



REQUEST FOR PROPOSAL

Experiential Marketing

September 28, 2017



INTRODUCTION

Brand USA is a public-private not for profit organization created by the Travel Promotion Act of 2009. The mission of Brand USA is to generate increased international visitation to the United States and to grow its share of the global travel market. Brand USA will accomplish this via marketing campaigns and programs and partnerships with the travel industry. The incremental increase in international visitation will generate billions of dollars of revenue, which will in turn create new American jobs.

While the United States welcomed 60 million visitors in 2010, its share of the international travel market has decreased significantly over the past decade. The U.S. share of long haul international travel fell from 17.2 percent in 2000 to 12.4% percent in 2010. Brand USA, the U.S.'s National Tourism Marketing Organization will reinvigorate the nation's image and recapture its share of the market.

Brand USA delivers a dynamic marketing program that includes, but is not limited to, a global advertising campaign, earned media and public relations strategies, a robust social media outreach plan, promotional and incentive campaigns, trade shows and sales missions, and educational campaigns about U.S. entry policies. Brand USA carefully selected its marketing tools and target audience after vigorous analysis of existing and original market research.

Brand USA is governed by an 11-member Board of Directors. Each director is appointed by the U.S. Secretary of Commerce. Each director represents a sector of the travel and tourism industry as identified by the Travel Promotion Act. The executive leadership team possesses strong expertise and experience in the travel, tourism, and advertising industries.

Brand USA is committed to including diverse firms as an important part of its sourcing and procurement activities. In furtherance and support of this goal, we encourage minority, women and locally-owned firms to pursue business opportunities with us. Minority and women-owned firms who otherwise meet the minimum requirements set forth in this Request for Proposal are encouraged to submit a Notice of Intent to Bid. In addition, Brand USA also seeks to do business with firms that also recognize the value of diversity and inclusion in the composition of their workforce and in their own contracting, subcontracting or teaming activities. We encourage such firms who meet the minimum bidding requirements (regardless of size or ownership) to also submit a Notice of Intent to Bid. Brand USA reserves the right to give weight or allocate bidding credit to diverse firms or those with a demonstrated commitment to inclusion as part of its evaluation process.



WHY DOES A COUNTRY AS POPULAR AS THE USA NEED A MARKETING PROGRAM?

Although the United States remains one of the world's most popular travel destinations, during the first decade of this century, while the global travel market was booming, the USA's share of international travelers declined 37 percent—from 17.2 percent in 2000 to 12.4 percent in 2010. The resulting impact on the U.S. economy was an annual loss of 467,000 jobs and \$606 billion in lost revenue. In addition to being seen as unwelcoming (resulting from increased security measures that came following 9/11) and too familiar, the United States was also one of the world's only industrialized nations without a national tourism board to attract international travelers to its shores in order to fuel the nation's economy by inspiring the world to visit the U.S.A.—to see it again, or for the first time.

With the strength of a national marketing effort from Brand USA now in place, the United States is working to regain its share of the global travel market. By welcoming more international visitors to the USA, Brand USA is supporting U.S. economic growth, helping to spur job creation, and creating a more positive impression of the United States around the world.

WHY IS INTERNATIONAL VISITATION SO IMPORTANT TO THE NATION'S ECONOMY?

International visitation helps local communities.

On average, overseas visitors spend nearly \$4,500 per trip and generate tax revenue in communities across America without burdening local services, such as public schools and fire departments. When international travelers spend this kind of money in our communities, it lessens the tax burden on U.S. citizens.

International visitation supports American jobs and economic growth.

When international visitors come to the U.S.A., the money they spend directly supports more than 1 million American jobs and added \$181 billion to the U.S. economy. (Source: US Travel Association and NTTO 2013 Data)



International visitation enhances the image of the United States worldwide.

Surveys show that international visitors to the United States are 74 percent more likely to have a favorable view of America and 61 percent more likely to support U.S. policies.

Who Pays for It?

International visitors and private contributions fund the work of Brand USA—with half of Brand USA's budget generated by contributions from the private sector and matching funds provided by a \$10 fee paid by travelers from markets that are not required to have a visa to enter the United States. These markets are designated as visa-waiver countries. As a result, U.S. taxpayers contribute \$0 toward Brand USA's marketing efforts.

BRAND USA IS BUILDING ON SUCCESS

Brand USA is delivering on a dynamic marketing strategy that includes, but is not limited to, a global advertising campaign, earned media and public relations strategies, a robust social media outreach plan, promotional and incentive campaigns, trade shows and sales missions, and educational campaigns about U.S. entry policies. Brand USA carefully selects its marketing tools and target markets and travelers after vigorous analysis of existing and original market research.

