

The logo consists of the letters 'USA' in a white, pixelated font, set against a solid blue square background.

VisitTheUSA.com

Brand USA



Brand USA

REQUEST FOR PROPOSAL

Freelance Writers

January 2025



INTRODUCTION

As the destination marketing organization for the United States, Brand USA's mission is to increase incremental international visitation, spend, and market share to fuel the nation's economy and enhance the image of the USA 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 communicate U.S. visa and 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 1.2 million American jobs* and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked with more than 900 contributing 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 studies by Oxford Economics, over the past seven years Brand USA's marketing initiatives have helped welcome 7.5 million incremental visitors to the USA, benefiting the U.S. economy with nearly \$55 billion in total economic impact, and supporting more than 50,000 incremental jobs each year.

Brand USA's operations are supported by a combination of nonfederal 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 and 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.



PURPOSE

Brand USA is seeking a diverse group of qualified freelance writers to support various global communications needs, including crafting press releases, articles, and other key content to promote the United States as a premier travel destination on an ongoing, as needed basis. The selected writers will help communicate Brand USA's mission, milestones, and initiatives across diverse markets and audiences. This RFP is open continuously to ensure flexibility in meeting Brand USA's evolving needs. Submissions are accepted and reviewed on a rolling basis, and writers may be contacted throughout the year for specific assignments.

BACKGROUND

As the official destination marketing organization for the United States, Brand USA works to increase international visitation, spend, and market share. Through coordinated marketing efforts, Brand USA has driven measurable economic impact, welcoming millions of incremental visitors and supporting thousands of jobs. Global communications play a critical role in conveying our messaging, sharing success stories, and positioning the USA as a diverse, dynamic, and welcoming travel destination.

SCOPE OF WORK

The freelance writers will deliver high-quality, well-researched, and engaging written content on an as-needed basis, including:

- Press releases
- Press Kits
- Story ideas and pitches
- Social Media Posts (e.g. LinkedIn)
- Advertorial
- Other written content for Public Relations

FUNCTIONAL REQUIREMENTS

Must demonstrate:

- Proven experience in creating professional, high-quality written content (e.g., press releases, articles).
- Familiarity with tourism, hospitality, or destination marketing industries is a plus.
- Flexibility to work on multiple projects concurrently, as needs arise.
- Proficiency in AP style and other editorial standards.
- Collaborative approach to feedback and revisions.

QUALIFICATIONS

- Minimum of 5 years of professional writing experience in public relations, journalism, or communications.



BUDGET

Based on the RFP requirements, the proposer must submit a detailed rate card for the projects outlined above.



MINIMUM REQUIREMENTS

Proposals may be rejected if they do not include all deliverables. Proposers wishing clarification of this RFP must submit questions in writing to Brand USA, no later than January 9, and sent by e-mail to RFPadmin@TheBrandUSA.com. Questions will not be answered on calls, with the exception of meetings with scheduled finalists during, or after the meeting. Company names will be removed from the published question/answer document. Duplicative questions, irrelevant questions and questions already addressed in this RFP may not be published. Pitches will be not be accepted outside the RFP process.

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

1. **Notice of Intent to Submit** must be received by January 16 (due by 5:00 PM EDT).

The notice shall be sent by e-mail to RFPadmin@TheBrandUSA.com. 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:

- **Cover Letter:** A cover letter introducing the applicant and expressing their interest in and suitability for the freelance writer pool. The cover letter should outline the applicant's relevant experience, list and explain the writing specialties for which they would like to be considered and describe their collaboration and work style for freelance writing projects.
- **Resume:** A current resume, including any relevant certifications, awards, memberships, or other qualifications.
- **Work Samples:** 3-5 writing samples showcasing the applicant's proficiency in the writing specialties for which they would like to be considered. Samples may be accompanied by a few sentences of context as necessary.
- **Availability and Rate Sheet:** Submissions should include a rate sheet and availability.

3. **Certification Form**: Must be signed and accompany all RFP Response submissions.



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.

- Proposals Released: Ongoing from January 2025
- Submissions and evaluations will be conducted on a rolling basis, and awards will be made based on Brand USA's needs.

DELIVERY OF PROPOSAL

Proposals should be e-mailed to RFPadmin@TheBrandUSA.com. We will acknowledge receipt, so if you do not receive a receipt notification within two business days, please contact us. If the file size of your proposal is too large to email, or send via a FTP service, contact us and we will make arrangements.

EVALUATION AND CONTRACTING

Proposals satisfying the requirements of this RFP will be evaluated as they are received. Assignments will be made on an as-needed basis. Brand USA reserves the right to reach out to applicants at any time for additional information or to begin contract negotiations.



ATTACHMENT 1

NOTICE OF INTENT TO SUBMIT

Due: [Date]

SEND TO: 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

Phone Number

Official Contact Title

Facsimile Number

Email Address

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:

	MAX. POINTS	SCORE
Writing Experience: Alignment between the writer’s experience and the types of writing for which they would like to be considered	50	
Quality of Work Samples: Quality of submitted writing samples, focusing on clarity, coherence, accuracy, and suitability to publication venue/target audience; alignment between samples and the types of writing for which they would like to be considered	15	
Collaboration and Communication Skills / Professionalism and Reliability: Ability to interact effectively with subject matter experts, clients, and project stakeholders; receptiveness to feedback and revisions; and clarity of correspondence over the course of a project. Professionalism, reliability, and adherence to ethical standards.	15	
Cost effectiveness (Rates & Availability): Proposed compensation and structure in relation to the quality of work samples and types of work anticipated. Ability to take on projects on an ad hoc basis, commitment to deadlines, and track record of timely deliverables and communication	20	
TOTAL POINTS	100	