



REQUEST FOR PROPOSAL

Marketing & Communications Services

Carson Valley Visitors Authority
1477 US Highway 395 N., Suite C
Gardnerville, Nevada 89410
(775) 443-5451
Visitcarsonvalley.org

May | 2026



REQUEST FOR PROPOSAL MARKETING & COMMUNICATION SERVICES

Dear Prospective Proposer,

Thank you for your interest in partnering with Visit Carson Valley – the Carson Valley Visitors Authority (CVVA). We're the official destination marketing organization (DMO) for Carson Valley, Nevada, and we're dedicated to promoting this extraordinary region through authentic, data-driven tourism marketing.

This RFP is intentionally straightforward; we are seeking proposals that are focused on your ideas and that display your strengths to achieve our goals– not on volume. We've streamlined this document to help you spend your time where it matters most.

We're ideally looking for a single full-service partner who can work across all disciplines below, but we are absolutely open to working with separate specialists for individual service areas. Proposals may be submitted for any one, some, or all service areas.

About Us

Carson Valley is tucked into the eastern Sierra Nevada – a rugged, authentic region that's home to Gardnerville, Minden, Genoa (Nevada's oldest permanent settlement), and Topaz Lake. We're known for outdoor adventure, western heritage, natural beauty, and the kind of genuine experiences that are increasingly hard to find.

The Carson Valley Visitors Authority (CVVA) is the official destination marketing organization for Carson Valley and is primarily funded through Transient Occupancy Tax (TOT) revenues generated from short-term lodging stays within the destination. The lodging tax rate in Carson Valley is 13%, with CVVA receiving 43% of collected TOT revenues as its primary funding source. Additional support is secured through competitive grant opportunities, primarily Travel Nevada's Rural Marketing Grant Program, through which CVVA was allocated approximately \$77,000 for FY26. Combined TOT and grant revenues provided CVVA with an estimated FY26 operating budget of approximately \$875,000 dedicated to destination marketing, visitor engagement, and tourism development initiatives.

Our primary measure of success is increasing overnight visitation and lodging-generated economic impact in Carson Valley, as reflected through Transient Occupancy Tax revenues, visitor spending, and sustained tourism growth.

Our marketing is built around our existing "[Land of Legends](https://www.visitcarsonvalley.org/legends-of-the-valley/)" campaign (visit [visitcarsonvalley.org/legends-of-the-valley/](https://www.visitcarsonvalley.org/legends-of-the-valley/) to learn more – a thematic platform that celebrates the people, places, and legendary experiences that define Carson Valley. All work performed under this agreement should support and advance our campaign by increasing awareness and recognition of Carson Valley as a premier year-round travel destination. Marketing efforts should inspire qualified travel intent and encourage overnight visitation while increasing engagement across Carson Valley's digital platforms and campaign content. Campaign strategies should generate measurable conversion actions, including lodging referrals, itinerary planning, and partner engagement, while ultimately supporting tourism-generated economic impact through increased overnight stays and Transient Occupancy Tax (TOT) revenues. In addition, all creative and messaging should reinforce Carson Valley's distinct brand identity through consistent storytelling, visuals, and authentic destination messaging.

Our brand personality is: Welcoming and Attentive • Raw and Natural • Quaint and Down-Home • Unique and Quirky • Calm and Laid Back

How We Like to Work

We're a small, lean organization. We value agency partners who feel like an extension of our team – not a vendor we have to manage. If you're proactive, communicative, and genuinely curious about what makes Carson Valley special, we'd love to hear from you.

Specifically, we're looking for partners who:

- Bring strategic thinking grounded in data, not just intuition
- Communicate clearly and respond in a timely manner
- Work collaboratively within an established creative and campaign framework
- Are committed to transparent reporting and continuous optimization

- Can translate results into clear, meaningful insights – not just numbers
- Have demonstrated experience in the tourism industry and/or the Carson Valley area.

What We're Looking For

We are accepting proposals for the following service areas. You are welcome to propose on one, some, or all.

1. Public Relations

We're looking for a PR partner who knows travel and tourism, has strong media relationships in our target markets, and understands how to tell an authentic destination story. All PR efforts should directly support and reinforce the "Land of Legends" campaign by increasing awareness, strengthening brand positioning, and generating earned media that reflects the campaign's themes, messaging, and target audiences.

