

VISIT
THE WOODLANDS
— T E X A S —

July 30, 2021

The Woodlands Convention and Visitors Bureau (TWCVB), dba Visit The Woodlands, is seeking proposals for professional destination marketing media buying and creative services for The Woodlands, Texas.

Attached you will find a Request for Proposal (RFP) outlining the needs and requirements for participation in this bid process.

Evaluation of the submitted proposals will be based on the following criteria:

- Media Buying & Management Capabilities
- Creative Design & Production Capabilities
- Staff Qualifications & Prior Experience with Tourism Destinations or Tourism Agencies
- Competitive Service Fees / Costs
- Technical Compliance with RFP Requirements

Proposals should be submitted to:

Ashley White, Marketing Director
The Woodlands Convention & Visitors Bureau
2801 Technology Forest Blvd.
The Woodlands, Texas 77381
ashley.white@visitthewoodlands.com

Proposals must be received no later than 4:00 p.m. (CST) on Tuesday, August 31, 2021 in the offices of The Woodlands Convention and Visitors Bureau listed above.

Should you have any questions, please feel free to contact me by email at ashley.white@visitthewoodlands.com.

Thank you,



Ashley White
Marketing Director, The Woodlands Convention & Visitors Bureau

TABLE OF CONTENTS

- I. BACKGROUND
- II. BRAND OVERVIEW & MEDIA STRATEGY
- III. RFP OVERVIEW
- IV. ANTICIPATED TIMELINE
- V. PROPOSAL INSTRUCTIONS
- VI. EVALUATION OF PROPOSALS
- VII. RIGHT TO REJECT
- VIII. NOTIFICATION OF AWARD
- IX. MEDIA BUDGET & ADDITIONAL INFORMATION REGARDING THE ACCOUNT
- X. PROJECT OBJECTIVES
- XI. QUESTIONS
- XII. ATTACHMENTS – A, B, C, D, E, F

THE WOODLANDS CONVENTION AND VISITORS BUREAU
DESTINATION MARKETING MEDIA BUYING & CREATIVE SERVICES REQUEST FOR PROPOSAL

I. BACKGROUND

The Woodlands Convention & Visitors Bureau (TWCVB, dba Visit The Woodlands) is the official destination marketing organization responsible for promoting The Woodlands to drive demand for both hotel and retail tax collections. Our mission is to establish The Woodlands, Texas as a beautiful, lively and welcoming destination recognized regionally, nationally and internationally for first-class business, convention and leisure travel. Visit The Woodlands is a 501 (c) (6) organization, funded by The Woodlands Township Hotel Occupancy Tax and managed by a Board of Directors who oversee the mission, vision and budget of Visit The Woodlands.

In 2018, TWCVB worked with its previous Agency of Record to develop a brand story and identity for The Woodlands, which remains the driving force behind all marketing efforts for the organization. A new advertising campaign to reflect this branding was rolled out in 2018 with a new website following in 2020.

As The Woodlands began to see the impact of COVID-19 on the tourism industry in 2020, Visit The Woodlands reduced advertising expenditures and moved media buying and creative services in-house in an effort to reduce expenses. While COVID-19 continues to be a consideration when planning and budgeting for the future, Visit The Woodlands is ready to take steps towards returning The Woodlands tourism industry to pre-pandemic levels.

With these things in mind, TWCVB is seeking an agency that is poised to join forces with Visit The Woodlands and usher The Woodlands into the future as we navigate the “new normal” facing the travel and tourism industry. This will involve dynamic and effective advertising, strategic partnerships, insightful analytics, creative thinking, and an emphasis on cost mindfulness.

[Learn more about Visit The Woodlands on our website.](#)

II. BRAND OVERVIEW & MEDIA STRATEGY

From its beautiful nature to its top-tier amenities, The Woodlands is many things to many people, and when you're here, you get it. *“We hear that a lot”* has become the anthem of Visit The Woodlands and the unifying campaign message, conveying to audiences what locals know and what we hear from visitors often – that this is a charming destination that surprises people in the best ways. A place of ideal paradox. Lively, yet serene. Urban, yet spacious. Refined, yet casual.

