

UNITED KINGDOM MARKETING SERVICES

Request for Proposal





November 1, 2024

To All Prospective Bidders:

Visit California, a privately funded nonprofit corporation, is seeking a qualified agency to provide destination representation in the United Kingdom (UK) to promote California as a premier travel destination.

The California Travel and Tourism Commission d.b.a. Visit California is a private non-profit 501(C) 6 funded by assessed businesses that have an interest in promoting tourism to California. California Tourism is marketed exclusively by Visit California. The Tourism Assessment Program was created under the California Tourism Marketing Act in 1995 with the passage of SB 256. The legislation authorized self-imposition of an assessment by businesses that benefit from travel and tourism. It also authorized the establishment of a non-profit, public benefit corporation, Visit California, to oversee the promotion of California as a premier travel destination.

Visit California oversees the production of a variety of marketing activities, which may include television and online advertising, content marketing to include Website, social media, content series, visitor publications and maps, cooperative programs with traditional and non-endemic partners, public relations and travel trade programs – all designed to promote California to consumers, media and the travel trade industry. For more details, please visit <https://industry.visitcalifornia.com>.

The annual contract period for the Scope of Work contained within this RFP will be approximately July 1, 2025 to June 30, 2026. Visit California may renew the contract each subsequent year for a five-year period, at its discretion. Visit California reserves the right to adjust the budget and related services.

Attached is an RFP for those capable of meeting minimum requirements and carrying out the scope-of-work. All proposals will be carefully reviewed and evaluated based on the criteria noted in the attached document.

Notice of Intent to Bid (a non-binding document), as well as any questions you may have to clarify this RFP, are due to Visit California no later than 4:00 p.m., Pacific Standard Time (PST), November 14, 2024.

Sincerely,

A handwritten signature in black ink that reads "Caroline Beteta".

Caroline Beteta
President and Chief Executive Officer
Visit California

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VISIT CALIFORNIA

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PART I

BACKGROUND

1. INTRODUCTION TO VISIT CALIFORNIA

California is the leading visitor destination in the United States with more than \$150.4 billion in travel and tourism related spending in 2023. This spending directly supported over one million jobs and generated over \$12.7 billion in state and local tax revenues. Among California's export-oriented industries, tourism is the fourth largest employer. Since 1998, consistent investment in the California Tourism program (a joint marketing venture of Visit California and the California Division of Tourism) has helped to increase market share and put California in a strong competitive position.

About Visit California

Visit California is a not-for-profit, 501 (C) (6) corporation formed in 1998 to work jointly with the State of California's Division of Tourism to implement the annual Marketing Plan, which promotes California as a premier travel destination. While these two partners (Visit California and Division of Tourism) are separate legal entities, they are commonly referred to jointly as Visit California.

Visit California's 37-member board of commissioners is composed of individuals from all 12 designated regions of California. Members represent five principal industry sectors: Accommodations, Restaurants and Retail, Attractions and Recreation, Transportation and Travel Services, and the Passenger Car Rental Industry. Twenty-five of the commissioners are elected by the approximately 18,000 assessed California businesses, and the governor appoints 12. The board meets three times a year to help direct Visit California's programs and activities. A 34-member statewide Marketing Advisory Committee also provides input in developing the Marketing Plan.

2. RFP PURPOSE

The purpose of this RFP is to seek and retain a qualified agency to act as the Visit California in-market specialist for marketing and sales representation in the UK to promote California as a premier travel destination, with the ultimate goal of increasing travel to California. The contracted company will be required to develop a proactive marketing program that enhances the position of California with consumers, key travel trade influencers and media outlets in the UK. The contracted company will also support consumer advertising and promotional campaign activity and will be involved in the management of Visit California's owned channels targeting the UK consumer, including the website, digital and printed publications, and social media.

3. CURRENT STRUCTURE

Visit California's global agency infrastructure consists of our Advertising Agency of Record (currently The Shipyard), consumer content and publishing services partner (currently Dot Dash Meredith) and 14 international travel trade and public relations (PR) partners around the world. As the core consumer agencies, the brand agency and the consumer content

and publishing services partner must work closely together to ensure a seamless brand experience for potential visitors.

4. CONTRACT TERM

The successful proposer will enter into a contract for services with Visit California. The duration of the initial contract between Visit California and the successful proposer is expected to begin upon the date of contract approval, approximately July 1, 2025, and terminate on June 30, 2026. Visit California reserves the right to renew its agreement prior to the end of each contract term for a total of five years, providing funding to do so is appropriated for this purpose in subsequent budgets. There will be a 6-month oral review in 2025 and subsequent reviews annually in each year the contract is renewed. Proposed renewals are also assessed according to program direction, funding, consistency of price and scope of work continuity.

5. AVAILABLE FUNDS

Please submit programming for a 12-month period of activity at (2) funding levels:

- **US\$1,300,000 (minimum budget) – to reflect core activations**
- **US\$2,000,000 (maximum budget) – to reflect additional budget programming**

We seek quality, cost-effective services and as such we encourage companies to propose a reasonable budget based on this RFP Scope of Work.

