



REQUEST FOR PROPOSAL

PUBLIC RELATIONS

PLEASE SUBMIT PROPOSALS TO:

Experience Olympia & Beyond

Attn: Annette Pitts

annette@experienceolympia.com

(509) 881-8587

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



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 a public relations agency that can lend their expertise, creativity and connections to cement the message that Thurston County is a fun, safe and exciting place to visit by leveraging our brand Experience Olympia & Beyond.

II. AGENCY & PROPOSAL EXPECTATIONS

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

- Earned Media Strategy/Media Relations and Tracking
- Influencer Marketing Strategy
- Strategic Alliance Building
- Crisis Communications Planning

Each proposal must contain the following components:

1. Notice of Intent to Bid

- 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):

- Consulting Fees
- Analytics and Tracking Fees
- Influencer Costs
- 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 successful public relations programs that you've completed in the past 24 months representing destination management organizations of similar size and scope. Work included should center around earned media strategy/media relations and tracking, influencer marketing strategy, strategic alliance development, and crisis communications planning.



III. PROJECT TIMELINE

RFP(s) Issued	July 16, 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
Draft One Public Relations Plan	August 24, 2021
Public Relations Plan Deployment	September 1, 2021

Proposal must be delivered via email in PDF to attention of Annette Pitts, 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

As our industry transitions through the phases of the COVID-19 pandemic while simultaneously navigating extraordinary social change, we recognize the extreme importance of strategic planning that positions our organization for agile decision making and messaging. We hope that through partnership with an experienced public relations agency, we can capitalize on our destination and organizational strengths to navigate these challenging but opportunity-rich times.

CRISIS COMMUNICATIONS PLANNING

Our organization needs clearly defined protocols for communicating with our stakeholders—both travelers and local—to ensure public health and safety.

STRATEGIC ALLIANCE BUILDING

We believe that today more than ever, it is essential that our industry support and work with one another. We also want to ensure that issues that are important to our stakeholders are also priorities for our organization. Please review and analyze our current affiliations to assess for deficiencies and opportunities. What organizations and/or causes should we consider adding to our portfolio?

EARNED MEDIA STRATEGY/MEDIA RELATIONS & TRACKING

Thurston County is home to a wealth of niche interest areas and we hope to work with an agency who will get to know these unique points about our region and employ their skills in the art of matching story leads such as these with the right media fit. We would like to receive scheduled monthly reporting on pitches made and editorial coverage received.

INFLUENCER MARKETING STRATEGY

Our organization is committed to growing our social media audience this year and a key part of that plan is leveraging the power of social media influencers. We will be looking to an agency to help us strategize, shape, conduct and track this new program. We would like to receive scheduled monthly reporting on influencer campaigns, coverage received and audience growth.



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.

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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