Recently named the #1 City in America to live, we find The Woodlands is a place visitors want to return to often. They are connected to our brand and find themselves immersed in our destination. To cultivate this desire for travel to The Woodlands and to inspire new audiences, Visit The Woodlands primarily uses a mix of print and digital aspirational advertising placements to target leisure and business audiences. Broadcast, out of home (OOH) and unique activations have also been used to promote The Woodlands as a destination.

Additional materials on Visit The Woodlands brand & media strategy can be found on our website via the links below.

- [Visit The Woodlands Brand Messaging](#)
- [Visit The Woodlands Brand Guidelines](#)
- [Visit The Woodlands Strategic Marketing Media Plan \(2021\)](#)
- [Visit The Woodlands Campaign Materials \(2019\)](#)
- [The Woodlands Visitors Guide \(2021\)](#)
- [The Woodlands Meeting Planner Guide \(2021\)](#)
- [Visit The Woodlands Website](#)

III. RFP OVERVIEW

TWCVB is soliciting proposals for the projects listed below. Specific information regarding each of the project objectives is outlined in this Request for Proposal (RFP).

1. **Media Buying & Management:** Services shall include media buying, negotiation, management, strategy, optimization & reporting.
2. **Creative Design:** Services shall include creative design for advertising placements (print, digital, broadcast, OOH, unique activations, etc.).

Note: Bids should be submitted in the following way:

- **“Bid 1”:** Should include item 1 above, with costs that reflect the bidding vendor handling media buying and management services outlined in item 1 above. **Actual media costs should not be included in the “Bid 1” total.** Please refer to section IX, Media Budget & Additional Information Regarding the Account, for more information on the media budget. If awarded portion 1 of the bid, the winning vendor would act as Visit The Woodlands *Media Agency*.
- **“Bid 2”:** Should include items 2 above, with costs that reflect the bidding vendor handling creative design services outlined in item 2 above. If awarded portion 2 of the bid, the winning vendor would act as Visit The Woodlands *Creative Agency*.
- **“Bid 3”:** Should include both items 1 and 2 above and the associated cost savings (if any) that Visit The Woodlands would incur should the organization choose to award the bid to one vendor. If awarded both portions of the bid, the winning vendor would act at Visit The Woodlands *Agency of Record*.

The contract for services will be with The Woodlands Convention & Visitors Bureau. The contract will be for work to be performed beginning immediately upon being awarded the bid and the negotiated contract being signed by both TWCVB and the awarded vendor.

IV. ANTICIPATED TIMELINE

July 30, 2021	Distribute RFP
August 13, 2021	Deadline to submit questions regarding RFP by 4:00 p.m. (CST)

August 31, 2021	Proposals and required forms (Attachments "A", "B", "C" and "E") must be received at TWCVB office by 4:00 p.m. (CST)
Week of September 6, 2021	Notification of short-listed vendors
September 15, 2021	Presentation of vendor(s) recommendation to TWCVB Board of Directors
October 1, 2021	Awarded vendor(s) should be prepared to begin work for TWCVB following a signed agreement by both parties.

Note: If a presentation to TWCVB Board of Directors is required by the recommended vendor, this will be held on September 15, 2021. Please make sure the account team who would potentially service this account is present. Presentations will last 30 minutes, including Q&A.

V. PROPOSAL INSTRUCTIONS

Proposals must be received no later than 4:00 p.m. (CST) on Tuesday, August 31, 2021. An original proposal on a Flash Drive and two (2) hard copies must be delivered prior to the deadline above:

**Ashley White, Marketing Director
The Woodlands Convention and Visitors Bureau
2801 Technology Forest Blvd.
The Woodlands, Texas 77381**

Proposals should be delivered or mailed to TWCVB office; **proposals submitted via fax or email will not be considered.** It is the responsibility of the participating candidates to ensure that the proposal is received by TWCVB by the date and time specified in the RFP. **Late proposals will not be considered.** All costs incurred in the preparation of a proposal responding to this RFP will be the responsibility of the candidate and will not be reimbursed by TWCVB.

At a minimum, proposals must include the following:

- Attachment "A" "Submittal Criteria", completed in its entirety.
- Attachment "B" "Specifications, Requirements and Respondent's Acknowledgement", completed, initialed and signed as required.
- Attachment "C" including the Ethics Disclosure form, the Litigation Disclosure form, and the appropriate statement for your entity's legal status, completed and signed as required.
- Attachment "E" "Evaluation Criteria, Summary of Ratings", completed and signed as required.
- Samples of previous work relevant to the tourism industry.

