

Request for Proposal (RFP)

Graphic Design Services – Travel Drumheller Exploration Guide 2027

Introduction

Travel Drumheller is seeking proposals from qualified graphic designers, studios, or agencies to redesign the 2027 Exploration Guide. The successful proponent will refresh the guide's visual identity, layout, and user experience while aligning with Travel Drumheller's brand and goal of positioning the region as a year-round destination.

The refreshed guide should inspire visitors to explore the region's landscapes, communities, outdoor recreation, culinary experiences, arts, culture, and events.

About Travel Drumheller

Travel Drumheller is the official destination marketing organization for the Drumheller region, promoting visitor experiences while supporting sustainable tourism growth throughout the badlands region.

Project Overview

The Exploration Guide is a visitor planning resource showcasing regional experiences, accommodations, dining, events, itineraries, and travel information.

Specifications:

- 40–50 pages
- Final size: 8.25" W x 10.75" H
- Print and digital formats

The guide includes:

Things to Do: Attractions, museums, dinosaur experiences. Nature, hiking, recreation. Arts, culture, shopping, food and drink

Where to Stay: Hotels, motels, B&Bs, inns, cottages, campgrounds, RV parks

Plan Your Trip: Getting here, seasons, events, FAQs, itineraries, maps, resources, regional history

Content and Copy

Travel Drumheller will provide existing content and listings. Proponents may include optional copywriting/content strategy services, including:

- Copywriting and editing
- Editorial storytelling
- Itinerary development
- Recommendations for improving content organization and visitor experience

Optional services should be separately priced.

Scope of Work

The successful proponent will:

- Redesign the Exploration Guide
- Create a visually engaging and easy-to-navigate publication
- Develop a cohesive design system aligned with Travel Drumheller's brand
- Provide recommendations for storytelling, layout, and visitor-focused content organization
- Incorporate feedback through review stages

Deliverables

- Print-ready final files
- Web-friendly PDF
- Packaged editable source files (Adobe InDesign and supporting files)
- Style guide outlining design elements and layout standards

Travel Drumheller will provide:

- Brand assets
- Existing photography where available
- Existing content
- Previous guide files

Advertisement Design

The guide includes partner advertisements. Some partners will submit their own ads, some will require design support services. Proponents should provide pricing for advertisement design services by size:



- 1/6 page: 2.25" W x 4.75" H
- 1/3 page: 2.25" W x 9.75" H
- 1/3 square: 4.75" W x 4.75" H
- 1/2 page: 7.25" W x 4.75" H
- Full page: 8.25" W x 10.75" H

Qualifications

Applicants should demonstrate:

- Experience in tourism, destination marketing, or publication design
- Strong design portfolio
- Adobe Creative Suite proficiency
- Branding and visual communication expertise
- Ability to manage timelines and collaborate

Proposal Requirements

1. Cover Letter

- Background and experience
- Interest in the project
- Value you can bring

2. Portfolio

- Relevant examples, especially tourism/publication work

3. Approach

- Design process
- Timeline
- Collaboration approach

4. Budget

- Guide redesign costs
- Optional copywriting/content services
- Advertisement design pricing
- Additional hourly rates

5. References

- Two professional references



Evaluation Criteria

Proposals will be evaluated based on:

- Relevant experience and qualifications
- Portfolio quality and creativity
- Understanding of Travel Drumheller's goals
- Approach and methodology
- References
- Cost/value

Timeline

Milestone	Date
RFP Issued	September 1, 2026
Questions Due	September 15, 2026
Responses Posted	September 18, 2026
Submission Deadline	September 25, 2026
Interviews (if required)	October 1–7, 2026
Selection	October 8, 2026
Kick-off	October 19, 2026
Advertising Sales Close	December 1, 2026
Ad Proofs Due	January 8, 2027
Final Draft	January 29, 2027
Completion	February 5, 2027

Submission

Submit proposals electronically in PDF format to: marketing@traveldrumheller.com

Deadline: September 25, 2026

Term

- All final deliverables become the property of Travel Drumheller.
- Editable working files must be provided upon completion.
- The successful proponent will enter into a formal contract.