In 2016, we were fully deployed (consumer, co-op, and trade marketing) in eight markets (Australia, Brazil, Canada, Germany, Mexico, Japan, South Korea, and the United Kingdom)—and delivered a 47:1 return on marketing investment, 1.1 million incremental visitors, \$3.4 billion in direct travel spending, and \$7.4 billion total spending—which supported 53,000 new jobs. In 2014, Brand USA expanded the consumer campaign to China and Taiwan, and in 2015 will be fully deployed in 14 international markets (Australia, Brazil, Canada, Chile, China, France, Germany, India, Japan, South Korea, Mexico, New Zealand, Taiwan, and the United Kingdom). Every 1 percent increase in travel from these markets fuels the nation's economy by generating 500,000 additional visitors and \$1 billion in international visitor spend a year.



PURPOSE

The purpose of this Request for Proposal (RFP) is to identify a global experiential marketing agency of record. The selected firm will be responsible for supporting Brand USA's global experiential activation and event-marketing efforts, which are different from Brand USA's global trade show activation. Current and upcoming markets include (but are not be limited to) Australia, Brazil, Canada, Chile, Colombia, China, France, Germany, India, South Korea, Mexico, the Scandinavian Region, Japan, and the United Kingdom.

SCOPE OF WORK

Requirements

The agency will be responsible for providing full service support as it relates to event strategy, execution, amplification/promotion, sponsorship development opportunity and measurement.

This may include

- Research and insights
- Planning, strategy and concept development
- Event/Activation management and execution
 - Venue management
 - Production and logistics (including staffing and IT)
 - Design and décor
 - Food and Beverage
 - Entertainment
 - Compliance, licensing, permitting etc.
 - Shipping & storage
- Amplification
 - Multi-platform execution, integration and coordination with other Brand USA agencies.
 - Local marketing

Core Objective

Manage Brand USA global experiential marketing events and projects.

Functional Requirements

- Global event and activation management: Demonstrated experience managing and executing global events and activations for major brands and organizations in a variety of markets around the world.
- Experience integrating multiple partners/sponsors with different brand messaging.



- Promotional planning and execution; speed to market is important. Agency must be able to react quickly to tight turnarounds when necessary.

NOTES

Brand USA will select one agency as a result of this RFP. This work will be on a project basis, so we will not be considering a retainer-based relationship.

RFP Assignment

- In February of 2018, Brand USA will be launching its second IMAX documentary, America's Musical Journey. The film will be the follow-up to National Parks Adventure, the highest grossing documentary film of 2016 produced by two-time Academy Award nominated producers MacGillivray Freeman Films. America's Musical Journey will be the flagship initiative of a new global strategy around music, culture and entertainment. A key part of our global film launch plan will be our global film premieres events and activations. As part of this RFP, we would like respondent to complete the following case study/assignment around the launch of our new film:
<https://thebrandusa.box.com/s/tixvzmj34tohwvemzw8nh0jus5kgefts>

Your Questions:

- Questions you have concerning this RFP must be submitted to RFPadmin@TheBrandUSA.com by the date listed in the schedule. Answers to questions will be published on www.thebrandusa.com. Company names will be removed. We do not accept questions via phone calls and do not conduct interviews, or have conversations prior to selecting finalists.



PROPOSAL FORMAT AND DELIVERABLES

Proposal format is open to presentation style and delivery of the proposing team, but it must include the following information:

- Provide background information on your company, including a list of current clients.
- Provide staff assignments and CVs
- Show case studies (minimum of three) with demonstrated results relevant to Brand USA (scale, industry, and/or similarity).
- Brand USA RFP Assignment (Assignment brief can be found here <https://thebrandusa.box.com/s/tixvzmj34tohwvemzw8nh0jus5kgefts>)
- Provide three client references.
- Proposal should not exceed 25 pages.

BUDGET

Based on the RFP requirements, the proposer must submit a realistic pricing matrix, or rate card for content creation by type.