Visit California reserves the right to adjust both the budget and related services.

6. EVALUATION PROCESS

Visit California will form a committee to evaluate the written proposals. The criteria for the scoring of the proposals is included as Attachment C. The committee may at any time during the evaluation process seek clarification from Proposers regarding any information contained within their proposal. Final scores for each Proposer will reflect a consensus of the evaluation committee. Any attempt by a Proposer to contact a member of the evaluation committee outside the RFP process to gain knowledge or an advantage may result in disqualification of Proposer.

The top finalists chosen by the evaluation committee will be asked to provide oral presentations to the evaluation committee and allow the committee to conduct in-person office visits. All proposers and key team members working on the account should ensure they are available for the on-site visits during the dates presented in the Tentative Schedule. After the oral presentations, there will be a question and answer period. You will be notified of the total presentation time. In addition to Proposer management, key personnel

performing day to day activities will be requested to attend. The criteria for the scoring of the oral presentations is included as Attachment C.

7. OTHER CRITERIA

All proposals submitted shall become the property of Visit California and shall not be returned to the Proposer. Visit California also reserves the right to:

- Adjust the RFP timeline.
- Reject any and all bids.
- Waive any or all mandatory requirements if no proposers meet one or more of the requirements.
- Cancel this RFP.
- Revise the amount of funds available under this RFP.
- Amend this RFP as needed;¹ and
- Not select a vendor and award a contract from this RFP.

All proposers agree that budget costs submitted with their proposals are valid for 180 days from the date Visit California receives your proposal.

Proposals may be rejected if minimum requirements are not met.

8. CONTRACT AWARD

The Scope of Work and all tasks involved will be subject to negotiation between Visit California and the Awardee for the initial contract period. The details of your proposal will be used to negotiate the contract scope of work, and to evaluate your overall proposal as described in Attachment C, Written & Oral Proposal Evaluation Criteria.

Please note: Upon completing the selection process under this RFP, Visit California will notify the winning Proposer and all other Proposers who were not selected. Visit California's deliberations are confidential. Accordingly, while we understand that non-selected proposers may wish to ascertain reasons for their non-selection, Visit California is unable to respond to any subsequent questions and/or requests for information as to why a company was not selected.

¹ If RFP is amended, Visit California will send an addendum to all Proposers.

9. TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of the Commission.

November 1, 2024	RFP public announcement
November 14, 2024 (4:00 pm PST)	Deadline for agency to submit <i>Intent to Bid</i> & questions
December 5, 2024	Q&A provided to proposers
January 8, 2025	Deadline for agency to submit proposal
January 22, 2025	Compliance review completed – Committee review begins
Week of February 10, 2025	Finalists selected and notified (actual notification date varies)
Week of February 17, 2025	Pre-calls with finalists
Week of April 7, 2025	Management conducts oral interviews in the UK
Week of April 21, 2025	Selected proposer announced (actual notification date may vary)
Week of April 28, 2025	Contract negotiations and/or agency transition
July 1, 2025	Commencement date of new contract

10. MINIMUM REQUIREMENTS

Proposals may be rejected if minimum requirements are not met.

Questions

All Proposers wishing clarification of this RFP must submit questions via email to: RFP Submissions rfps@visitcalifornia.com by the date and time referenced in Section 9, Tentative Schedule. **Prior to submitting, please review the questions and answers located on our website at: <http://industry.visitcalifornia.com/About-Visit-California/Requests-for-Proposals>.**

Notice of Intent to Bid

Notice of Intent to Bid, Attachment A, must be received by **November 14, 2024** by 4:00 pm, PST. The notice must be submitted via e-mail to rfps@visitcalifornia.com. The Notice of Intent to Bid is non-binding; 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.

Financial Statements

Proposers are required to demonstrate financial viability for maintaining an account of this size. Please provide **one copy** of GAAP / IAS compliant financial statements, including but not limited to:

- Income Statement; and
- Balance Sheet.

All of the above Financial Statements must be the most recent statements available, but no more than 12 months old. Financial statements are to be submitted in a sealed envelope. After review, all financial statements will be destroyed or returned to Proposer.

If Proposer would like a Non-Disclosure Agreement (NDA) signed, please complete, sign, and return the NDA (Attachment D) along with your *Intent to Bid* form by the date specified in the Tentative Schedule.

If proposal is a joint proposal, you must submit financial statements for both Proposers. Financial Statements are not required to be audited.

Please note that financial statements are not optional, but a minimum requirement, even for private companies. Proposers who do not provide financial statements will not be considered.

Other Minimum Requirements

- Must be a business entity registered in the UK.
- Agency must have at least five years' experience in the capacity of marketing and sales representation in the UK.
- Agency must be a full-service tourism marketing agency and be able to show competency in the travel trade, market insights and strategy, consumer, digital/ social, cooperative marketing, travel trade and public relations.
- Agency must not have any direct interest in any tour wholesaler companies, general travel agencies, or commercial or charter airlines based in the UK.

