



November 21, 2025

## Request for Proposals

The Steamboat Springs Chamber is seeking a full-service advertising agency to provide comprehensive brand strategy/logo design, campaign development, and integrated advertising to build brand awareness and drive visitation to our destination.

This RFP outlines the goals, scope, and qualifications for agencies interested in partnering with the Steamboat Springs Chamber to deliver creative and strategic marketing for Visit Steamboat Springs. This is an opportunity to shape the voice, energy, and reach of a dynamic and evolving destination through distinctive campaigns, smart strategy, and compelling storytelling. We're looking for a partner who's excited to collaborate, think big with a small budget, and is just as passionate as we are about showing off our amazing corner of Colorado.

Submit Proposals to: Laura Soard  
SSC Director of Marketing and Communications  
[laura@steamboatchamber.com](mailto:laura@steamboatchamber.com)

Copies of Proposal: One electronic copy

Proposal Deadline: December 19, 2025

## Overview

Visit Steamboat Springs (VSS), a division of the Steamboat Springs Chamber, is the official destination stewardship organization for Steamboat Springs, Colorado. Our mission is to promote responsible visitation that strengthens our economy, protects community character, and enhances quality of life.

As we evolve our destination stewardship efforts and expand storytelling, VSS seeks a creative partner to bring a renewed brand vision to life—one that celebrates our heritage, natural beauty, and welcoming spirit. It has been several years since we worked with a creative agency and deployed a promotional campaign. It's time for us to show off our beautiful area beyond the incredible skiing and invite people to discover Steamboat Springs the rest of the year.

We are soliciting proposals from qualified creative agencies to:

- Develop a refreshed brand platform and positioning strategy
- Concept and design a new primary logo and visual identity suite
- Provide a full brand activation and launch strategy
- Create an overarching ad campaign adaptable to multiple seasons and themes (with a focus on non-ski seasons and stewardship-aligned messaging)
- Deliver a strategic media plan that reflects multi-channel best practices

## Why Steamboat Springs?

The Yampa Valley is an incredible place to live. It's also a great place to visit. Tourism is a valuable part of our local economy and visitors have been coming to the Yampa Valley for many years to enjoy the natural beauty, ideal climate, and soothing hot springs.

Steamboat Springs attracts visitors with our family-friendly, outdoor adventure and authentic western culture. General vacation/recreation/leisure remains the top reason for visiting, and scenery and natural beauty are, year over year, the top positive impressions visitors hold of Steamboat Springs. Visitors cite the variety of activities to do in town as a main motivator to visit, with activities such as hiking, downtown shopping, dining and general sightseeing as the most popular activities. Steamboat has a little bit of everything, from outdoor adventure to a thriving arts scene, two ski areas, and great dining, in an authentic mountain town.

Steamboat is a year-round destination that sees healthy visitation in the winter and summer months. However, we still see paid lodging occupancy as low as 20% in May and October. Therefore, we'll continue to focus on our areas of opportunity, early summer and fall, to seek growth.

## Why Now?

For several years, we pulled back from promotional marketing. We've evolved into a Destination Organization that focuses on [Destination Stewardship](#), where we seek harmony between the economic, cultural, and environmental benefits and impacts of tourism. After focusing more on the environmental and visitor education portion of our strategic plan, we need to get back to inviting visitors to come during our areas of opportunity and increase paid overnight visitation. We need to generate more value from the visitors we have already attracted. And we need to inspire them to do more, stay longer and make a repeat visit. Maintaining the balance of promoting our area while also protecting the integrity of our resources, quality of life for residents and quality of experience for visitors will help ensure that Steamboat remains an incredible place now and for generations to come. We are looking for visitors who will leave a positive impact both financially and socially.

## Proposal Details

### Scope of Work

#### Brand Strategy & Creative

- Market and audience insights review (existing data will be provided)
- Refreshed brand positioning, narrative, tone, and messaging framework
- New logo and visual identity (primary, secondary marks, typography, color palette, usage guidelines)
- Brand rollout & activation plan

#### Campaign Development

- Creative platform to support seasonal and thematic storytelling (with emphasis on summer, fall, and non-ski experiences)
- Core campaign messaging and creative concepts
- Production of launch-phase creative assets (define in proposal)

#### Media Strategy

Develop a media plan including both traditional and digital strategies. Channels may include but are not limited to:

- Print
- TV/CTV
- Digital display & online video

- Paid social & programmatic media
- Paid search
- Strategic partnerships
- Experiential marketing

**Note: Website development, public relations, local marketing, and day-to-day social media management are *not* in scope.**

### **Deliverables**

Proposals should include deliverables for:

- Brand platform and identity toolkit
- Campaign creative toolkit (copy + key visuals)
- Media strategy document and budget recommendations
- Launch activation plan and timeline

### **Proposal Requirements**

Your proposal must include:

- Agency overview & team bios
- Relevant tourism, mountain/lifestyle, and stewardship-aligned work
- Approach to brand development and campaign ideation
- Creative examples and case studies
- Proposed timeline with major milestones
- Budget proposal and pricing structure
- Three client references

### **Budget**

We have a budget of \$50,000. Respondents should propose a budget range aligned to the project scope, with itemized pricing for brand and campaign development. Media spend will be managed separately, beyond the \$50,000, but planning strategy must be included in the proposal.

### **Evaluation Criteria**

Proposals will be evaluated based on:

- Strategic approach and creativity
- Tourism destination or similar experience
- Understanding of brand stewardship and community-forward messaging
- Ability to meet timeline and budget
- References and past results

### **Submission Instructions**

Please submit proposals electronically to:

**Laura Soard**

[laura@steamboatchamber.com](mailto:laura@steamboatchamber.com)

Include subject line:

**RFP Submission – Visit Steamboat Springs Brand & Creative**

Questions must be submitted in writing to the contact above by: December 2, 2025

## Timeline

<b>Task</b>	<b>Date</b>
RFP Issued	November 21, 2025
Questions Due	December 2, 2025
Proposals Due	December 19, 2025
Finalist Interviews	January 6-9, 2026
Agency Selected	Week of January 12, 2026
Brand Launch	Q2 of 2026

## Additional Info

### Target Audience

- Colorado (Front Range: Denver, Ft. Collins, Colorado Springs),
- Out of state: Houston, Dallas, Chicago, Salt Lake City

### Demographics:

- Adults 35-64
- HHI \$150k+
- Travel intenders
- Sustainably-minded
- Families (summer)
- Empty Nesters (fall)

The Steamboat Springs Chamber and Visit Steamboat Springs are committed to providing equal opportunity in all aspects of our procurement and partnerships. We do not discriminate on the basis of race, color, creed, religion, national origin, ancestry, gender, gender identity or expression, sexual orientation, age, disability, marital status, military status, or any other protected class under federal, Colorado, or local law. We will only work with partners who uphold these same standards of equity, inclusion, and respect in their business practices and project teams.

## Questions?

**Laura Soard**

[laura@steamboatchamber.com](mailto:laura@steamboatchamber.com)

