



REQUEST FOR PROPOSAL

BRANDING SERVICES

INTRODUCTION

Discover Klamath Visitor and Convention Bureau (Discover Klamath) is the destination marketing and management organization for Klamath County, Oregon, with a mission of increasing visitation, spend, and market share to fuel Klamath County's economy and enhancing the image of Klamath County worldwide.

As one of the best levers for driving economic growth, travel to Klamath County currently supports 2,020 jobs (directly and indirectly) and benefits virtually every sector of Klamath County's economy. Discover Klamath works closely with many organizations throughout the county, region, and state to invite the world to explore the exceptional, diverse, and virtually limitless travel experiences to all visitors.

PURPOSE

Discover Klamath is seeking proposals from professional firms with experience in working with organizations interested in destination branding, public relations, social media advertising, influencer marketing and traditional advertising. This is a request for proposal for such consulting services, that can execute the necessary processes and achieve our goal of creating a successful imaging and re-branding campaign with a desired finish date of November 1, 2023. The proposer should be able to develop a comprehensive destination branding and marketing campaign, whereas the goal is to enhance the image of Klamath County as a great destination and community. The brand should represent the varied tourism-related sectors of our collaborators and be used for visitors, business, residential and recruitment. The brand will feature adaptability such that it provides for the adoption of common, yet unique elements by third party local government or NGOs such that a perception of collaboration and affiliation between those entities is projected to the common audience. A branding campaign will define the identity of the community (such as adventure, wellness, relaxation, or other qualities) and help instill a sense of pride for Klamath County as well as create design standards for future marketing and communication material.

SCOPE OF BRANDING INITIATIVE

The purpose of this initiative is to differentiate Klamath County from other surrounding destinations in the area by developing a brand which will be used to market Klamath County to prospective visitors, businesses, and residents.

The agency must create an image and brand for Discover Klamath that can be easily and effectively utilized across multiple graphic identity applications and communicative mediums such as print and digital marketing, signs, letterheads, social media marketing materials and websites.

Discover Klamath requests proposals from qualified firms to research, create, and develop a marketing implementation plan for the developed destination branding.

Discover Klamath would like a proposal that exemplifies the primary goals and objectives to be achieved by the branding initiative and process:

1. Uniformity – The brand should convey a common message and image to audiences both within and outside Klamath County. A defined message that will market the County locally, statewide, nationally, and internationally as a great place to live, work, play, shop, and do business.
2. Community Identity/Pride – Identify and promote what makes the Klamath County distinct and appealing in a regionally-competitive environment for visitors, businesses, retailers, and residents.
3. Community and Economic Development Promotion – Promote a healthy economy, attract private investment, new residents, young professionals, and retain key businesses and creative talent.
4. Inclusivity – The brand must represent our entire community. It will celebrate Klamath County's rich heritage, culture, and diversity, and project a positive, authentic perception of Klamath County's character that fully reflects all those who are part of its community.
5. Flexibility – The brand must be flexible and adaptable to meet the needs of a variety of functions, while maintaining consistency with the overall brand. It must be flexible enough to grow and evolve along with any changes in the market.
6. Endorsement – The brand must be authentic and resonate with visitors, citizens, businesses, employees, and community groups within Klamath County and throughout the region to gain the broadest possible support.

SCOPE OF SERVICES

1. Project Management – The consultant will lead all aspects of Klamath County destination branding initiative, including the following:
 - a. Advisory to the Steering Committee – This team will be composed of representatives from Discover Klamath and other community stakeholders.
 - b. Facilitator during the research process and/or testing of the new brand – Include descriptions of community engagement efforts that will take place during this process. The consultant will be expected to employ creative means of public engagement to ensure that all segments of the community are aware of and involved in the project.
 - c. Research – Research will be the basis for the development of a brand concept, creative elements, and the overall brand initiative. The consultant will review previous branding guides provided by Discover Klamath to help implement strategies for the new brand image and marketing campaign. In addition:
 - i. Identifying the key elements of Klamath County.

