



USA

VisitTheUSA.com

Brand USA



REQUEST FOR PROPOSAL

Corporate Communications Graphic Design Support

November 19, 2018



INTRODUCTION

As the destination marketing organization for the United States, Brand USA's mission is to increase international visitation to the USA in order to fuel the U.S. economy and enhance the image of the United States worldwide. Established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and to communicate U.S. entry policies, Brand USA began operations in May 2011.

As one of the best levers for driving economic growth, international travel to the United States currently supports 1.8 million American jobs (directly and indirectly) and benefits virtually every sector of the U.S. economy. Brand USA works in close partnership with more than 800 partner organizations to invite the world to explore the exceptional, diverse, and virtually limitless travel experiences and destinations available in the United States of America. According to the studies by Oxford Economics, over the past five years, Brand USA's marketing initiatives have helped welcome 5.4 million incremental visitors to the USA, benefiting the U.S. economy with \$38.4 billion in total economic impact, which has supported, on average, more than 51,000 incremental jobs a year.

Brand USA's operations are supported by a combination of non-federal contributions from destinations, travel brands, and private-sector organizations plus matching funds collected by the U.S. government from international visitors who visit the United States under the Visa Waiver Program. For industry or partner information about Brand USA, please visit TheBrandUSA.com. For information about exceptional and unexpected travel experiences in the United States, please visit Brand USA's consumer website at VisitTheUSA.com.

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 28 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 \$4,400 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 about 1.2 million American jobs and added over \$180 billion to the U.S. economy. Overseas arrivals represent around 50% of all international arrivals, yet account for over 85% of total international travel spending. (Source: US Travel Association and NTTO 2016 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— no U.S. taxpayer dollars are used to fund Brand USA’s marketing efforts. Instead, the organization is supported by contributions from partnering organizations that are matched by fees paid by international travelers to the Electronic System for Travel Authorization (ESTA) program.

ESTA is an automated system implemented by the Department of Homeland Security in 2008 that determines the eligibility of visitors from 38 international markets to travel to the United States under the Visa Waiver Program (VWP). ESTA authorizations are generally valid for multiple trips over a period of two years or until the traveler’s passport expires, whichever comes first.

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.

Brand USA with and through the support of more than 800 partners worldwide has made notable progress towards our mission of increasing international visitation to the United States and by all accounts, our efforts are working. Since we began operations in 2011, Brand USA has:

- Generated 5.4 million incremental international visitors to the USA over the past five years, which has benefited the U.S. economy with \$38.4 billion in total economic impact and supported, on average, more than 51,000 incremental jobs a year (source: Oxford Economics).
- Established consumer and trade marketing initiatives in more than 40 international markets, which generate 90 percent of all inbound travel to the United States.
- Continued to execute the USA consumer campaign in 14 markets (Australia, Brazil, Canada, Chile, China, Colombia, France, Germany, India, Japan, South Korea, Sweden, and the United Kingdom). In total, these markets generate more than 80 percent of all international visitation to the United States.
- Leveraged \$52.5 million in contributed media from 35 global media partners, plus an additional \$5.7 million of in-kind contributions, to promote travel to the USA directly to consumers in numerous



international markets. This compares to \$49 million in contributed media from 29 global media partners in FY2016.

- Generated more than \$100 million in industry contributions, including cash contributions of \$43.5 million (compared to \$53 million in FY2016) and in-kind contributions of \$66.3 million (compared to \$47 million in FY2016) in recognized revenue—representing 40 percent in cash contributions and 60 percent in in-kind contributions for the year.
- Maintained a partnership program retention rate of 94 percent in FY2017.
- Kept overhead expenses to below 10 percent each year since our founding—devoting more than 90 percent of Brand USA's resources toward marketing and programs to increase international visitation.



PURPOSE AND REQUIRED SERVICES

Brand USA is seeking an organization to provide a variety of graphic design support to better present itself to industry stakeholders, federal partners, and private sector travel professionals. With this RFP, we are seeking a firm with expertise in Collateral Design Support, Presentation and Infographic Design, Experiential Design for Domestic Trade shows and other activations, and Promo Item Production and Management -to support our various corporate initiatives and events.

Bidders may submit a proposal addressing every service requested by the Scope of Work below or bidders may submit a proposal covering only sections of the Scope (i.e. Collateral Design Support). If bidding on portions of the RFP, please specify the portion(s) for which you are bidding in Attachment 1 (page 13).

SCOPE OF WORK

The following is an example of design support tasks that the winning bidder may be required to deliver.