TENTATIVE SCHEDULE

A. Proposal Released	September 28, 2017
B. Written Questions (due by 5:00 p.m. EDT)	October 6, 2017
C. Questions Answered and Posted to Brand USA Website	October 11, 2017
D. Notice of Intent To Bid Due (due by 5:00 p.m. EDT)	October 13, 2017
E. Proposal Due (due by 5:00 p.m. EDT)	November 15, 2017
F. Proposal Evaluation by Scoring Committee.	November 17 th , 2017
G. Notification and Scheduling of Finalist Interviews	November 21 st , 2017
H. Finalist Presentation/Interviews	December 4-14, 2017
I. Notice of Intent to Award Contract and Public Posting	December 15, 2017



DELIVERY OF PROPOSAL

Proposals may be e-mailed to RFPadmin@TheBrandUSA.com and six (6) printed copies must be delivered by U.S. Mail, Federal Express, UPS, etc. to:

Brand USA Headquarters C/O RFP Administrator 1725 Eye Street NW, Suite 800 Washington,
D.C. 20006 ATTN: RFP – Content Creation
Phone: 202.536.2060

Email: RFPadmin@TheBrandUSA.com





EVALUATION AND CONTRACTING

All proposals satisfying the requirements of this Request for Proposals will be evaluated to establish which of the providers best fulfills the needs of Brand USA and this project. This Request for Proposals in no way commits Brand USA to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered. Brand USA reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified providers or to cancel this Request for Proposals. After awarding the contract, the schedule will include a period of collaboration between Brand USA and the selected Contractor to better define, elaborate upon, and fix the Contractor's final Scope of Work and general Terms and Conditions.





ATTACHMENT 1

NOTICE OF INTENT TO BID

Due: October 13, 2017

SEND TO:

Brand USA Headquarters

C/O RFP Administrator

1725 Eye Street NW, Suite 800

Washington, D.C. 20006

ATTN: RFP –Experiential Marketing

Phone: 202.536.2060

Email: RFPadmin@TheBrandUSA.com

NAME OF BIDDER / COMPANY:
CONTACT PERSON:
MAILING ADDRESS:
TELEPHONE:
FAX:
E-MAIL ADDRESS:
SIGNED:



ATTACHMENT 2 CERTIFICATION

Please include this statement as part of the Proposal

Certification Statement

By submission of this proposal and authorized signature below, Proposer certifies that the undersigned corporate officer has authority to bind the bidder to the terms of this Proposal and hereby certifies on behalf of the bidder that:

1. He/she has read and understands all commitments and terms of this Proposal.
2. The information contained in this Proposal is accurate.
3. Proposer's quote is valid for at least 120 days from the date of proposal's signature below.
4. Proposer understands that if selected as the successful Proposer, he/she will have ten (10) business days in which to complete contract negotiations, if any, and execute the final contract document. Date of execution can be extended by mutual agreement of contractor / Brand USA.

Authorized Signature

Typed or Printed Name

Title

Date

Official Contact

Brand USA requests that the Proposer designate one person to receive all communications for clarification and verification of information related to this proposal. Please identify this point of contact below:

Official Contact Name

Email Address

Official Contact Title

Phone Number

Facsimile Number





Street, City, State, Zip

ATTACHMENT 3
FOR BRAND USA USE ONLY

Bid/Proposal: _____

Evaluated By: _____

Date: _____

Proposal Evaluation Criteria

The evaluation committee will judge each written proposal based on the following criteria:

Table with 3 columns: Criteria, MAX. POINTS, SCORE. Rows include: Ability to meet stated requirements based on experience of the team, reputation of the firm and global coverage/experience. (30 points), Case studies and content examples (30 points), Brand USA Assignment (30 points), Cost Effectiveness (10 points), TOTAL POINTS (100 points).





ATTACHMENT 4

FOR BRAND USA USE ONLY

ORAL INTERVIEW / DEMONSTRATION CRITERIA

The evaluation committee may, if it deems necessary, select certain proposers for oral interviews and/or demonstrations. Interviews/demonstrations apply only to the top finalist(s), as determined by the evaluation committee. The oral interviews/demonstrations will allow finalists to demonstrate their understanding of the project objectives and to articulate their capability to meet or exceed the requirements of this RFP.

The evaluation committee reserves the option of conducting the oral interviews/demonstrations via teleconference, at the Brand USA office, at the finalist’s and/or the proposed subcontractor’s site, or other designated site.

The evaluation committee reserves the right to designate one or more members of the committee to perform the oral interviews/ demonstrations, if needed, so that grading of oral interviews/demonstrations may be done by fewer than the entire committee.

If interviews/demonstrations are not required, the maximum number of points is 100. If interviews/demonstrations are deemed necessary, the maximum number of points is 150.

If a finalist cannot meet on the designated interview/demonstration date, the evaluation committee reserves the right to disqualify the finalist as non-responsive.

The following criteria will be used for scoring the oral interview/demonstration:

	MAX.	SCORE
1. Provider demonstrations will be judged on how well they show their ability to meet stated SOW requirements based on experience of the team, reputation of the firm and global coverage/experience.	50	





Request for Proposal