Note: Proposal to be submitted shall be one demonstrating capabilities based on prior work. Vendors are not expected to present a plan specific to TWCVB at this time.

By submitting a proposal, the submitting company acknowledges that it has read, fully understands, and shall strictly adhere to all bid specifications and requirements contained in this RFP and any exhibits and ancillary documents thereto (the "RFP Packet").

VI. EVALUATION OF PROPOSALS

The evaluation of proposals will be performed by a selection committee comprised of TWCVB Board Members, professional staff from the TWCVB and local stakeholders. Proposals will be reviewed for compliance with the mandatory requirements as stipulated within the RFP. Proposals deemed non-responsive will be eliminated from further competition. Remaining proposals will then be ranked according to their relative merits as measured against the evaluation criteria set forth below.

1. **Evaluation Criteria** The table below establishes the evaluation criteria to the RFP. The selection team shall, on a relative and compliance basis, rank all offers received using the scoring below.

Evaluation Category	Points
Media Buying & Management Capabilities	25
Creative Design & Production Capabilities	25
Staff Qualifications & Prior Experience with Tourism Destinations or Tourism Agencies; References	15
Service Fees/Costs-Initial Year 1 costs, plus years 2-5	30
Technical Compliance with RFP Requirements	5
Total Points	100

2. **Best Offers** – Award may be made without further negotiation based upon competitive proposals received; therefore your best initial offer should be submitted in response to this request for proposals. The bid prices shall include all labor, travel, materials, freight, insurance, etc., to cover the finished work called for.
3. **Additional Information** – TWCVB reserves the right to request any additional information needed for clarification from any bidder for evaluation purposes.
4. **Presentations** – TWCVB may, at its discretion, request presentations by any or all participating candidates, at candidate’s own cost.
5. **Contract Award** – The selection committee from TWCVB will score the proposals and they will be ranked according to scores. After review and recommendations by the selection committee, a contract will be negotiated with the awarded vendor(s). This Agreement shall not become effective or binding until approved by TWCVB Board of Directors.

Note: This RFP does not obligate TWCVB or the selected vendor(s) until a contract is signed and approved by both parties. If approved, it is effective from the date the contract is signed. TWCVB shall not be responsible for work done, even in good faith, prior to the final approval of the proposed contract.

VII. RIGHT TO REJECT

TWCVB expressly reserves the right to: (1) reject any and all proposals, in whole or in part, received in response to this RFP; (2) accept any proposal(s) that it determines shall best meet the TWCVB's goals, objectives, and standards, regardless of whether or not said bid/proposal is the lowest priced option; (3) waive any non-material defect, informality, or irregularity in any proposal or proposal procedure; and/or (4) negotiate separately the terms and conditions of all or any part of the proposals as determined to be in TWCVB's best interest and at its sole discretion. A contract for the accepted proposal will be based upon the factors described in this RFP, and will contain additional legal terms and conditions.

VIII. NOTIFICATION OF AWARD

Upon conclusion of final negotiations with the successful candidate, all candidates submitting proposals in response to this RFP will be informed of the name of the successful candidate(s).

IX. MEDIA BUDGET & ADDITIONAL INFORMATION REGARDING THE ACCOUNT

1. **Media Budget** – The budget for media in previous years & future projections is provided below. This includes media placement only. ***The bidding vendor should not include commission (if any) within this total.*** Please refer to section III, RFP Overview, for additional instructions on how bids should be submitted.

2018 – \$920,000

2019 – \$920,000

2020 – \$420,000

2021 – \$354,000

2022 – \$500,000*

*The budget included above for 2022 is subject to change based on actual budget appropriation and allocation.

2. **Budget Cycle and Process** – The Woodlands Township Board of Directors approves the master budget annually in August, which includes the operating budget for Visit The Woodlands. TWCVB media plan and strategy is presented to Visit The Woodlands Board of Directors for approval annually in September. TWCVB is on a calendar year budget cycle with budget appropriations becoming available annually in January.
3. **Agency Contact** – TWCVB staff prefers conducting all phases of the contract with one account team. This team should be identified in your proposal and should be the team “presenting” for the contract, when (or if) a presentation is made.
4. **Subcontractors** – TWCVB staff prefers that the vendor(s) selected should have in-house capabilities for all requirements of this RFP. Bids containing the use of sub-contracted parties for any portion of this RFP will not be considered.

