



**EASTERN OREGON VISITORS ASSOCIATION (EOVA)**  
**CONTRACT FOR MARKETING: LEAD AGENCY**  
**REQUEST FOR PROPOSALS**

**SUBMISSION DEADLINE - 5pm Friday, September 9**  
**BUDGET - \$75,000**

**VisitEasternOregon.com**

**JOIN OUR TEAM!**

EOVA seeks an agency to serve as the lead for our broader marketing investments. Our ideal partner is an experienced agency that has an affinity for the tourism industry - both domestic and international, can produce strong creative, enjoys developing and implementing results-oriented strategic media and marketing plans, and provides concise reporting on tracking and measurements.

EOVA's marketing priorities include:

- Creating a successful marketing strategy with quantitative and qualitative objectives
- Delivering cohesive advertising in alignment with our "There's More to... Eastern Oregon" campaign.
- Identifying photo and video asset needs and procuring strong images showcasing our diverse region.
- Reporting on analytics of visitor profiles and campaign metrics to inform future ad positioning and plan priorities.

**About us**

EOVA is the Regional Destination Management Organization for Eastern Oregon representing Baker, Gilliam, Grant, Harney, Malheur, Morrow, Sherman, Umatilla, Union, Wallowa and Wheeler counties and the Tribal governments therein. The mission of EOVA is to develop, market and promote the Eastern Oregon region as a destination for visitors to enhance regional economic vitality and the quality of life for all residents.

Eastern Oregon's primary destination development and marketing pillars are 1) Agritourism, 2) Culture & Heritage, and 3) Outdoor Recreation. The goal of our consumer-facing communications are to reach potential visitors, pique their curiosity, and inspire them to visit and explore the varied experiences throughout our region. Utilizing EOVA's current marketing campaign: "There's More to... Eastern Oregon," we seek to leverage and expand upon this theme to highlight the range of offerings in our vast region.

**Scope of Work/ Deliverables**

- Produce a budget-conscious strategic and actionable marketing plan to encompass marketing priorities
- Deliver high quality creative production
- Paid media placement and management
- Provide regular performance reports and insights
- Work with the director to source new ideas and information
- Assist director, as needed, with additional marketing and messaging initiatives
- Stay up-to-date with emerging markets
- Ensure compliance with law (e.g. copyright and data protection)

### **Qualifications**

- A minimum of three (3) years of demonstrated experience developing and executing tourism centric campaigns
- Excellent organizational and time-management skills demonstrated
- Keen attention to detail
- Familiarity with the Eastern Oregon region
- Eastern Oregon-based response a plus

### **Proposal Content, Preparation and Submission**

*To be considered, your proposal must contain the following information:*

- A clear, concise description of how the agency meets the minimum qualifications.
- A description of how the agency proposes to work with EOVA, including budget, timeline of deliverables, who will be assigned to manage the work under the contract, and any other relevant operational information
- Resumes of all key personnel to be assigned to the contract and resumes for any subcontractors.
- No fewer than three professional references that provide details about the agency's experience, expertise, and performance.
- Selected copies of, or links to, work relevant to this proposal.
- Additional information, if any, that you wish to provide should be clearly identified in the proposal as an addendum.
- A digital copy (pdf format preferred) signed by an authorized representative of the agency.

### **Ownership**

The Eastern Oregon Visitors Association will own all materials and content resulting from contract.

### **Timeline**

August 26, 2022	RFP released
September 9, 2022	Deadline for submission (5pm)
September 12 - 19, 2022	RFP reviews
September 23, 2022	Award Contract & Notice to Proceed
1 year from contract date	Contract Renewal/Expiration

Proposals received in accordance with the RFP will be reviewed, ranked and provided to EOVA's Marketing Committee for review and recommendation to the Board of Directors for consideration and designation.

Thank you for your interest in responding to this RFP. We look forward to your response.

If you have any questions, please contact Alana Carollo, [execdirector@visiteasternoregon.com](mailto:execdirector@visiteasternoregon.com) with subject line: EOVA RFP for MARKETING: LEAD AGENCY

## **Other Considerations**

**Confidentiality** – The EOVA Review Committee/Board of Directors are subject to the Open Meetings and Public Records Laws of the State of Oregon. Therefore, the proposal submitted may be reviewed in a public meeting and the proposals themselves will be considered public documents. Therefore, it is recommended that proposals not include confidential information.

**Acceptance/Rejections of Proposals** – EOVA reserves the right, at its discretion, to reject any proposal that does not meet the stated criteria; to waive minor informalities within a specific proposal; to award all, some or none of the work to any applicant; and to revise, cancel or extend this solicitation of proposals or reject all proposals submitted.

**Cost for Preparation of Proposals** – EOVA is not responsible under any circumstances for any cost incurred as the result of the preparation or submission of the candidates' proposals.

**Equal Opportunity** – EOVA is proud to be an Equal Employment Opportunity employer and will consider all Proposals who meet the qualifications. We celebrate diversity and do not discriminate based on race, religion, color, national origin, sex, sexual orientation, age, veteran status, disability status, or any other applicable characteristics protected by law.

**Contract Award** – EOVA reserves the right to award one or multiple contracts for the outlined scope of work. EOVA also reserves the right to not award a contract to any agency, if none are deemed suitable.