Collateral Design Support (print and digital)

- Annual Report
- Business Plan
- Building on Success (Standard About Brand USA brochure –roughly 15 pages)
- Partner Program Brochure
- Guides/Booklets
- Trifolds
- Large format pull-up banners
- Posters/signage
- Postcards
- Corporate folders (two panel and three panel)
- Pocket guides
- Stationary



Presentations and Infographic Design

- Design sophisticated, impactful, and visually appealing presentations using PowerPoint, Keynote, or Prezi, all while adhering to Brand USA's style guidelines
- Create Presentation Templates for events and general corporate use
- Incorporate infographics and data design in presentations
- Design and provide library of icons and infographic templates for Brand USA to use on an ongoing basis

Experiential Design and Installment

- Full booth design for domestic tradeshows. This includes large format printing, digital graphics, seating areas, carpet installment etc.

Promo Item Production and Management

Please find below the types of events Brand USA usually participates in and/or sponsors, as well as the level of promotional materials and design support needed:

- General Corporate Events
 - Brand USA Marketing Roundtables: Executive-level /VIP gifts
 - Brand USA MegaFams: tchotchkes (in the past we've provided sunglasses, cell phone wallets, lip balm, etc.) and branded t-shirts with Brand USA and sponsor logos
 - Brand USA Sales Missions: tchotchkes/giveaways
 - Brand USA Film Premieres: branded candy packaging, popcorn boxes, napkins, and water bottles
- Tradeshows and Summits International Rep offices/tradeshow participation
 - Brand USA Travel Week: premium items/giveaways
 - IPW: premium items/giveaways, VIP-level gifts
 - WTM: premium items/giveaways
 - ESTO: premium items/giveaways
 - U.S.-China/China-U.S. Tourism Leadership Summit: premium items/giveaways, VIP-level gifts for Chinese Delegates, VIP speaker gifts



- International Repts tradeshow participation: premium items/giveaways

Functional Requirements

The selected firm should be able to meet the following requirements:

- Have a clear understanding of Brand USA and the organization's needs
- Must showcase design excellence and understanding of production techniques across platforms and substrates
- Understand the event's audience
- Must have the necessary staffing in house
- Must have contact identified for daily management
- Provide printing capabilities
- Be able to collaborate Brand USA's in-house designer and communications team
- Provide a minimum of 3 revision stages
- Produce a variety of competitive, high-quality promo items including valuable and exciting tchotchkes, branded t-shirts or other apparel, and VIP/Executive-level gifts
- Provide samples of promo items before purchase
- Provide promo items that are made in the USA only
- Brand any requested promo items
- Provide suggestions and multiple options for promo items
- Be able to work under tight deadlines and respond to last minute requests
- Deliver domestically and internationally
- Offer exceptional customer service and support

QUALIFICATIONS

- Experience working under extreme deadline
- Experience working with destination marketing organizations or travel/tourism industry

SELECTION: Top candidates will be asked to present and share design examples and/or promo item samples at the Brand USA headquarters.



DELIVERABLES

The proposal should include the following:

1. Executive Summary – Describe your understanding of the work to be performed and your firm’s ability to provide it.
2. Professional Experience – Describe how your firm is different from other firms that might be considered. This should include an explanation of the firm’s philosophy, size, structure, and qualifications for serving not-for-profit organizations of a similar size to Brand USA.
3. Project Management Approach – Describe how your firm manages corporate print projects. Discuss the communication process used by the firm to discuss issues with the project lead’s counterpart at Brand USA. Provide view of how the typical print project is managed by your firm, from inception through delivery.
4. Representative Pricing Schedule – Using the items listed under Representative Pricing Schedule (below), provide a quote for each item. Ensure that the costs shown are all inclusive (e.g., include management and administrative fees).
5. Client References – Include a list of relevant not-for-profit corporate clients the firm has served in the last three years and furnish the names and telephone numbers of at least three references whom we may contact.
6. Additional Information – Provide any additional information not specifically requested, which may be useful in evaluating your proposal. This section will not be included in the proposal 25-page limitation; however, it must be 15 pages or less in length.





REPRESENTATIVE PRICING

Based on the RFP requirements listed above, the proposal must include a detailed, realistic quote for the following items. This quote must be inclusive of all expected costs. Volume discounts can be cited, if applicable.