X. QUESTIONS

Inquiries concerning this RFP should be directed to Ashley White, Marketing Director, no later than Friday, August 13, 2021 at 4:00 p.m. (CST). After this time, TWCVB reserves the right to deny response to

submitted inquiries. **Inquiries should be submitted by email only to ashley.white@visitthewoodlands.com.**

XI. PROJECT OBJECTIVES

1. **Media Buying & Management:** The *Media Agency* selected will be responsible for placing advertising on behalf of Visit The Woodlands. This will involve media buying, negotiation, management, strategy, optimization & reporting.

Media Buying – Vendor should negotiate fair rates and added value opportunities for advertising placements on behalf of TWCVB.

Media Strategy – Vendor will work directly with TWCVB to develop and implement an annual media strategy that targets TWCVB markets and audiences. This should include a healthy mix of print and digital placements. Throughout the year, vendor should bring unique ideas and opportunities to TWCVB that will expand TWCVB’s reach and drive travel to The Woodlands.

Media Optimization – Vendor should monitor and optimize digital placements to ensure the best ROI for TWCVB. This can include shifting budget to a better-performing ad unit or platform, implementing refreshed creative and content, targeting new audience segments and adjusting campaigns based on performance.

Reporting – Vendor should have the ability to set up campaign tracking and goals via Google Tag Manager and Google Analytics for TWCVB marketing campaigns for the purposes of tracking and reporting. This should be implemented directly within TWCVB Google Analytics account. Vendor should supply TWCVB with a report by the 18th of each month that includes campaign performance by audience segment. Metrics tracked should include conversions in the form of TWCVB e-newsletter signups, Meeting Planner Guide and Visitor Guide downloads, RFP submissions, time on site and other relevant performance data. Additional information can include visitor profile data, visitor attribution information and advertising impact on visitation to The Woodlands.

2. **Creative Design:** The *Creative Agency* selected will be responsible for creative design and production services related to advertising placements for TWCVB. This can include print, digital, OOH and unique activations.

TWCVB Brand – Vendor should design advertising in a manner consistent with TWCVB’s branding as outlined in the [Brand Guidelines](#). Limited access to TWCVB logo and brand elements is available upon request. These assets shall remain the sole property of TWCVB and may only be used for the purpose of bid fulfillment.

Effective Advertising – Vendor should design advertising that is compelling and competitive with other award-winning advertising for destinations.

Target Audiences – Vendor should design advertising that speaks to TWCVB target audiences as outlined in the current [Visit The Woodlands Strategic Marketing Media Plan](#).

Brand Innovation – While TWCVB brand guidelines should continue to be followed, the vendor should explore new ways of building upon the current TWCVB brand to support future advertising campaigns.

XII. ATTACHMENTS

ATTACHMENT "A"
THE WOODLANDS CONVENTION AND VISITORS BUREAU
DESTINATION MARKETING MEDIA BUYING & CREATIVE SERVICES REQUEST FOR PROPOSAL
SUBMITTAL CRITERIA

You may fill out this form, or you may create a replica, provided that you follow the sequence/format provided below. If you need more space for your answers, you may enclose attachments, provided that you clearly indicate that you have done such.

1. Company Name: _____
Contact person: _____
Address: _____
Telephone: _____
Email: _____
Website: _____

2. What is the form of your organization?
Sole Proprietor _____
Corporation _____
Partnership _____
Joint Venture _____

If submitting as a Joint Venture, state the amount and areas of work applicant intends to share between the respective parties/entities. (See forms in Attachment "C"). If submitting as a Joint Venture, you must answer the criteria questions for all participating companies. Some criteria will be the same for all; please mark them as such.

3. Where is your company headquartered? _____
4. When was your company established? _____
5. Is your company departmentalized? _____
If yes, please list the departments, heads of each, and number of persons in each.

