



USA

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Brand USA



Request for Proposal

Brand USA Consumer Marketing Project
Manager, February 2019



PURPOSE

Brand USA is seeking a Marketing Project Management vendor, consultant or freelancer to work with our Consumer Marketing team on projects related to Brand USA's Global Sponsorships and Brand Partnerships. The vendor/consultant will report to the Director, Global Sponsorships, and be responsible for supporting the director in developing and managing the successful execution of Brand USA's annual global sponsorship and brand partnership programs across travel, film, music, entertainment and sports. This will include supporting the design and management of programs from conception to completion, including: managing the successful integration of partners and related requirements into Brand USA marketing, communications or trade initiatives to amplify our efforts and further our mutually beneficial goals.

The vendor/consultant will work closely with Brand USA's internal Advertising/paid media, public relations, media, digital, global trade, and partner programs teams to manage the performance and optimization of our global sponsorship and brand partnership campaigns and programs to achieve these goals. This role also involves close interaction with and guidance of external partners, including marketing agencies and various other brand partners.

SCOPE OF WORK

Sponsorship Management Duties

- Manage the execution of projects and act as a liaison for multi-faceted global sponsorship and brand partnership projects that include multiple parts of the organization.
- Work in partnership with various agencies, sponsors and partners to achieve project objectives.
- Contribute to the design and recommendation of annual global sponsorship and business development programs including but not limited to the creation of sponsor benefits that achieve mutual goals of Brand USA and its partners.
- Support the Director, Global Sponsorships in the successful launch and activation of sponsorship contracts and related commitments, including singular or multi-channel initiatives for both single and multiyear partnerships.
- Work with the Director of Global Sponsorships to ensure integration and communication among Brand USA departments to coordinate activation of global sponsorship agreements.
- Work closely with the Director to deliver metrics, KPIs and campaign results to partners/sponsors.
- Support sponsor outreach and development efforts around new Brand USA sponsorship opportunities.





Project Management

- Develop workflow plans for key projects and campaigns, including key milestones, identification of owners and management of all agency partners against timely deliverables.
- Organization and project management of multiple campaigns running at the same time in multiple markets.
- Work closely with Manager, Media Planning and Sr. Manager, Consumer Marketing and Social Media to coordinate development and trafficking of advertising assets to agency or media vendors.
- Contribute to development of and adherence to the budget management process.
- Oversee awards submissions related to Brand USA sponsorship and partnership campaigns to raise overall brand equity of our sponsorship platforms.

Campaign and Agency Management

- Support the management of multiple agency partners in the development and activation of campaign goals, KPIs, creative and budget allocations.
- Develop creative briefs for agencies and representation firms based on key business objectives and past campaign performance
- Collaborate with external advertising and social teams to build and optimize consumer campaigns and activation plans across earned, social and paid media channels
- Working with the Senior Manager, Consumer Marketing and Social Media, Manager, Media Planning and Senior Manager, Digital Analytics to identify measurement strategies, tracking approach and clear objectives and KPIs for assigned partnership/sponsorship initiatives.
- Work with the Marketing team and other functional areas to develop compelling co-op marketing opportunities to enhance consumer initiatives and strategies

Experience and Skills Required

- At least 3-5 years in a brand marketing, or sales environment, preferably within the travel, entertainment or sponsorship industry.
- A proven track record of contributing to increased sales, market share, or partnership engagement in past work environments.
- Strong skills in understanding partner needs and how to integrate with Brand USA partnership/sponsorship marketing opportunities.





- Project management experience in creating and implementing targeted programs with multiple stakeholders.
- Strong prospecting/analytical skills to identify and develop new business/partnership opportunities.
- Motivated “self-starter” that can maintain high levels of energy and productivity.
- Ability to write detailed presentations, planning documents, and reports.
- Ability to execute a plan and work across the organization to service our internal clients.
- Working knowledge of multiple travel Industry segments.
- Strong written and verbal communication skills. Comfortable presenting to groups large and small.
- Strong relationship management skills in a partner facing and team oriented role.

