



VisitTheUSA.com

Brand USA

Request for Proposal

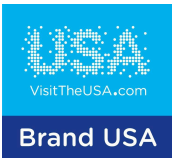


Brand USA

REQUEST FOR PROPOSAL

GoUSA TV Original Series

February 20, 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.

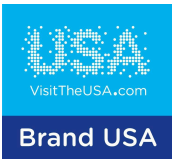
As one of the best levers for driving economic growth, international travel to the United States currently supports 1.2 million American jobs* and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked with more than 900 contributing organizations to invite the 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

The purpose of this Request for Proposal (RFP) is to identify a series concept and production partner for a travel entertainment series for GoUSA TV, Brand USA's digital television network.

BACKGROUND

GoUSA TV is a global, multi-channel travel entertainment network featuring programming about the United States. The network is currently available on Samsung TV Plus, LG Channels, ITVX, Plex, Netgem, TCL, Titan, Rakuten, Roku, Apple TV, Amazon Fire, Android TV, iOS, Android, Google Chromecast, and more. Details: <https://www.thebrandusa.com/gousa-tv/information?tab-order=0>

Our target audience is culturally curious TV and video viewers in international markets.

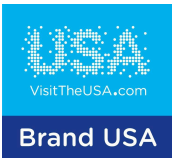
GoUSA TV programming includes award-winning television series, feature-length documentaries, and popular shorts told from the diverse perspectives of real people across America. Our mix of programming highlights authentic experiences across the USA, showcasing the people, places, culture and activities that make travel in the United States truly distinct.

As part of our original programming slate, we are seeking to create a new mid-form series at 10-20 minutes per episode. We invite producers/production companies to submit proposals.

CONTENT GUIDELINES

By watching GoUSA TV you will notice that our shows embody the following qualities that your submission should include:

- Clear, unique format
- Prioritizes storytelling over typical travelogue fare
- Story arc: The storyline must have a concrete beginning, middle, and end for viewers to follow, as well as engaging emotion through drama, conflict, fun, or comedy



- High stakes
- Strong characters
- Talented, passionate hosts
- Highlights uniqueness and builds a sense of place by featuring cultural elements such as food, music, identities, traditions, etc.
- Shares something completely new and unexpected about a destination, or shines a new light on something well-known
- Builds affection for the place and characters
- **Makes a viewer think: “I want to go do that thing, in that place, with those people now”**

Additional considerations:

- Open to all approaches - non-scripted, scripted, documentary, reality, etc.
- Must cover USA destinations only

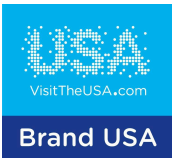
SPECIAL NOTE

If a project is greenlit, we will begin with a pilot of the series. If enjoyed by all parties, we will contract for more episodes.

MESSAGING FRAMEWORK

Our global messaging framework outlines the foundational approach we use to tell the story of the USA. Any story should touch on Possibility, Proximity, and Welcome.

- Unique Product Benefit: **Possibility**
Whether geographical, emotional or sensory, the vast range of experiences you can have while traveling in the USA are unique, diverse and totally up to you.
- Value Proposition: **Proximity**
The interconnectedness of USA points of interest means less time spent traveling and more time enjoying the wide range of experiences available.



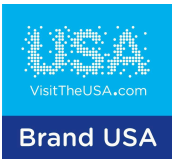
- Tone of Voice: **Welcome**

Dear World, we invite you to visit the USA and discover everything our 50 states, five territories and one district have to offer. There is so much you haven't seen and we'd love to show you around.

Our content themes focus on personal, emotional and human themes we've all seen in movies and literature. For GoUSA TV, these themes drive the narrative but the destination or experience is always the focus. **The destination is the hero**, but the story or characters are the lens by which we learn about this hero. In other words, the storyline is driven by (moves forward with) the thematic experiences of the characters, but the destination is always the protagonist of the story.

Content themes:

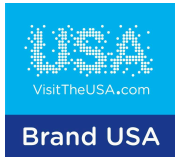
- Outdoor adventures
- Relationships
- Food
- Culture
- Road Trips



CRITERIA/QUALIFICATIONS

Producer/production company must have:

- At least five years of extensive television/video production experience
- Experience producing the genre you are proposing (scripted, documentary, etc.)
- Experience obtaining permitting
- Capability to secure talent and negotiate talent rights for the series
- Excellent reputation – worthy of representing Brand USA



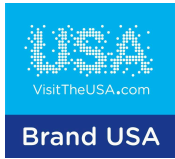
QUESTIONS

Failure to answer the following questions may result in disqualification. Please address:

- What is your typical time frame for pre-production, production and post-production on a series similar to your proposed concept?
- What makes your production company and/or process stand out?
- What are your three favorite shows on GoUSA TV and why?

DELIVERABLES

- **Synopsis** – Brief overview of the series.
- **Format** – Brief overview of the proposed format.
- **Story Structure** – Clearly communicate how the series will unfold from beginning to end. Include details on story arc and stakes.
- **Style + Voice** – Clearly communicate the style, tone and voice of the series.
- **Attached Talent** (if applicable) – Please send on camera links + social media #s
- **Sample Episode** – Please include at least one sample episode summarizing the content of a planned episode.
- **Budget** – Please provide clear budget estimation.
- **Key Team** – Provide bio of production company and bios of principal creative team.
- **Sample Work** – Include samples of previous work that best exemplify your production ability and are relevant in style and subject to the current project.
- **Answers to Questions** – Please submit answers to the questions listed under “Questions.”
- **No Conflict of Interest** – Please list any relationships that could potentially be considered a conflict of interest.
- **Signed Certification Statement** (attached) – Please sign and include with all RFP Response submissions.



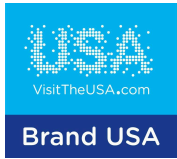
DELIVERY OF PROPOSAL

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

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

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

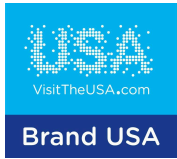
Phone Number

Official Contact Title

Facsimile Number

Email Address

Street, City, State, Zip



ATTACHMENT 2 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
Quality of the concept	40	
Suitability to the mandate of GoUSA TV	20	
Producer's experience and ability	20	
Cost effectiveness	20	
TOTAL POINTS	100	