Department	Manager (Name/Location)	Number of Permanent Staff
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

6. Vendor shall have a minimum of five years' experience in providing media buying and creative design services and have prior experience working with tourism / hospitality industry related clients. Submit at least 5 references of previous relevant work projects. Include all tourism/destination/hospitality industry related projects.

7. What is your policy regarding:
Frequency of billing to client? _____
Terms of payment? _____

8. Please list financial references. _____

9. Provide a description of how the described scope of work will be implemented and include any phased approaches to the proposal.

10. Explanation of coordination with TWCVB staff throughout the project. _____

11. Please provide any additional information or comments in support of your qualifications.

The above information is true and correct to the best of my knowledge.

Signature of Principal

Date

ATTACHMENT "B"
THE WOODLANDS CONVENTION AND VISITORS BUREAU
DESTINATION MARKETING MEDIA BUYING & CREATIVE SERVICES REQUEST FOR PROPOSAL

GENERAL SPECIFICATIONS, REQUIREMENTS AND RESPONDENT'S ACKNOWLEDGEMENT

Respondent shall initial each space under the "Acknowledgement" column below to indicate that he or she has read and fully comprehends each specification and requirement, and will meet, conduct and perform each specification and requirement of this Acknowledgment and the Bid Packet Documents exactly as provided therein or will notate and provide a clear description of any deviation from any such specification or requirement if Respondent is unable or unwilling to meet such specification or requirement. Respondent acknowledges that the actual terms, conditions and provisions of the Destination Marketing Media Buying and / or Creative Services Contract, if awarded, may differ from the specifications and requirements outlined below. Respondent shall execute and date the final page of this Acknowledgment once reviewed and initialed as required.

Item	DESCRIPTION OF SPECIFICATIONS & REQUIREMENTS	Acknowledgement
COMMUNICATION		
1	Though Vendor shall have one main TWCVB contact, communication regarding services outlined in this RFP may be with multiple TWCVB staff members or TWCVB affiliates, agents or assigns. Vendor, at Vendor's sole cost and expense, shall be capable of timely receiving and reviewing communication by web, email, or via phone call/message and shall be capable of timely replying to any such communication.	
PAYMENT		
2	Payments to Vendor shall be made by TWCVB within thirty (30) calendar days after receipt and review of uncontested invoice based on the TWCVB accounts payable calendar, which shall be provided to Vendor.	
3	No taxes shall be included in the bid price since TWCVB is exempt from all sales tax. TWCVB may provide Vendor with applicable proof of sales tax exemption.	
4	All invoices for Destination Marketing Media Buying and / or Creative Services shall indicate the type of services provided in sufficient detail and in a form required by TWCVB.	
INSURANCE REQUIREMENTS		
5	Vendor shall provide the TWCVB acceptable proof of valid insurance which meets or exceeds the minimum insurance requirements as provided in the TWCVB Minimum Vendor Insurance Requirements attached hereto as Attachment "D".	

SUB-CONTRACTORS		
6	Vendor shall not employ any subcontractor to fulfill any of Vendor's Destination Marketing Media Buying and / or Creative Services obligations, in whole or in part, without the prior express written approval of the TWCVB and shall fully indemnify and defend TWCVB for any acts or omissions of any such subcontractor.	
NON-EXCLUSIVE ARRANGEMENT		
7	The Vendor agrees and understands that the Destination Marketing Media Buying and / or Creative Services Contract shall not be construed as an exclusive arrangement and further agrees that TWCVB may, at any time, secure similar or identical services from additional vendors at its sole option.	
CVB RESPONSIBILITY		
8	TWCVB shall provide direction for all projects it initiates.	
ADDITIONAL SERVICES		
9	TWCVB may require additional goods and services related to, but not specifically listed in the Destination Marketing Media Buying and / or Creative Services Contract or this Packet. To the extent that any such additional services are beyond the scope of the Destination Marketing Media Buying and / or Creative Services Contract or this Packet, Vendor shall timely provide to TWCVB an estimate of the cost of such additional goods and services based on the same or similar formula or method Vendor used in establishing the prices in the Bid Packet. If acceptable to TWCVB, TWCVB shall authorize Vendor to provide such additional goods and services, and Vendor shall timely provide such additional goods and services. Notwithstanding the forgoing, TWCVB reserves the right to procure any such additional services from other vendors, contractors, or to utilize TWCVB employees, agents, affiliates or assigns to provide the additional good and services at any time and at its sole discretion.	
BID EVALUATION		
10	Evaluations of the bid shall be based on a variety of criteria as determined solely by TWCVB and may include, in whole or in part: the total cost of Destination Marketing Media Buying and / or Creative Services; Respondent Submissions; Respondent's experience; Quality and timeliness of Packet submitted; Respondent's ability to successfully perform the Destination Marketing Media Buying and / or Creative Services; Respondent's experiences with similar contracts and/or scope of services; Quality of previous Respondent goods and services; and Respondent's reliability amongst other criteria.	