11. BILLING & RELATED REQUIREMENTS

11.1 Contract Requirements & W-8

Winner of RFP will be required to abide by Visit California contracting requirements. This includes the conditions and terms contained within our standard Contract Template. **Please review this template prior to submitting a proposal to ensure these terms are acceptable.** The standard Contract Template and information on contracting requirements can be found at <http://industry.visitcalifornia.com/About-Visit-California/Requests-for-Proposals/>

You will also be required to submit United States Internal Revenue Service (IRS) Form W-8BEN.

11.2 Internal Control Structure

As an attachment to your proposal, please provide a detailed discussion of your internal control structure for ensuring the following controls are in place and operating effectively:

- Controls for ensuring exchange rates are calculated properly;
- Controls for ensuring the accuracy of invoices from Proposer's sub-contractors, and the accuracy of invoices provided to Visit California; and
- Controls for ensuring that no expenses are incurred without prior approval.

11.3 Billing

The budget for this RFP and all administrative and overhead payments shall be made in U.S. dollars. All program and out-of-pocket costs will be reimbursed in the currency in which they were incurred. The RFP budget shall not be adjusted for the rate of currency exchange.

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PART II
**MARKETING STRUCTURE &
SCOPE OF WORK**

1. MARKETING STRUCTURE

Visit California has invested in the UK market for over 20 years, implementing a range of initiatives including public relations programs, travel trade partnerships, market insights, consumer websites, social media, digital strategies, and content tools. To ensure effective engagement, Visit California recognizes the critical importance of localizing messaging across these various marketing disciplines. While a consistent worldwide target audience provides a framework for planning and deploying global media and marketing programs, it is essential to adapt strategies to reflect the unique preferences and cultural nuances of the UK market. This approach allows for deeper connections with core and opportunity audiences, ensuring that our messaging resonates effectively and drives engagement in this priority market.

Given that the UK represents the largest marketing investment in Europe, it is crucial for the selected agency to adopt a Pan-European perspective when addressing our marketing needs. A comprehensive understanding of the European traveler, along with the broader marketing climate, will enable the agency to craft strategies that resonate not only in the UK but also in neighboring markets. By considering these insights, the agency can develop more effective marketing programs that capture the interests of travelers across Europe, thereby amplifying the overall impact of our campaigns.

In addition, the selected agency must possess a strong understanding of the direct-to-consumer media landscape within the UK. This knowledge is crucial for developing a comprehensive marketing plan that effectively reaches and engages consumers. Collaboration with our paid media agency will be key to aligning strategies and maximizing impact. By integrating insights from both the direct-to-consumer approach and paid media efforts, we can create a cohesive marketing strategy that not only captures attention but also drives conversions, ultimately enhancing Visit California's presence and influence in the UK market.

** There is potential for media buying within the country, which may involve leveraging an additional budget to enhance our reach and effectiveness through targeted advertising campaigns.*

1.1 Public Relations

As part of its overall media outreach, influencer marketing and public relations strategy, Visit California hosts a variety of events and works with journalists to communicate its travel trade programming and promote the entire State through the power of earned media, events, and

stakeholder communications. A comprehensive public relations plan is an integral part of Visit California's overall effort, across a variety of marketing disciplines, and across our paid and owned media. This ensures that all forms of communications and messages are carefully linked together to highlight the many unique experiences and range of destinations throughout the State and to support key marketing messages and initiatives.

1.2 Travel Trade

To increase visitation and spending in California, an integral part of Visit California's strategy is to ensure the state is prominently positioned within key travel trade distribution networks globally. Visit California works with the travel trade industry to develop strong partnerships and to create new and innovative travel products that include all 12 tourism regions of the state. A great effort has been put into developing and promoting CALIFORNIA STAR, a dynamic trade-focused digital education platform. This digital tool, coupled with in-person trainings, helps expand agent knowledge regarding the diversity of California experiences through training and interactive sales tools, turning agents into expert brand ambassadors.

1.3 Partnerships

A key component of Visit California's travel marketing plan is to develop marketing partnerships to increase visitation as well as provide support for global programming. To expand the reach and maximize resources, it is important for the in-market agency to work closely with airlines, along with endemic and non-endemic brands in the market with the goal of increasing California's presence in the market.

1.4 Owned Channel Management (website, e-marketing, social media management)

Visit California has created a comprehensive online marketing and communications strategy, with language and content customization on a market-by-market basis.

- Website

Visit California maintains Websites in all key global markets, which www.visitcalifornia.com/ serves as the foundation for the Visit California owned platform in UK (the localized website URL is www.visitcalifornia.com/). Central to the updated website approach is a mobile first mentality. With a strong content strategy in place, the website functions as the hub for Visit California's digital ecosystem to enhance our "Always On" consumer global strategy.

