

Request for Proposals

Outdoor Recreation Media Placement

October 1, 2024

Company Background

The 1000 Islands International Tourism Council (Council) is an independent, nonprofit 501c3 serving as the official tourism promotion agency for Jefferson County, New York. It is unique among destination marketing organizations in that it is charged with executing tourism marketing for one destination located in two countries.

Request Overview

The Council undertakes a variety of destination marketing tactics aimed at bolstering and sustaining leisure and trade travel in the area generally regarded as the greater 1000 Islands region. The Council is a recipient of U.S. Economic Development Administration funding and has proposed using a portion of such funding for paid digital advertising marketing the New York portion of the 1000 Islands as a destination for outdoor recreation. This request, which includes a fixed budget amount, aims to shift visitor awareness to lesser-known outdoor recreation assets within the region. This request presents the budget upfront and seeks creative proposals that match the scope of the project.

I. Objectives:

The primary objectives of this digital media placement campaign are to:

- Increase outdoor recreation awareness of the New York portion of the 1000 Islands region in four key themes, or campaigns:
 - Tug Hill
 - Fishing
 - Niche outdoor recreation sports such as downhill and cross-country skiing, paddling and diving
 - Agritourism
- Drive engagement and interest among engaged visitors and potential visitors already familiar with the 1000 Islands with the goal of exposing them to less-frequented assets.
- Drive awareness of the 1000 Islands to niche target markets interested in outdoor recreation opportunities available within the region.

II. Scope of Work:

The selected vendor will be responsible for the following:

- Development of a creative strategic digital media placement campaigns targeting the four niche markets outlined in the Objectives.
- Creation and execution of compelling digital ad creatives.
- Placement and optimization of ads across relevant online platforms.
- Monitoring and reporting on campaign performance with key metrics and insights.
- Creation of any landing pages that consolidate relevant information in each niche category.
- Collaboration with Council staff to ensure alignment with the destination's branding, assets, marketing and messaging.

III. Requirements:

Interested vendors must submit proposals that include:

- Overview of the agency's experience in digital media placement for travel and tourism destinations.
- Proposed strategy for promoting lesser-known outdoor recreation assets of the 1000 Islands region.
- Sample ad creatives and concepts.
- Contact for at least two paid media placement clients as references.
- Detailed budget breakdown, including media placement, creative development, and any additional fees.
- Timeline for campaign execution, including key milestones.
- Detail of any additional fees for service beyond budgeted amount.

IV. Budget and term:

- Total budget for paid media, agency fees and all costs: \$70,000-\$75,000
- Term: All placement should be ended and reported upon no later than 2025 Q4

V. Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

- Experience and track record of the agency in promoting travel destinations.
- Creativity and effectiveness of the proposed digital media placement strategy.
- Budget efficiency and transparency.
- Timeliness and feasibility of the proposed timeline.
- Additional evaluation criteria for all Council EDA-funded projects available at www.ticouncil.com

VI. Timeline:

RFP release date: October 1, 2024

Proposal submission date: October 11, 2024

Proposals review period: Through October 18, 2024

Anticipated agreement: On or by October 21, 2024

VII. Submission

Please submit proposals no later than October 11, 2024 to Corey Fram, Director of Tourism, at corey@visit1000islands.com or 43373 Collins Landing Road, Alexandria Bay, NY 13607.