Services include:

- Earned media strategy and proactive pitching to target markets: Sacramento DMA, Bay Area, Southern California, Las Vegas, Seattle, and national travel media
- Journalist and travel media outreach; FAM tour planning and coordination
- Press release writing and distribution; custom media pitching
- Press kit development and maintenance (story angles, fact sheets, photo/video library)
- Management of the online press center at VisitCarsonValley.org
- Media monitoring and spokesperson support
- Onsite PR support and media coordination as needed for events, announcements, and special opportunities
- Collaboration with Travel Nevada and regional partners on co-op opportunities
- Monthly reporting on placements, estimated reach, and results
- Crisis communications support available on an as-needed, hourly basis (please price separately)

2. Social Media Strategy & Management

We want a social media partner who operates from a "one voice" philosophy – consistent, on-brand, and genuinely engaging across every channel. The social program should actively reflect the "Land of Legends" campaign while also serving as a larger voice for the Carson Valley community. We value content that highlights our partners both large and small, showcases authentic local people and experiences, and captures the moments that make the destination memorable and meaningful to visitors and residents alike.

Services include:

- Annual social media strategy by channel (platform priorities, tone/voice guidelines, audience personas)
- Monthly content calendar submitted for review at least one week before the month begins
- Content drafting, scheduling, and publishing (we currently use Loomly or equivalent)
- Minimum posting cadence: four (4) original destination-focused posts per week on Facebook and Instagram, exclusive of weekly events calendars, reposts/shares of partner content, and other supplemental community posts; plus stories and reels, with platform-appropriate content for Twitter/X, TikTok, Pinterest, LinkedIn, YouTube, and Flickr
- Community management: timely, brand-consistent responses to comments and messages
- Integration of user-generated content (UGC) with appropriate credits
- Influencer coordination and amplification
- Ongoing analytics review; annual comprehensive social media audit

3. Digital Marketing & Media Services

Our digital program is data-driven at every stage. We invest in the infrastructure and analytics to make strategic, precise, and accountable decisions – and we expect our media partner to share that commitment. Transparent reporting and continuous optimization are non-negotiable.

Services include:

- Paid Search: Campaign strategy, setup, and ongoing management of Google Search and Performance Max campaigns (approximately 70% Search / 30% PMAX)

- Paid Social: Campaign management across Facebook and Instagram (click-to-website, video, lead gen, engagement; social post boosting – minimum 6 posts/month), with strategic expansion into additional platforms such as YouTube and others as audience trends and campaign goals dictate
- Programmatic: Display, video, and Connected TV (CTV) campaigns; AI-powered travel audience targeting; retargeting
- Specialty placements and digital partnership opportunities as applicable
- Strategic media planning, rate negotiation, buying, trafficking, and reconciliation
- Monthly performance reporting across all channels

A Note on Media Budget

A minimum of \$150,000 annually will be deployed directly into paid advertising platforms on CVVA's behalf. This is a hard floor – not a ceiling. Proposals must clearly separate media spend (dollars into platforms) from agency/management fees – we treat these as two distinct budget categories.

We are not disclosing total service fee budgets in this RFP so that the market can price services competitively. Full budget parameters will be discussed with shortlisted finalists.

Primary target markets: Northern California, Bay Area, Southern California, Las Vegas, and Seattle — targeting adults 35–64 with outdoor, heritage, and travel intent interests.

4. Creative Design Services (Project-Based)

We're interested in creative design support on a project-by-project basis as budget allows – not a standalone retainer commitment. Creative needs vary throughout the year and may include digital ad creative, social media graphics, print collateral, campaign assets, video editing, and motion graphics.

If proposing creative services, please include hourly rates by service type and examples of relevant work. All creative must align with the "Land of Legends" campaign and our brand standards. We're particularly interested in agencies that can integrate creative seamlessly with the other service areas above.

What to Include in Your Proposal

Please keep proposals concise – we value quality over length. Organize your proposal in this order:

1. Agency Overview

Who you are, your team size, and your primary areas of expertise. Note any subcontractors or third-party platforms you'd use for our account.

2. Relevant Experience

Share 2–3 client examples from the past three years in tourism, destination marketing, or hospitality. Tell us what you did and what you achieved. Experience with rural or experience-driven destinations is a plus.

3. Your Team

Brief bios for the key people who'd work on our account. Tell us who our day-to-day contact is and who provides senior oversight. Relevant certifications (Google Ads, Meta Blueprint, DV360, etc.) are welcome.