- Social Media

While the website will continue to serve as the primary content hub for the digital ecosystem, Visit California recognizes the importance of connecting with consumers in their preferred environment and has a localized Facebook page to speak to in-market consumers.

- Content Strategy

A well-defined content strategy is essential for effectively engaging the UK market and achieving Visit California's marketing goals. This strategy will serve as a roadmap for creating, distributing, and measuring content tailored to resonate with UK travelers at every stage of their journey. By aligning content efforts with business objectives, Visit California can maximize its resources, avoid redundancy, and ensure that all content produced is both relevant and impactful.

Visit California has the following digital channels in UK:

- URL: www.visitcalifornia.com/
- Facebook: <https://www.facebook.com/VisitCalifornia/>

2. MARKET INSIGHTS

To effectively position California as a premier travel destination for UK travelers, the selected marketing agency must possess a deep understanding of the travel and travel trade landscape, and the unique preferences of this market. With UK visitors projected to spend approximately US \$1,364 million in California in 2024—95% of pre-pandemic levels—insights into cultural interests, travel motivations, and economic factors are essential. The agency should leverage these insights to craft targeted campaigns that resonate with UK audiences, taking into account regional travel trends and the influence of digital platforms on consumer decision-making.

By integrating comprehensive market research into public relations, travel trade collaborations, and digital marketing strategies, the agency can enhance California's visibility and appeal, ultimately driving increased visitation and spending. Further market insights are available on Visit California's industry website under the Global Market Profiles section.

3. SCOPE OF WORK

The following Scope of Work categories are designed to provide guidance for determining your total costs.

- Communications / Public Relations;

- Travel Trade;
- Consumer Marketing, Cooperative and Partnership Programs; and
- Consumer Content Distribution and Owned Channel Management.

3.1 Communications

- **Public Relations Strategy.** Public Relations strategy(s) to include, but not be limited to, the identification of potential story angles against market niches; support needed to achieve destination coverage; identification of unconventional means to gain exposure; target publications that align with the targeted lifestyle segments; identification of media vehicles from traditional print to social media.
- **Global Digital Influencer Strategy.** Working closely with Visit California Headquarters, you will develop a cohesive global digital influencer strategy to expand the reach of Dream Big aspirational messaging and harness the power of multi-channel media personalities. Standards of audience reach, content quality and brand alignment will be established as part of this streamlined approach, with further localization as appropriate for the market. Dedicated digital influencer programs such as press trips to meet the specialized needs of this audience and leverage the development of content.
- **Communications Strategy.** Communication strategy(s) to build and strengthen communication with appropriate California destination, attraction, lodging, and tourism service providers in order to expand the reach and voice of the California travel product.
- **Scope of Work Duties.** Examples of current duties which may be included in the awarded Scope of Work:
 - Target appropriate consumer and trade media, along with key opinion leaders and influencers that are appropriate for the California brand and secure positive publicity;
 - Create a stable of engaged digital influencers to provide California constant engagement on social channels;
 - Generate qualified press leads for California travel industry;
 - Develop and maintain ongoing electronic media database accessible by Visit California;
 - Organize and host familiarization trips for traditional media and digital influencers;
 - Coordinate media receptions and special events (if applicable);

- Proactive pitch development and execution to media audience about leisure travel to California and Visit California promotional activities;
- Leverage in-market contacts to explore new promotional partnerships to extend the California brand in the UK;
- Identify and support broadcast productions that provide access to mass reach media channel opportunities;
- Maintain and utilize Visit California's media portal for all reporting such as press clippings, ROI, media Website and newsletters; and
- Assist with crisis communications support as needed.

3.2 Travel Trade

- **Travel Trade Strategy.** Travel Trade strategy to include, but not be limited to, the identification of new initiatives to promote California during the course of the year to the Travel Trade; the determination of new strategies to participate in targeted co-opportunities with airlines and travel trade, and cooperative marketing opportunities targeting key niche audiences in the UK. Develop a progressive strategy to align Travel Trade distribution channels and opportunities for partnerships, including identifying actions to align with wholesalers, on-line travel agencies (OTAs), airlines, and retail travel agencies.
- **Events Strategy.** Working closely with Visit California, identify and develop a schedule for participation in industry events, tradeshow, sales missions, workshop presentations, and seminars that reflect participation level consistent with Visit California goals. This will also include the expansion of product development in the UK market.
- **Educational Strategy.** Educational strategy(s) and activities to educate and train tour operators and retail agents about California, including but not limited to familiarization trips; use of "California STAR" platform and travel trade engagement and training. Visit California's on-line training program and other creative vehicles to educate and communicate our destination product. California STAR is a dynamic trade resource that is an interactive showcase to act as a planning and sales resource. The platform includes collateral, images, video, itineraries and other resources all to further assist members of the trade on the wealth of destinations and activities that California offers. <http://www.star.visitcalifornia.com>
- **Scope of Work Duties.** Examples of current duties which may be included in the awarded Scope of Work:
 - Provide bi-annual brochure analysis utilizing Visit California's travel trade portal;
 - Develop and maintain list of top-producing tour operators;