RESPONDENT BID PACKET DOCUMENTS & SUBMISSIONS		
11	Respondent shall complete all required Attachments (“A”, “B”, “C”, “E”), shall seal and submit bid and said form to TWCVB prior to the RFP Packet Due Date.	
12	Respondent shall complete this Acknowledgement Form initialing each block under “Respondent’s Acknowledgement”, and signing in signature section provided and submit this form to TWCVB prior to the RFP Packet Due Date.	

I have read and completely understand this TWCVB GENERAL SPECIFICATIONS, REQUIREMENTS AND RESPONDENT ACKNOWLEDGMENT FORM and the entirety of the Packet and hereby affirm that I am able to and shall meet, conduct and perform each specification and requirement contained therein.

DATE

SIGNATURE

PRINT/TYPE NAME

TITLE

COMPANY

EMAIL

ATTACHMENT "C"
THE WOODLANDS CONVENTION AND VISITORS BUREAU
DESTINATION MARKETING MEDIA BUYING & CREATIVE SERVICES REQUEST FOR PROPOSAL

1. ETHICS REQUIRED DISCLOSURES FORM
2. LITIGATION DISCLOSURE FORM
3. CORPORATION OR LLC STATEMENT
4. JOINT VENTURE STATEMENT
5. PARTNERSHIP STATEMENT

ETHICS DISCLOSURE FORM

THE WOODLANDS CONVENTION AND VISITORS BUREAU DESTINATION MARKETING MEDIA BUYING & CREATIVE SERVICES REQUEST FOR PROPOSAL

Disclosure of Parties, Owners, and Closely Related Persons

Please disclose in connection with this RFP.

- (1) The identity of any individual who would be a party to the contract, if awarded;

- (2) The identity of any business entity that would be a party to the contract, if awarded:

and the name of:

- (A) any individual or business entity that is known to be a partner, or a parent or subsidiary business entity, of any individual or business entity who would be a party to the contract, if awarded;

- (3) The identity of any lobbyist or public relations firm employed by any individual or business entity who would be a party to the contract, if such employment relates to the contract currently being sought.

Political Contributions

Please disclose in connection with this RFP all political contributions totaling one hundred dollars (\$100) or more within the past twenty-four (24) months made directly or indirectly to any member of The Woodlands Township, or to any political action committee that contributes to the Township elections, by any individual or business entity whose identity must be disclosed under (1), (2) or (3) above. Indirect contributions by an individual include, but are not limited to, contributions made by the individual's spouse, whether statutory or common-law.

To Whom Made _____

Amount _____

Date of Contribution _____

Signature

Title

Date

LITIGATION DISCLOSURE FORM

THE WOODLANDS CONVENTION AND VISITORS BUREAU DESTINATION MARKETING MEDIA BUYING & CREATIVE SERVICES REQUEST FOR PROPOSAL

Failure to fully and truthfully disclose the information required by this Litigation Disclosure form may result in the disqualification of your proposal from consideration or termination of the contract, once awarded.

1. Have you, or any member of your company to be assigned to this contract, ever been indicted or convicted of a felony or misdemeanor greater than a Class C in the last five (5) years?

Circle One YES NO

2. Have you or any member of your company been terminated (for cause or otherwise) from any work being performed for TWCVB or any other Federal, State or Local Government, or Private Entity?

Circle One YES NO

3. Have you or any member of your company been involved in any claim or litigation with TWCVB or any other Federal, State or Local Government, or Private Entity during the last five (5) years?

