



## **EASTERN OREGON VISITORS ASSOCIATION (EOVA) FOOD+FARM ASSET DEVELOPMENT & 2020 CAMPAIGN REQUEST FOR PROPOSAL**

**Submission Deadline: May 5, 2020**

**Budget: \$25,000, not to exceed**

The Eastern Oregon Visitors Association (EOVA) is a regional non-profit association, representing the eleven counties and two tribes east of the Cascades. We welcome visitors from all over the world but our greatest numbers are from Portland, Southeast Washington, Boise, and Seattle. Our guests are active and outdoorsy with a strong interest in cultural heritage who enjoy road tripping through our region. They are seeking undiscovered destinations and experiences that are genuine and down to earth - a complete 180 from their urban life - while nevertheless retaining an expectation of good food, fine wine, beer and brew pubs, intellectual stimulation, and convenience.

With the recent events of COVID19, our industry partners and stakeholders are ready to reestablish top of mind awareness for Eastern Oregon once the public is able to safely travel again. There is likely to be huge pen-up demand, but we imagine that travel will initially be localized to visiting destinations and regions within a manageable driving distance.

We would like to bring a greater awareness to our region's wineries and culinary experiences, paired with our unparalleled landscapes. With our established Farm Loops as a guideline for key points of interest, EOVA would like to highlight the wineries and culinary experiences in each of our four subregions: Oregon's Rugged Country (Morrow & Umatilla Counties), Northeast (Baker, Union, & Wallowa Counties), Southeast (Malheur & Harney Counties), and JDRT (Gilliam, Grant, Sherman, & Wheeler Counties).

### **Objectives:**

1. To build the Eastern Oregon region's photography and video assets;
2. Create a campaign concept for print, broadcast, and digital media to increase top of mind awareness of the Eastern Oregon experience as it relates to wineries, breweries, distilleries and culinary experiences in the summer of 2020;
3. Inspire travel and overnight visits.

### **Asset Development & Marketing Deliverables:**

- A creative concept and message that achieves the aforementioned objectives
- TV spots (:10 sec and :30 sec); these may be donuts or other formats that allow for updated info and/or visuals
- Print ad template, full color and B&W
- Digital template for banner ads
- Photos per the agreed upon shot list
- Video per the agreed upon film list

### **Responding Proposals should include:**

- Overview of your company
- Portfolio of work that is relevant and applicable to the asset development & marketing deliverables
- Budget breakdown
- Provide 2 references with contact information
- Terms & conditions



**EASTERN OREGON VISITORS ASSOCIATION (EOVA)**

Responses are due by May 5, 2020 to

EOVA ATTN:

**FOOD+FARM ASSET DEVELOPMENT & 2020 Campaign**

[execdirector@visiteasternoregon.com](mailto:execdirector@visiteasternoregon.com) / 541-970-4551

**RFP & Project Timeline Details:**

April 22, 2020	RFP released
May 5, 2020	Deadline for submission
May 11, 2020	Reviews
TBD	Selection after review of proposals and with approval of Wine Country License Plate Funds
TBD	Project to start immediately after selection*
	<i>*with the impacts of Covid-19 and social distancing measures in place, recognizing onsite filming may be delayed</i>
TBD	Project completion

Proposals received in accordance with the RFP will be reviewed, ranked and provided to the EOVA Review Committee/Board of Directors for their consideration and designation.

Thank you for your interest in responding to this RFP. We look forward to your response.

If you have any questions, please contact Alana Carollo, [execdirector@visiteasternoregon.com](mailto:execdirector@visiteasternoregon.com)

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**Selection Criteria** – Initial review of the proposals will be based on overall evaluation and assessment of the materials contained in each proposal. At this phase of the selection process, qualifications, experience, approach, past results and other factors outlined above will be of utmost importance.

**Other Considerations**

**Confidentiality** – The EOVA Review Committee/Board of Directors are subject to the Open Meetings and Public Records Laws of the State of Oregon. Therefore, the proposal submitted may be reviewed in a public meeting and the proposals themselves will be considered public documents. Therefore, it is recommended that proposals not include confidential information.

**Acceptance/Rejections of Proposals** – EOVA reserves the right, at its discretion, to reject any proposal that does not meet the stated criteria; to waive minor informalities within a specific proposal; to award all, some or none of the work to any applicant; and to revise, cancel or extend this solicitation of proposals or reject all proposal submitted.

**Portfolios** – Please do not submit extensive portfolios with proposals.

**Cost for Preparation of Proposals** – EOVA is not responsible under any circumstances for any cost incurred as the result of the preparation or submission of the candidates’ proposals.

**Equal Opportunity** – EOVA will consider all RFPs equally.

**Ownership** – EOVA retains ownership of and copyright to all photography, video, B roll, original artwork, and creative concept with unlimited usage.

**Contract Award** – EOVA reserves the right to award one or multiple contracts for the outlined scope of work. EOVA also reserves the right to not award a contract to any candidate, if none are deemed suitable.