- Develop and maintain ongoing electronic travel trade database accessible by Visit California;
- Maintain regular contacts via sales calls, meetings, and travel trade newsletters;
- Support Travel Trade in generating bookings to California through trade co-ops and education;
- Develop and maintain information on the travel trade Website;
- Utilize and update California's STAR (online training) platform;
- Develop and expand engagement of travel agents via utilization of the California STAR training platform;
- Conduct regular educational seminars with travel trade in the UK;
- Generate qualified leads for California travel industry;
- Organize and host familiarization trips for product managers and travel agents;
- Represent California at selected travel trade shows and events in market to be jointly determined by Visit California;
- Coordinate co-operative trade programs with select travel partners; and
- Form a trade advisory board consisting of key tour operators, airlines, OTAs and other trade influencers and meet with board annually.

3.3 Consumer Marketing, Cooperative and Partnership Program

- **Consumer Marketing Strategy.** Visit California has identified a consistent worldwide target audience to allow for greater efficiency in planning and deploying media and marketing programs on a global basis. This generalized target takes into consideration age, income and travel propensity. Visit California looks to the in- agency for local insights and a brand advertising strategy that is developed in partnership with the global brand agency and integrates into the Visit California brand platform.
- **Cooperative and Partnership Strategy.** In order to expand our "Always On" programming of Paid, Owned, Earned, Trade and Shared (POETS) strategy, Visit California looks to the local agency to identify, negotiate and facilitate partnerships to expand the California brand and maximize budget with programs designed to reach the consumer in the UK.
- **Scope of Work Duties.** Examples of current duties which may be included in the awarded Scope of Work:
 - In Country Marketing Activity. We do look to our selected in-country marketing agency to assist and provide input and local insight to our global brand agency. Some examples may include identifying and managing partnerships

with entities/disciplines such as: travel trade, airlines, broadcast and media outlets, digital influencers along with non-endemic partners.

- Cooperative and Partnership Programs. In order to extend our reach and visibility to the consumer, Visit California will look to the agency to assist with consumer facing activations and partnerships, all designed to expand the California brand to consumer. Local agency would be responsible for developed and oversight of partnerships and local cooperative marketing programs, under the direction of Visit California headquarters.

3.4 Consumer Content Distribution & Owned Channel Management

Central to Visit California's website strategy is a mobile first mentality. With strong content strategy in place, the website functions as the hub for Visit California's digital ecosystem. In addition to driving content consumption, the site has an increased focus on driving consumer action. Whether that action is a link through to an industry partner, an opt-in to a Visit California publication (printed or digital) or a social share or follow, the website creates a stronger connectivity across all Visit California consumer connections channels. The consumer website can be found at <http://www.visitcalifornia.co.uk>

- **Strategy.** As the key element to direct to consumer communication, please include an owned channel strategy, including social media strategies and evaluation of the most appropriate in-market platforms. The owned channel strategy consists of four key components: content localization, content creation, content management through Visit California's platform, and content distribution through partnership.
- **Scope of Work Duties.** Examples of current duties which may be included in the awarded Scope of Work include:
 - Work closely with the Visit California content team on development and execution of content strategy and content localization across all Visit California owned channels;
 - With Visit California content team, recommend content that will need to be created for consumer engagement (will be funded from a separate budget);
 - With Visit California content team, create content distribution strategy for maximum impact and reach of target audience;
 - Work with Visit California on an annual localized content calendar;
 - Translate and provide localization of Facebook post, or content on any other relevant social media channel, as provided by Visit California HQ; and
 - Execute Website updates.

3.5 Account Administration

- Provide Visit California a written monthly progress report on activities and accomplishments;
- Progress Report is to be received by the 10th of the succeeding month in which the activities were performed. Sample progress report will be provided to the selected bidder upon request;
- Provide detailed back-up and appropriate receipts for all monthly expenses related to billable services and out-of-pocket purchases. This documentation shall be submitted monthly along with monthly invoice and report and is subject to audit at Visit California discretion;
- Provide annual top-line report that includes a competitive analysis indicating the state of the industry, California's position in the market, and issues that could adversely or positively affect the destination's strategic position;
- Store and maintain adequate amounts of Visit California collateral and promotional items; and
- Maintain a dedicated business phone/e-mail contact for trade and press inquiries about California and be able to disseminate appropriate information expediently.

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PART III
PROPOSAL OUTLINE

1.0 PROPOSAL OUTLINE

A concise yet substantive proposal should be based on a full year of activities. Each proposer must include a complete and detailed discussion, in a narrative format, for each of the items in the proposal outline listed below.

The discussion of these items will be used to evaluate the proposer's qualifications for effectively delivering the requirements outlined within this RFP.

