

Request for Proposals

Travel Trade collateral

August 30, 2023

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. This request is for professional design, web and print services that supplement the Council's travel trade marketing via the creation of collateral for sales missions. This request seeks design services as well as familiarity with print and web formats to deliver collateral that the Council can use to bolster its appeal to travel trade buyers, planners and organizers.

This Request For Proposals was spurred by recipient of a U.S. Economic Development Administration grant and, as such, featured attractions and experiences are limited to those on the New York side of the 1000 Islands region. This request has several proposals and vendors are invited to propose solutions for all, or some, components.

Council staff assigned to the project will work with vendor to outline concepts, provide digital photography files and edit final deliverables.

Scope of Work: Design

Potential vendors are asked to propose design of the following deliverables. Council desires receipt of all digital files upon completion of each deliverable.

1. One-page, two-sided motorcoach marketplace planner ("1-page planner") using Council-supplied professional photography and vendor-generated text that demonstrate 1000 Islands highlights for the motorcoach market.
2. Multi-page (six total) tri-fold destination planner ("Tri-fold planner") applicable to multiple markets including motorcoach as well as meetings/conventions using Council-supplied professional photography and vendor-generated text to demonstrate destination highlights for the market. Special request is inclusion of a regional map that may have to be created for this project. Council staff will work with vendor to source map from existing files or copy-edit newly created content.

3. Copies of each of deliverable, No. 1 and 2, with text translated to the following:
 - a. French-Canadian
 - b. Mandarin
 - c. German
 - d. Hebrew
4. Finished web-quality digital versions of all deliverables for electronic use, i.e. “downloadable versions.”

Scope of Work: Print

Potential vendors are asked to propose production of the following deliverables:

1. Production of “Tri-fold” planners as follows:

Finished size:	8.5” x 32.25” or similar
Quantity:	500, each language
Ink:	4 color process
Paper:	80# gloss text with good opacity and brightness; will additionally consider 100# stock
Bindery	None; tri-fold
FOB:	Delivery to Council office

Submission Requirements

Proposals should:

- Outline vendor’s experience with tourism/travel trade design and include applicable examples of previous work in either digital or printed format.
- Include vendor’s familiarity with language translation services and detail how vendor proposes to translate to requested languages, via third-party service or in-house skillset.
- Include vendor’s experience managing print projects as described
- Proof of multi-vendor sourcing for print production
- Identification of project manager and Council liaison, if different, is required along with applicable experience for all team members assigned to project
- Outline any instances that will trigger fees for service beyond those outlined in this request
- Proposals must be received by the Council no later September 22, 2023; proposals should be emailed to Corey Fram, corey@visit1000islands.com, or delivered to the Council’s U.S. mailing address below.