Circle One YES NO

If you answered "YES" to any of the above questions, please indicate the name(s) of the person(s), the nature, and the status and/or outcome of the indictment, conviction, termination, claim or litigation, as applicable. Any such information should be provided on a separate page, attached to this form and submitted with your proposal.

CORPORATION OR LLC STATEMENT

**THE WOODLANDS CONVENTION AND VISITORS BUREAU
DESTINATION MARKETING MEDIA BUYING & CREATIVE SERVICES REQUEST FOR PROPOSAL**

If a CORPORATION or LIMITED LIABILITY COMPANY, answer the following:

A. When incorporated? _____

B. Where incorporated? _____

C. Is the corporation or LLC authorized to do business in Texas? ___ Yes ___ No

If Texas is state of incorporation, as of what date? _____

If Texas is not state of incorporation:

a. Address of the registered office in Texas: _____

b. Name of the registered agent in Texas at such office: _____

c. Attach Certificate of Authority (pursuant to Article 8.05 of the Texas Business Corporation Act) to transact business in Texas.

D. The Corporation or LLC is held: ___ Publicly ___ Privately

D. Furnish the name, title and address of each officer, manager, director, and the principal shareholders or members owning 10% or more of the corporation's issued stock or LLC's membership interests.

JOINT VENTURE STATEMENT

THE WOODLANDS CONVENTION AND VISITORS BUREAU DESTINATION MARKETING MEDIA BUYING & CREATIVE SERVICES REQUEST FOR PROPOSAL

If a JOINT VENTURE, answer the following:

- A. Date of Organization? _____

- B. Please provide a copy of the recorded Joint Venture Agreement. This needs to include the ownership split, the business liability split, and the professional liability split.

- C. Have the partners within the Joint Venture conducted business in Texas? ___Yes ___No
If yes, when? _____

- D. Name and address of each shareholder in Joint Venture.

<u>NAME</u>	<u>ADDRESS</u>
_____	_____
_____	_____
_____	_____

- E. Name and percentage of ownership of each partner in the Joint Venture.

<u>NAME</u>	<u>OWNERSHIP PERCENTAGE (%)</u>
_____	_____
_____	_____
_____	_____

- F. Provide an operations plan for the Joint Venture structure.

PARTNERSHIP STATEMENT

**THE WOODLANDS CONVENTION AND VISITORS BUREAU
DESTINATION MARKETING MEDIA BUYING & CREATIVE SERVICES REQUEST FOR PROPOSAL**

If a PARTNERSHIP, answer the following:

A. Date of organization? _____

B. (Check one) General Partnership () Limited Partnership ()

C. Please provide a copy of the recorded partnership agreement.

D. Has the partnership done business in Texas? ___Yes ___No

If yes, when? _____

E. Name, address, and partnership share of each general partner.

<u>NAME</u>	<u>ADDRESS</u>	<u>SHARE</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

ATTACHMENT "D"

**THE WOODLANDS CONVENTION AND VISITORS BUREAU
DESTINATION MARKETING MEDIA BUYING & CREATIVE SERVICES REQUEST FOR PROPOSAL**

TWCVB MINIMUM VENDOR INSURANCE REQUIREMENTS

Vendor agrees to maintain at all times, during the dates set forth in the Destination Marketing Media Buying and / or Creative Services Contract, the following coverage at no less than the limits indicated:

Worker's Compensation Insurance

Employers Liability

Statutory

\$100,000

Automobile Liability (Including Owned and Non-Owned autos)

Bodily Injury

\$250,000 each person

\$500,000 each occurrence

Property Damage

\$100,000 each occurrence

Commercial General Liability

Combined Single Limits for Bodily Injury and Property Damage:

Each occurrence for premises/operations:

Broad form CGL liability coverage \$1,000,000

Products/ Operations aggregate \$1,000,000

Advertising Injury \$1,000,000

General Aggregate \$2,000,000

Umbrella Liability

\$1,000,000 each occurrence

\$1,000,000 annual aggregate

\$ 25,000 self-insured retention

Vendor's coverage must be written on an Occurrence (not claims made) basis with companies acceptable to TWCVB, must stipulate that no take-out endorsements are included on the General Liability policy, and each policy providing coverage hereunder shall contain provisions that no cancellation or material reduction in coverage in the policy shall become effective except upon thirty (30) days prior written notice thereof to TWCVB, who shall be named as additional insured with respect to liability imposed upon it resulting from the performance of Work under this Agreement.