- Cover Page
- Table of Contents
- Executive Summary
- Company Background;
- Company Management & Staff;
- Sub-Contractor Requirements;
- Conflict of Interest;
- Understanding of Visit California;
- Marketing Services;
- Marketing Strategy;
- Process & Workflow;
- Timeline;
- Measurement & Metrics;
- References
- Budget & Pricing Structure;
- Agency Video
- Appendices, and;
- Financials (submitted separately in sealed envelope).

Please ensure your proposal includes the following:

- A detailed table of contents or index which lists each key section of your proposal;
- Page numbers; and
- Tabs or other methods to identify key sections of your proposal.

Your proposal should be well organized and a total of 40 - 50 pages, excluding the appendices and financial report(s). Place sections of your proposal in the order they are presented within this RFP. You should address all the key points stated in the RFP; a suggested number of pages is listed below each category.

COVER PAGE: A professional cover page with the agency's name, logo, and contact information.

No more than 1 page

TABLE OF CONTENTS: Provide an overview of the proposal's sections and their page numbers.

No more than 1 page

EXECUTIVE SUMMARY: An overview of the agency's approach to providing ongoing marketing services, key strengths, and why they would be the best fit to be Visit California's agency of record.

No more than 1-2 pages

- COMPANY BACKGROUND: Include the following:
- A description of your company's primary services
- The year in which your company was formed
- Your company's experience in marketing representation or tourism experience you may have
- The address from which the primary work on the contract will be performed
- Number of total employees
- List location of all of your global offices(if applicable)

No more than 2-3 pages

- COMPANY MANAGEMENT & STAFF: include the following:
- The contract manager/director 'lead' for this scope of work
- The individuals who will be conducting the day-to-day work; and
- Team structure locally
- For all individuals assigned to this account, please provide:
- Current resumes and/or biographies demonstrating qualifications related to this RFP
- Length of time with your company
- Account roles and responsibilities
- Percentage (%) of time they will be spent on the Visit California account
- Please describe any services and/or media expertise that may be provided by third parties.

No more than 6- 8 pages

SUB-CONTRACTOR REQUIREMENTS: The proposer should identify all proposed subcontractors for work that exceeds US\$5,000 and document which portions of service will be performed by subcontractors and their ability to perform the work. For each subcontractor, please provide the name and background of their company, if applicable. Additionally, the proposer should submit resumes of the proposed subcontractor's key personnel, including those conducting day to day work.

No more than 2-4 pages

CONFLICT OF INTEREST: The proposer must certify that there is no conflict of interest between any existing contracts. Client relationships that could potentially be a conflict of interest must be listed together with a discussion of how the Proposer will resolve the potential conflict of interest and receive approval from other clients, if needed, prior to the oral interviews.

No more than 1-2 pages

UNDERSTANDING F VISIT CALIFORNIA: Account planning and research disciplines are critical aspects in the scope of work. Demonstrate the agency's understanding of Visit California, and the California travel industry, target audience, and marketing goals.

No more than 2-3 pages

MARKETING SERVICES: Breakdown of the specific marketing services your agency will provide, such as branding, travel trade outreach, public relations, digital marketing, etc.; provide an outline of the strategic planning process as it relates to the time allocated to strategy vs execution. Note any additional optional services you think could be of value and indicate if they would be included in the annual budget or available as needed at an additional cost.

No more than 4-6 pages

MARKETING STRATEGY: Detail your agency's proposed overall marketing strategy of how you intend to accomplish the task and your experience in accomplishing those tasks, including channels, tactics, and key themes; include the following details in your narrative:

- Marketing overview
- Conditions in the marketplace
- Key shifts and challenges in the marketplace
- Competitive analysis for California from the UK perspective; and
- Marketing objectives.

No more than 5-7 pages

PROCESS AND WORKFLOW: Detail your agency's workflow, communication processes, estimated timeframes and an implementation schedule, and how you will collaborate with the Visit California team.

No more than 3-4 pages

TIMELINE: A general overview of how your agency plans to structure ongoing campaigns and initiatives over time. and any deliverables you may provide that will be derived from those tasks.

No more than 1-2 pages

MEASUREMENT AND METRICS: Outline how your agency plans to measure the success of ongoing campaigns, the key performance indicators (KPIs) and how you plan tracking and reporting frequency.

No more than 1-2 pages

REFERENCES: If available, provide current and past client list, client testimonials or references that can speak to the agency's quality of work and professionalism.

No more than 1-2 pages

BUDGET AND PRICING STRUCTURE: A high-level breakdown of the proposed budget for ongoing services and the pricing structure. This section can vary in length depending on the complexity of the pricing model – Please complete the required budget information in Attachment B.

Usually 2-3 pages

AGENCY VIDEO: Submit no more than a three to five minute video (to be shot on a mobile device to have a relaxed look and feel, professional quality is not needed) with your proposal that (1) introduces us to each member of your staff who will be working on this account, and (2) has each staff person discuss their background within their area of expertise.

APPENDICES: Any additional supporting documents, such as case studies, sample work, relevant managerial experience, examples of past projects that demonstrate your skills and qualifications, or any other supplementary information.

