Request for Proposal – Tahoe South Brand Video

Please submit proposals to Georgette Hartley, Integrated Marketing Manager, at georgette@ltva.org. Questions regarding this RFP may be submitted via email prior to May 20, 2016. Proposals may be submitted via email or electronic file transfer (such as Dropbox link). All proposals for consideration are due by **5PM on Friday, May 20, 2016**.

I. Overview

The Lake Tahoe Visitors Authority ("LTVA") is chartered with promoting South Shore, Lake Tahoe and achieving a measurable impact on tourism numbers in the region. The LTVA is a cooperative organization that receives funding from several sources, across the state line. Marketing programs like research initiatives, advertising, trade shows, and public relations all work together to drive visitors to the destination, this includes the geographic area of Glenbrook, NV to Emerald Bay.

II. Project Goals

The LTVA adopted the Tahoe South brand name as a way to promote the entire South Shore region (Glenbrook, NV to Emerald Bay). The LTVA is committed to engaging the local community behind the brand, and the goal of this project is to produce a creative and informative video that (1) explains why "Tahoe South" was selected, and (2) introduces the new campaign creative. This video will be shared locally via social media and in-person meetings and presentations, and will be featured to generate enthusiasm for others to share their "Tahoe South" experiences. The video should highlight the Tahoe South brand experiences, and feature inspiring and engaging local personalities and iconic locations on the South Shore.

III. Budget

Budget to include all planning, development, shooting, editing, models, music and voiceover talent (including necessary licensing and artist/model releases). All finished edits will become the exclusive property of the LTVA, to be used to promote the destination via websites, social media platforms, and live performances.

IV. Destination Video Examples

- Introducing Tahoe South: https://youtu.be/fMe-6VrgCqI
- Visit The USA - "Land of Dreams": https://youtu.be/WWUA1CXIku8
- TravelNevada: https://youtu.be/eEhaJDbFKFI
- Visit California: https://youtu.be/AO3LBgNaiSs

V. The "Tahoe South" Brand

- The destination's personality and attitude is delivered through all creative messages, images, and experiences. Tahoe South is young at heart, adventurous, social, beautiful and active around the clock. There is a hint of edginess with a quirky vibe.
- The personality's stance is authentic and confident—not brazen, but brave. And, it possesses an energetic nature that is reinforced by the juxtaposition of the environments it lives in: day and night, winter and summer, outdoor adventure and indoor play.
- To focus our messaging about the range of experiences on the South Shore of Lake Tahoe, we have identified three categories of experiences that are the foundation of the brand's offering. We use these experiences as a guide to craft supporting messages across all of our marketing platforms.
    - Outdoor Recreation: ski/snowboard, biking/cycling, kayaking, paddle-boarding, boating, hiking, golf, fishing
    - Entertainment: music (headline and local acts), nightlife, gaming, festivals, performing arts, regional attractions
    - Indulgence: dining, spas, health and wellness, weddings

Tahoe South
Lake Tahoe Visitors Authority

VI. Proposal Format

Vendors should provide the following information in their proposals:

1) Company Contact Information (website, mailing address)
2) Individual Contact Information (name, email, phone number of person submitting proposal)
3) Plan for accomplishing project goals, including your ability to provide required creative direction and post-production editing, and releases for models, music and voiceover talent.
4) Project budget and final costs to LTVA.
5) Examples of past work that is similar to this project (3 maximum)
6) References (3 or more, from similar companies/organizations)
7) Development timeline

VII. Proposal Evaluation

Proposals will be evaluated in the following areas:

1) How well does the video showcase the Tahoe South brand experiences?
2) Does the video appeal to diverse viewpoints?
3) Does the video appeal to locals?
4) Does the video include multiple activities/locations/personalities?
5) Project budget and deliverables

VII. Timeline

- RFP sent April 25, 2016
- RFP due May 20, 2016
- Questions regarding RFP may be asked prior to May 20, 2016
- RFP reviews with vendors May 23 – June 3, 2016
- Final Decision June 10, 2016
- Video Completed July 22, 2016