- ii. Analysis of current efforts and existing creative elements such as logos, tag lines, and creative designs.
 - iii. Analysis of competitor marketing strategies.
 - iv. Measures that will be used to determine if the branding effort is successful.
- d. Strategic Plan – The consultant will develop strategic objectives that will include implementation, management, and ongoing promotion of the brand to include, but not be limited to the following:
 - i. Promotion of the use of the brand among visitors to Klamath County and community agencies, groups and businesses while maintaining brand integrity.
 - ii. Maintenance and consistency of brand image and messaging while providing suitable flexibility for the target audiences.
 - iii. Recommendation of ways to articulate the brand; define markets and promotional avenues; and advise on strategies to better promote and create brand awareness.
- e. Creative/Development of Brand – The consultant will develop creative elements that include design concepts, logos, messages, tagline, visitor personas, brand values, and other products to support the overall brand initiative. A minimum of three distinct creative options must be presented, based on the results of the research. The selected logo design will be delivered with a style manual and guidelines for use and the capability of use across all marketing platforms, website design, public relations, signage, brand recognition, and more.
- f. Implementation Matrix – The consultant will develop an action plan for implementation of the brand in sufficient detail to allow staff to understand the approach and work plan. An Action Plan should include, but not limited to the following:
 - i. Estimated costs/budget associated with the implementation process.
 - ii. Proposed timelines for the development of creative elements.
 - iii. Recommended positioning logo and brand guidelines.
 - iv. Implementation plans for brand identity applications and brand identity maintenance plan.
- g. Evaluation Plan – The consultant will develop a plan for ongoing evaluation of the brand's effectiveness and reporting of results of the strategy to the steering committee, key stakeholders, and public officials.

SUBMISSION REQUIREMENTS

The purpose of this document is to request interested firms to submit a proposal that responds to the items listed in the scope of services. Proposals should be concise and address each item in the Scope of Services noted.

The proposal should include the following sections and information:

1. Cover Letter: Containing the following:
 - the name of the person(s) authorized to represent the Proposer in negotiating and signing any agreement which may result from the proposal.
 - entity name and address
 - phone, website, and email address
 - federal tax identification number
 - statement of ability to complete the project on time given the current workload.
2. Staffing: Name and qualifications of the individual(s) who will provide the requested services and a current resume for each, including a description of qualifications, skills, and responsibilities.
3. Vendors should provide a brief overview of their engagement strategy and approach to the scope of work and management of project, including a timeline for completion and an estimate of the time required of staff and stakeholders in the process.
4. Fully disclose all fees specifying the fee structure for each portion of the work product. If there are ongoing fees, please denote including the billing cycle (such as monthly, annually, versus one-time.)
5. Provide two current references for which you have performed work similar in size and scope. For each reference, include the following:
 - a. Organization name and address
 - b. Type of organization
 - c. User contact(s)
 - d. Title(s) of user contact(s)
 - e. Direct telephone number(s) and email address(es) of user contact(s)
 - f. Description and approach to project
 - g. Sample of work completed for project, including previous logo and final log

ELIGIBILITY

The consultant should specialize in project management, research, marketing, and creative design as it relates to the development of a tourism brand. To be eligible to respond to the RFP, the consultant must demonstrate that it is a firm with significant experience with tourism branding initiatives. Priority will be given to those firms that have experience of this type of work.

EVALUATION CRITERIA

1. Proposals will be evaluated by Discover Klamath using the following criteria:
 - a) Qualifications and experience of the firm and individuals to be assigned to this project in providing requested services.
 - b) Specific plans or methodology to be used to perform the services.

- c) Quality of illustrative examples.
- d) Proposed fee.
- 2. All qualified submissions received by the deadline will be analyzed by Discover Klamath according to the criteria outlined in this RFP.
- 3. Discover Klamath reserves the right to:
 - a) Accept or reject any/or all submissions of proposals.
 - b) To waive any irregularity, technicality, informality, or discrepancy in a proposal
 - c) Accept any alternative submission of proposals presented, which in its opinion, would best serve the interests of Discover Klamath
 - d) give full and proper evaluation of the Vendor or team presenting the proposal.
- 4. Discover Klamath shall be the sole judge of the proposals, and the resulting negotiated agreement that is in its best interest, and its decision shall be final.

TIMELINE

RFP Issued and Open for Bids	February 10, 2023
Proposals Due	March 10, 2023
Reviews Finalized	March 15, 2023
Interview/Presentations	March 20, 2023
Selection of Vendor	March 24, 2023

PROPOSAL SUBMISSION

Please submit your final proposal to Discover Klamath (by March 10, 2023) either by mail or email (in a PDF format):

Discover Klamath VCB
Attn: Branding RFP
205 Riverside Drive, Suite B
Klamath Falls, OR 97601

info@discoverklamath.com