There shall be no right of subrogation against TWCVB and this waiver of subrogation shall be endorsed upon the policies. Prior to the commencement of performance of the Website Services, Vendor shall furnish certificates which shall identify TWCVB as an additional insured to TWCVB in duplicate, evidencing compliance with all requirements herein.

The limits of such insurance shall in no way be construed as limiting Vendor's obligation to completely defend, indemnify and hold harmless TWCVB.

ATTACHMENT "E"

THE WOODLANDS CONVENTION AND VISITORS BUREAU
DESTINATION MARKETING MEDIA BUYING & CREATIVE SERVICES REQUEST FOR PROPOSAL

EVALUATION CRITERIA, SUMMARY OF RATINGS

Evaluation Category	Points
Media Buying & Management Capabilities	25
Creative Design & Production Capabilities	25
Staff Qualifications & Prior Experience with Tourism Destinations or Tourism Agencies; References	15
Service Fees/Costs-Initial Year 1 costs, plus years 2-5	30
Technical Compliance with RFP Requirements	5
Total Points	100

Respondent Name: _____

I, _____, certify that this bid is made without prior understanding, agreement or connection with any corporation, firm, or person submitting a proposal for the same materials, supplies or equipment and is in all respects fair and without collusion or fraud. I agree that any and all information that I have provided is true and correct and accurately reflect my skills and ability and the quality of my marketing services. I agree to abide by all conditions of this packet and certify that I am authorized to sign this bid for the company.

DATE

SIGNATURE

PRINT/TYPER NAME

TITLE

COMPANY

ATTACHMENT "F"

THE WOODLANDS CONVENTION AND VISITORS BUREAU DESTINATION MARKETING MEDIA BUYING & CREATIVE SERVICES REQUEST FOR PROPOSAL

SELECTION CRITERIA

A. Media Buying & Management Capabilities

25 points

- Does the vendor demonstrate expertise in media buying and negotiation to ensure fair rates for their clients?
- Does the vendor demonstrate expertise in tracking and measuring the effectiveness of tourism advertising?
- Does vendor demonstrate the ability to take sound strategic thinking and translate it into results in the form of advertising leads or conversions?
- Does company demonstrate that research plays an important role in marketing?
- Is the company capable of analyzing research and modifying campaigns to favor positive results?
- Has the vendor been successful in developing solutions to advertising problems that appear to parallel those of TWCVB?
- Does advertising presented identify a way of thinking about advertising problems and a way of converting that thinking into effective advertising solutions with a fresh, innovative approach?
- Does the vendor provide information or demonstrate their ability to service TWCVB's account for media buying and management services?

B. Creative Design & Production Capabilities

25 points

- Does the vendor provide examples that include a unique portrayal of TWCVB product strengths?
- Does the company provide examples or references for work that compels one to take action?
- Does the vendor show a track history of differentiating brands that have little tangible differences from their competitors?
- Does the company provide examples of work that demonstrate the ability to make effective use of brand awareness and positioning statements in the overall marketing campaign strategy?
- Does the vendor demonstrate successes in developing professional advertising and dynamic creative design?
- Does the vendor provide information or demonstrate their ability to service TWCVB's account for creative design and production?

C. Staff Qualifications & Prior Experience with Tourism Destinations or Tourism Agencies; References **15 points**

- Does vendor clearly demonstrate industry insight?
- Has the vendor been successful in developing advertising solutions for other tourism destinations and/or tourism agencies?
- Does the company demonstrate successes in product categories that are close enough to our needs to suggest the company can readily transfer skills and insight?
- Can the company effectively handle the addition of TWCVB to its current account load?
- Is company/joint venture financially sound and well established?

D. Competitive Service Fees / Costs – Initial Year 1 Costs, plus years 2-5 **30 points**

- Do proposed pricing strategies represent fair and advantageous rates?
- Is pricing information available for additional creative services such as printed collateral?
- If so, do these represent fair rates?

E. Technical Compliance with RFP Requirements **5 points**

- Did vendor submit RFP packet and sealed bid by the required deadline?
- Did vendor fill out, sign and submit all required Attachments?