FINANCIALS: Proposers are required to demonstrate the financial viability of this account. See page 11 for more information.

PROPOSAL SUBMISSION

Each bidder is required to deliver **TEN** hard copies in addition to an electronic version of their proposal. Only **ONE** copy of Financial Statements is required. Electronic versions of the proposal must be in PDF format and sent to RFP Submissions at rfps@visitcalifornia.com. Hard copies must be sent by courier such as FedEx or UPS and received by January 8, 2025:

Visit California
Request for Proposal: UK Marketing Services
Attn: RFP Submissions
555 Capitol Mall, Suite 1100
Sacramento, CA 95814 USA

- **Proposals must be received by the date and time referenced in the Tentative Schedule.**
- **Late submissions will not be accepted.**
- **Proposals may not be faxed.**

VISIT CALIFORNIA
Request for Proposals
UK Marketing Services

PART IV
ATTACHMENTS

Notice of Intent to Bid

Budget

Evaluation Criteria

Non-Disclosure Agreement

ATTACHMENT A

**NOTICE OF INTENT TO BID
UK MARKETING SERVICES
Due: November 14, 2024
4:00 PM PST**

Send to:

Jason Pacheco

Global RFP Facilitator

jpacheco@visitcalifornia.com; cc: rfps@visitcalifornia.com

Name of Proposer:
Contact Person:
Mailing Address:
Agency URL:
Telephone:
Email Address:
Signed

ATTACHMENT B

**BUDGET FORM
UK MARKETING SERVICES**

FINANCIAL BUDGET				
Budget Line Items	Activities / Description			Program Cost
Communications/Public Relations				
Travel Trade				
Marketing, Co-op & Partnerships				
Owned Channels				
Account Administration <i>(include only your retainer / fee)</i>				
Other <i>(include any other expenses not included above)</i>				
Total Cost				
STAFFING BUDGET				
Title	Years with Company	Years in RFP Field	Hourly Rate	% Time Assigned to Account
			Total FTE's	

ATTACHMENT C
WRITTEN & ORAL PROPOSAL EVALUATION CRITERIA
 (For Information Purposes Only)

A selection committee will read and review the written responses and assess how well it meets the needs of Visit California as defined by the RFP.

Each committee member will record their scores on an evaluator’s worksheet (example below). Scores will be based on the number of points for each evaluation component , which is provided in the scoring range column of the worksheet.

*Evaluation Points 1-5

1. Poorly addressed, not adequate
2. Insufficiently addressed capabilities questionable
3. Adequate response, capable
4. Strong response, above average capabilities
5. Excellent response, exceeds expectations

Evaluation Criteria

All proposals will be evaluated and rated in accordance with the following criteria and the indicated weighted value of the criteria.

MARKETING CRITERIA	Weighted Value	Scoring Range 1-2-3-4-5	Total	Max Score
Scope of Work Response Strength and detail of strategic plan pertaining to RFP disciplines: media (paid, owned, earned) and trade execution, brand alignment, integration of disciplines.	25%	x		125
Capabilities Ability to develop effective programming. Quality, creativity, innovation, clarity, relevancy, and probability of implementation.	25%	x	_____	125
Experience Years of experience in tourism or other brand experience, in building collaborative programs and leveraging/maximizing resources	15%	x		75

In-House Capacity Account management, research, strategic planning, tools, data pools, event management, design, and production, and measurement systems in place	15%	x		75
Sub Total	80%			400

GENERAL CRITERIA

Best Value & Cost Effectiveness Administrative cost, overall costs per headcount. Budget is reasonable and appropriate.	10%	x		50
Quality and Professionalism Proposal completeness, cultural fit, team is presentable to Board of Directors	10%	x		50
Sub Total	20%			100

Total **100%** — **500**

ATTACHMENT D

NON-DISCLOSURE AGREEMENT (Proposal Information)

THIS NON-DISCLOSURE AGREEMENT ("**Agreement**") is made as of _____ ("**Effective Date**") by and between _____, a _____ ("**Disclosing Party**"), and the California Travel and Tourism Commission, a California non-profit mutual benefit corporation dba Visit California ("**Receiving Party**"), on the following terms and conditions:

1. Background and Purpose. Receiving Party has issued a request for proposal to which Disclosing Party intends to respond with a proposal (the "**Proposal**"). The proposal and supporting documentation will contain certain financial and other business information that is considered confidential and proprietary information by the Disclosing Party (the "**Confidential Information**"). The Disclosing Party has agreed to provide, and the Receiving Party has agreed to hold and use the Confidential Information pursuant to the terms and conditions of this Agreement.

2. Requirement to Retain Confidentiality. The Confidential Information is regarded by the Disclosing Party as highly valuable and is not known publicly. Its continued value depends, in part, on retaining its confidential nature. The requirements of this Agreement will apply to the Confidential Information for a period of three (3) years from the Effective Date.