- [Market Guide redesign:](#)
 - 10.5" x 8.75" flat, 5.25" x 8.75" folded
 - 4/4 color
 - roughly 40 pages + cover
 - must include several chart designs and infographics
- [Partner Program Brochure:](#)
 - 8.5x11 flat (8.5x5.5 folded)
 - 19 pages + cover
 - 4/4 color
- [Annual Report/Business Plan:](#)
 - 8.5" x 11"
 - 4/4 color
 - Page Count: 124 pages roughly



PROPOSAL FORMAT AND SPECS

Proposals should be comprehensive of all information requested in this RFP and should be kept to a maximum of 25 pages. Proposal format is open to presentation style and delivery of the proposing team, but it must include the following information:

- Case studies (minimum of two) with demonstrated results relevant to Brand USA and the DMO & Travel Tourism space
- Brief company history, background and services provided
- Illustration of how we will interact for managing account, planning, and executing projects.
- Unique selling proposition over competitors
- The proposal may not exceed 25 pages, double –spaced, 12-point font
- Ideally, you will be able to demonstrate work you have performed with respect to each segment of the Scope: Collateral Design Support, Presentation and Infographic Design, Domestic Booth Design and Promo Item Production and Management



MINIMUM REQUIREMENTS

Proposals may be rejected if they do not include all of the Functional Requirements. All proposers wishing clarification of this RFP must submit questions in writing to Brand USA, no later than November 26, 2018 (due by 3:00 PM ET), and sent by email to RFPadmin@TheBrandUSA.com.

Cost for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by Brand USA.

1. Notice of Intent to Bid must be received by December 10, 2018 (due by 3:00 PM ET).

The notice shall be sent by email to RFPadmin@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.

2. RFP Responses must contain the following information:

- a. Executive Summary
- b. Provide description of the nature of the agency's services. Note when the agency was established, brief history and location. Address how you will have the necessary personnel, experience, skill, and financial resources to perform the work in a satisfactory and timely manner. Provide at least three examples of presentation templates, redesigns, and infographics your agency has produced. Please include examples of special animations and motion graphics as well.
- c. No Conflict of Interest: Read and complete the Conflict of Interest form. Client relationships that could potentially be considered a Conflict of Interest must be listed.
- d. Contract Manager/Team: Identify the role of each team member who will service the account. Current resumes must be attached for each person who would in any way be associated with this account.
- e. References: Provide at least two client references
- f. Budget



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	November 19, 2018
B. Written Questions (due by 3:00 PM ET)	November 26, 2018
C. Written Questions Answered and posted to Brand USA website	December 7, 2018
D. Notice of Intent to Bid Due (due by 3:00 PM ET)	December 10, 2018
E. Proposal Due (due by 3:00 PM ET)	December 20, 2018
F. Proposal Evaluated by scoring committee	January 11, 2019
G. Notification and Scheduling of Finalist Interviews	January 14, 2019
H. Finalist Presentation/Interviews	January 23/24, 2019
I. Notice of Intent to Award Contract and Public Posting	January 28, 2019

DELIVERY OF PROPOSAL

Each bidder must email their proposal to RFPadmin@TheBrandUSA.com no later than December 20, 2018 (3:00 PM EDT). Each bidder must also deliver eight (8) printed copies of the proposal to Brand USA's office at the address listed below, no later than December 20, 2018 (3:00 PM EDT). Printed copies may be sent via couriers such as Federal Express, UPS, etc. to:

Brand USA Headquarters
C/O RFP Administrator
1725 Eye Street NW, Eighth Floor
Washington, DC 20006
ATTN: RFP – Corporate Communications Graphic Design Support
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: December 10, 2018 at 3:00 PM EST

SEND TO:

Brand USA Headquarters

C/O RFP Administrator

1725 Eye Street NW, Suite 800

Washington, DC 20006

ATTN: RFP – Corporate Communications Graphic Design Support

Phone: 202.536.2060

Email: rfpadmin@thebrandusa.com

NAME OF BIDDER / COMPANY:
CONTACT PERSON:
MAILING ADDRESS:
SERVICES FIRM INTENDS TO BID:
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



Request for Proposal

Corporate Communications Graphic Design Support

Facsimile Number

Street, City, State, Zip



ATTACHMENT 3
FOR BRAND USA USE ONLY

Bid/Proposal: _____

Evaluated by: _____

Date: _____

Proposal Evaluation Criteria

The Scoring Committee will judge each written proposal based on the following criteria:

	MAX. POINTS	SCORE
Reputation of the Agency	25	
Design Quality	25	
Project Management Approach	25	
Representative Pricing	25	
TOTAL POINTS	100	