution for our organization, our travelers and our stakeholders. We are looking to this platform as a way to tell a more personal and longer-form story to our audience about Thurston County as a whole and about each of the communities that comprise the area. Videos should be professionally-produced, be visually compelling, immersive and touch an emotional chord with both our travelers and stakeholders. The videos should be fun and cause viewers to want to rewatch and share with their friends and family. These videos should both compel guests to visit our corner of the world, but also instill a sense of pride among our stakeholders and fellow community members. All finished videos, clips and B-roll should become the property of Experience Olympia & Beyond.

### ***Proposals should include the following:***

- **2-minute videos**
  - Experience Olympia & Beyond—video leads with Olympia—neighboring communities play a supporting role
  - Just Beyond Olympia—neighboring communities play the starring role
  - Bountiful Byway—link together Thurston County communities, ag-tourism destinations and local characters
  - Biking Beyond—showcase Thurston County's numerous cycling routes including paved trails, mountain biking in the Capitol Forest and events such as Reach the Beach
- **15 and 30-second cuts of each video** showcasing communities, themes and events. These cuts will be used to promote on social media, digital advertising and on our new website in development.
- **B-roll library**

All images and videos will become the property of Experience Olympia & Beyond. Images should be provided to our office as 300 dpi jpg files and in some cases, raw files may be requested for larger-format use. Finished video files should be provided to our office as MP4 or MOV files.

It will be the responsibility of the agency to ensure that model releases are obtained for all individuals featured in the project.

# VI. EVALUATION CRITERIA

*All proposals submitted will be evaluated using the following criteria:*

Adherence to RFP requirements	25%
Culture of Customer Service	25%
Budget	20%
Body of Tourism-Related Work/Portfolio	10%
Creativity	10%
References	10%





## VII. SELECTION PROCESS

Experience Olympia & Beyond Executive Team will evaluate all proposals received and will conduct either Zoom-based or in-person interviews. Candidates selected for interviews will be notified by phone and email.

## VIII. QUESTIONS

Vendors may send any questions that they have about the project in its entirety to: Annette Pitts, CEO of Experience Olympia & Beyond via email at [annette@experiencecolympia.com](mailto:annette@experiencecolympia.com).

All questions should be submitted by July 19, 2021. Answers will be provided via email no later than July 23, 2021.





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