



Travel Drumheller
Exploration Guide design & print

Request for Proposals

Overview

The following Request for Proposal (RFP) is being issued by Travel Drumheller to find an experienced firm to write, design and print the 2019 Exploration Guide.

The guide is a major external marketing tool for Travel Drumheller that is distributed throughout Alberta and into southeastern BC and southwestern Saskatchewan. Over 35,000 guides are printed each year.

Travel Drumheller sells ads to local businesses to support the guide's production. All ad sales are handled directly by Travel Drumheller.

Background

The Town of Drumheller is located along the Red Deer River in southern Alberta, a location internationally recognized for its rich abundance of dinosaur fossils and home of the world-renowned Royal Tyrrell Museum of Palaeontology.

Drumheller is a place you can immerse yourself in a different side of history. We are known for dinosaurs but that is not all Drumheller is about. When you visit, you can find out about so much more than meets the eye.

About Travel Drumheller

Travel Drumheller is a non-profit organization responsible for creating and implementing out-of-market marketing campaigns showcasing the Drumheller Valley as a premier destination. The organization is governed by a volunteer board of directors, with a paid consultant and part-time administrative assistant.

Drumheller is known as the "dinosaur capital" though its rich coal mining and agricultural heritage is evident as one travels the striking landscape of the badlands.

Vision:

Drumheller is a sought-after tourism destination

Mission:

To promote Drumheller as a premier year-round destination through quality marketing and stakeholder engagement.



Project Scope

The 6-month project will commence in September 2018 with printing scheduled for February and distribution March 1, 2019. The chosen firm will work with Travel Drumheller to create cohesive editorial outline, image selection, design and layout and printing. The project includes:

- Full production timeline
- Media kit for ad sales (conducted by Travel Drumheller)
- Editorial content plan
- Photography plan
- Layout & design (including insertion of ads)
- Print production quote
- Guide delivery to distribution company
- Final PDF files for Travel Drumheller use (all files belong to Travel Drumheller)

Audiences

- Tourists in key Travel Drumheller identified markets
- Local tourism and businesses sectors
- Tourism industry stakeholders (Travel Alberta, Tourism Calgary, etc.)
- Town of Drumheller stakeholders (Chamber of Commerce, Economic Development, Community Futures, etc.)

Budget

The proposed budget and fees should reflect all project costs, including travel, writer fees, photography, and printing. The project work will commence after the contract is awarded following a preliminary meeting with the hiring parties.

Qualifications

Travel Drumheller is looking to work with a firm that has extensive tourism-based publication marketing experience, preferably with 10+ years in the development, management and implementation of major projects.

Knowledge of the Drumheller community and experience in the tourism sector are definite assets.



Request for Proposal

Interested firms are invited to forward a proposal no later than **Friday, September 7, 2018**.

The Proposal should contain:

- Company background
- Biographies/resumes of key consultants assigned to the project including writers, designers and project managers
- Outline of experience in tourism-based marketing publications
- Examples of work
- Estimation of full costs for the Exploration Guide including a breakdown of billing rates
- Implementation timeline
- An indication of willingness to provide a portion of in-kind services in exchange for sponsor benefits through Travel Drumheller
- Client references

Deadline: 4 p.m. – Friday, September 7, 2018

Proposals can be emailed to:

admin@traveldrumheller.com

Evaluation

Travel Drumheller will shortlist and contact the most qualified firms for an interview to determine their working style and ability to execute the contract. Final selection will be determined through consideration of the firm's:

- Ability to meet the demands of a large-scale production project while staying on time and budget
- Knowledge and experience in working for similar types of organizations in tourism, culture or government
- Innovation and creativity as evidenced in past work

Questions regarding this call for RFPs should be directed to:

Alyssa Berry

Travel Drumheller

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