Education and Certifications Required

- Bachelor’s degree, preferably in marketing, communications, or tourism or equivalent work experience

PROPOSAL FORMAT AND SPECS

Please submit your response electronically, via email. Proposal format is open to presentation style, but it must include the following information:

- Resumes & Cover letter highlighting the Individual or firms history and background
- 3 References
- 3 examples of proven success in managing marketing campaigns.
- Any portfolio or Case studies (optional)

TIME AND BUDGET

This is a 1-year contract that carries an annual fee of \$80,000 USD paid out monthly over 12 months. The role will be based in Brand USA’s Washington DC office.





MINIMUM REQUIREMENTS

Proposals must address why each candidate is the best person for the role. Proposals may be rejected if minimum requirements are not met. All proposers wishing clarification of this RFP must submit questions in writing to Brand USA, no later than March 6th, 2019 (due by 5:00 pm, EDT), and sent by email to rftadmin@thebrandusa.com. Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by Brand USA.

- Notice of Intent to Bid (Attachment 1) must be received by March 15th, 2019 (due by 5:00 p.m. EDT). The notice shall be sent by email to rftadmin@thebrandusa.com at the Brand USA office. The NOTICE OF INTENT TO BID, is nonbinding; however, it ensures the receipt of all addenda related to this RFP. Proposals will be accepted only from applicants who submitted a timely NOTICE OF INTENT TO BID.
- RFP Responses must contain the following information:
 - Resumes and cover letter
 - 3 business references
 - 3 examples of proven success managing marketing campaigns.

TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of Brand USA. Brand USA reserves the right to reject any and all proposals, or any part thereof; waive an informality in the proposals and accept the proposal that best meets the needs of Brand USA.

A. Proposal Released	February 26th, 2019
B. Written Questions (due by 5:00 p.m. EDT)	March 6th, 2019
C. Written Questions Answered and Posted to Brand USA Website	March 12th, 2019
D. Notice of Intent to Bid Due (due by 5:00 p.m. EDT)	March 15th, 2019
E. Proposal Due (due by 3:00 p.m. EDT)	March 22nd, 2019
F. Proposal Evaluation by Scoring Committee	March 28th, 2019
G. Notification and Scheduling of Finalist Interviews	March 29th, 2019
H. Finalist Presentation/Interviews	April 3 rd -April 10th, 2019
I. Notice of Intent to Award Contract and Public Posting	April 17th, 2019





DELIVERY OF PROPOSAL

Each proposer is required to deliver a .pdf of its proposal to Brand USA's RFP Admin, on or before March 22nd, 2019 (3:00 p.m. EDT).

Proposals must be e-mailed to rfpadmin@thebrandusa.com :

Brand USA Headquarters

C/o RFP Administrator

1725 Eye Street NW, Suite 800

Washington, D.C. 20006

ATTN: RFP – Brand USA Consumer Marketing Project Management

Phone: 202.536.2060





EVALUATION AND CONTRACTING

All applicants satisfying the requirements of this Request for Proposal will be evaluated to establish which of them best fulfills the needs of Brand USA. This Request for Proposal has in no way committed 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 Proposal. 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:

SEND TO:

Brand USA Headquarters

C/o RFP Administrator

1725 Eye Street NW, Suite 800

Washington, D.C. 20006

ATTN: RFP – Brand USA Consumer Marketing Project Management

Phone: 202.536.2060

Email: rfpadmin@thebrandusa.com with a copy to rfpadmin@bmg.travel

NAME OF PROPOSER:
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 proposer to the terms of this proposal and hereby certifies on behalf of the proposer 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 and Title (if applicable)

Email Address

Organization (if applicable)

Phone Number

Street Address

Facsimile Number

City, State/Country, Zip





ATTACHMENT 3

Proposal Evaluation Criteria

Bid/Proposal: _____

Evaluated By: _____

Date: _____

Proposal Evaluation Criteria

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

CRITERIA	MAX. POINTS	SCORE
Overall Experience: evaluation will include an assessment of professional experience as it relates to the requirements within this RFP.	40	
Capabilities: evaluation will include an assessment of relevant work and samples.	40	
References & Work Examples	20	
TOTAL POINTS	100	