3. Use or Disclosure of Confidential Information. The Receiving Party recognizes that the improper use, disclosure or release of all or any portion of the Confidential Information could cause substantial damage to the Disclosing Party and its affiliates and damage his potential opportunities and revenues, and otherwise have a detrimental impact on the Disclosing Party. Accordingly, all Confidential Information received by the Receiving Party shall be (a) used solely for the purpose of the Receiving Party's evaluation of the Proposal, and (b) kept confidential and shall not be disclosed by Receiving Party in any manner whatsoever, in whole or in part, to any person who is not a party to this Agreement, or (ii) used or included in any information or reports disclosed or distributed by the Receiving Party to any person who is not a party to this Agreement; provided that Receiving Party is authorized to disclose the Confidential Information to affiliates, attorneys, agents, representatives, or employees of the Receiving Party who will review the Confidential Information in connection with the Proposal, subject to the terms and conditions of this Agreement.

4. Information Not Covered by Agreement; Disclosure under Legal Compulsion. Confidential Information shall not include such portions of the Confidential Information as are or become: (i) generally available to the public other than as a result of a disclosure in violation of this Agreement, (ii) available to a party to this Agreement on a non-confidential basis from a source (other than a party to this Agreement), which source is not prohibited from disclosing such Confidential Information by a legal, contractual, or fiduciary obligation, (iii) known by the Receiving Party prior to such disclosure as shown by credible evidence, or

(iv) subject to a governmental, judicial, or administrative order, subpoena or discovery request. If the Receiving Party receives any subpoena, order or other document legally compelling the Receiving Party to disclose any of the Confidential Information, the Receiving Party shall provide the Disclosing Party with prompt written notice of such request so that the Disclosing Party may seek a protective order or other appropriate remedy and/or waive compliance with the provisions of this Agreement. If such protective order or other remedy is not obtained or not requested, the Receiving Party agrees that it shall furnish only that portion of the Confidential Information that it is advised by counsel that it is legally required to disclose and shall exercise reasonable efforts to obtain assurance that confidential treatment will be accorded the Confidential Information so disclosed. Additionally, notwithstanding the foregoing, Disclosing Party acknowledges and agrees that Receiving Party is subject to the California Public Records Act, ("PRA") and shall provide any materials and make any disclosures required for Receiving Party to comply with the PRA.

5. Safeguard Confidential Information. The Receiving Party agrees to safeguard all Confidential Information in a secure place and restrict the disclosure of any Confidential Information as provided herein.

6. Property. The Confidential Information shall remain the exclusive property of the Disclosing Party. Upon the termination of the discussions regarding the Proposal the Receiving Party shall return any documentation or recordings of the Confidential Information, together with all copies thereof, immediately to Disclosing Party, provided that Receiving Party may retain a copy in its records, pursuant to its records retention policy, subject to the continuing obligation of confidentiality with respect to such Confidential Information.

7. Attorneys' Fees; Prejudgment Interest. If the services of an attorney are required by any party to secure the performance of this Agreement or otherwise upon the breach or default of another party to this Agreement, or if any judicial remedy or arbitration is necessary to enforce or interpret any provision of this Agreement or the rights and duties of any person in relation thereto, the prevailing party shall be entitled to reasonable attorneys' fees, costs and other expenses, in addition to any other relief to which such party may be entitled.

8. Severability. If any provision of this Agreement is held by a court of competent jurisdiction to be invalid or unenforceable, the remainder of the Agreement which can be given effect without the invalid provision shall continue in full force and effect and shall in no way be impaired or invalidated.

9. Governing Law. The rights and obligations of the parties and the interpretation and performance of this Agreement shall be governed by the law of California, excluding its conflict of laws rules.

10. Notices. All notices and communications pursuant to this Agreement shall be given in writing by personal delivery, prepaid first class registered or certified mail properly addressed with appropriate postage paid thereon, or facsimile transmission, and shall be



deemed to be duly given and received on the date of delivery if delivered personally, on the second day after the deposit in the United States Mail if mailed, or upon acknowledgment of receipt of electronic transmission if sent by facsimile transmission.

11. Waiver of Breach. No covenant or condition of this Agreement can be waived except by the written agreement of the party entitled to enforce the covenant or condition. Forbearance or indulgence by either party in any regard whatsoever shall not constitute a waiver of the covenant or condition to be performed by the other party.

12. Miscellaneous. This Agreement contains the entire understanding of the parties with respect to the matters described herein. This Agreement supersedes all prior and/or contemporaneous agreements and understandings between the parties, written or oral, with respect to the matters described herein. This Agreement may be executed in two or more counterparts, each of which shall be deemed an original document and all of which, taken together, shall be deemed to constitute but a single original document.

Each of the parties hereto has executed this Non-Disclosure Agreement as of the Effective Date first set forth above.

DISCLOSING PARTY:

RECEIVING PARTY:

California Travel and Tourism Commission, a California non-profit mutual benefit corporation dba Visit California

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____