4. Your Approach

For each service area you're proposing, describe how you'd approach it. Specifically: How would you advance the "Land of Legends" campaign? How do you use data to drive strategy and optimize performance? What tools and platforms would you use?

5. Media Transparency (Digital Marketing proposals only)

Please disclose:

- Your agency's total annual digital media spend across all clients (most recent fiscal year) – this helps us understand your buying power

- Benchmark CPMs and CPCs for comparable tourism or destination marketing campaigns
- Your fee structure (flat fee, percentage of spend, or hybrid) and whether any platform rebates or commissions influence placement decisions
- Confirmation that all ad accounts (Google Ads, Meta Business Manager, programmatic DSPs) will be established in CVVA's name and transferred to us upon request or contract termination

6. References

Three professional references from current or recent clients, including contact name, title, phone, email, and a brief description of the engagement.

7. Pricing

Provide clear, itemized pricing for each service area you're proposing:

- Public Relations: Monthly retainer + estimated hard costs (media monitoring tools, FAM hosting)
- Social Media: Monthly retainer + platform/scheduling tool fees
- Digital Marketing: Monthly campaign management fee, tracking fee, and reporting fee – itemized separately – plus media spend allocation. Clearly separate agency fees from media spend.
- Creative Design: Hourly rates by service type (design, video editing, motion graphics, etc.)
- If proposing all service areas, indicate whether you're offering a package discount and whether you'd accept an award for individual service areas independently.

8. Supporting Materials

Campaign examples, creative samples, or sample reports as appendices. A sample performance reporting dashboard is especially helpful for digital marketing proposals.

How We'll Evaluate Proposals

Proposals will be reviewed by a committee using the following criteria. We reserve the right to request clarification and to conduct interviews or presentations with shortlisted firms.

Evaluation Criteria	Weight	Max Points
Qualifications and relevant experience, including demonstrated expertise in tourism/destination marketing	25%	25
Strategic approach: understanding of CVVA's brand and "Land of Legends" campaign; quality of proposed strategy	25%	25
Data, analytics, and reporting capabilities; technology platforms and tools	25%	25
Cost-effectiveness, pricing transparency, and demonstrated media buying power (digital proposals)	25%	25
TOTAL	100%	100

Timeline

CVVA reserves the right to modify these dates and will communicate any changes to all known prospective proposers.

Milestone	Anticipated Date
RFP Release Date	May 29, 2026
Written Questions Due	June 12, 2026



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CVVA Responses to Questions	June 16, 2026
Proposal Submission Deadline	July 3, 2026 @ 5:00 PM PDT
Evaluation & Initial Review	July 8-21, 2026
Shortlist Notification	July 23, 2026
Oral Presentations / Interviews	July 29 – August 4, 2026
Final Selection	August 11, 2026
Contract Negotiations & Transition	August 12 – September 19, 2026
Service Start Date	October 1, 2026

How to Submit

Please submit your proposal electronically in PDF format by the deadline above. Proposals must be clearly labeled with the email subject line:

"RFP – Marketing & Communications – [Your Company Name]"

Submit to:

Keith Lewis, Executive Director

Carson Valley Visitors Authority
1477 US Highway 395 N., Suite C, Gardnerville, Nevada 89410
Email: keith@visitcarsonvalley.org
Phone: (775) 443-5451

Late submissions will not be considered. CVVA is not responsible for proposals not received by the deadline due to technical issues.

Questions

All questions must be submitted in writing to keith@visitcarsonvalley.org by the deadline above. We will compile all questions and responses and distribute them to all known prospective proposers. Phone or verbal inquiries will not be accepted.

General Conditions

- CVVA reserves the right to reject any or all proposals, waive any informalities, and award contracts to whichever combination of vendors best serves the Authority's interests.
- CVVA is not responsible for any costs incurred by proposers in preparing or submitting proposals.
- All proposals submitted become the property of CVVA.
- All advertising accounts (Google Ads, Meta Business Manager, programmatic DSPs, etc.) must be established in CVVA's name and transferred to CVVA's control upon request or contract termination.
- All work, campaigns, content, and materials created for CVVA become the intellectual property of CVVA upon full payment of fees.

We appreciate your interest in partnering with Visit Carson Valley.

We look forward to reviewing your proposal.

1477 US Hwy. 395 North, Ste. C | Gardnerville, NV 89410 | (775) 782-8145 or (800) 727-7677