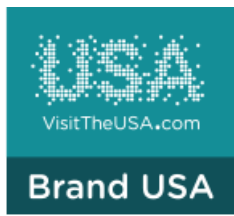




REQUEST FOR PROPOSALS

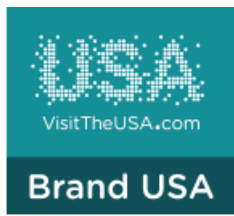
Mexico – Travel Marketing & Public Relations Services
April 2017



Request for Proposals:
Travel Marketing & Public Relations Services in Mexico

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Request for Proposals: Travel Marketing & Public Relations Services in Mexico

PURPOSE

The purpose of this RFP is to identify the appropriate integrated travel marketing and public relations firm (Representation Firm) to represent Brand USA's interests in Mexico. The selected Representation Firm will be considered Brand USA's in-market expert, with the purpose of helping to build and maintain top-of-mind awareness of the USA as a premier travel destination in order to increase international visitation, spend, and market share for the United States. As an extension of the Brand USA team in market, the Representation Firm will ensure all in-market activity represents Brand USA in ways that support the organization's strategies and mission, while protecting and preserving our integrity and brand.

The Representation firm will be required to develop a single, proactive plan that integrates travel trade and public relations programs, plus provide partnership and consumer marketing support in conjunction with, and as directed, by Brand USA staff. Brand USA does not expect the Representation Firm to do consumer website development, e-marketing, and social media management as part of the scope of work for this contract.

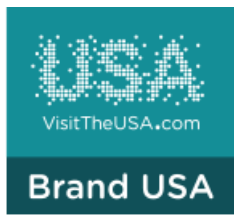
OVERVIEW OF REPRESENTATION FIRM RESPONSIBILITIES

TRAVEL TRADE ACTIVITIES

To increase visitation and spend in the United States, an integral part of Brand USA's strategy is to ensure the USA is prominently positioned within key travel trade distribution networks in market. Brand USA works with the travel trade industry to develop and execute new and innovative programs across all regions of the USA and, in addition, develop and incorporate a rigorous product-training program to educate all levels of industry to inspire and motivate the travel trade to sell destinations of all shapes and sizes, as well as iconic and unexpected experiences, to their customers.

MEDIA AND PUBLIC RELATIONS

As part of its overall media outreach and public relations strategy, Brand USA hosts a variety of events and works with journalists to communicate the work of Brand USA and its travel trade programming, as well as to promote the entirety of the United States through the power of earned media, events, and stakeholder communications. A comprehensive media and public relations plan in Mexico is an integral part of Brand USA's overall efforts to promote the many unique experiences and range of destinations available in the United States, as well as to support key marketing messages and initiatives.



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PARTNER MARKETING SUPPORT

A key area of Brand USA's travel marketing plan is to develop marketing partnerships that serve Brand USA's goal to increase visitation as well as provide support for funding. These partnerships are able to help fund the organization by delivering contributions of media space, sponsorship opportunity, production, etc. to Brand USA. The fair market value of these contributed (unpaid by Brand USA) assets are eligible to be matched by the U.S. Federal government with U.S. dollars from the Travel Promotion Fund. Representation Firms are expected to work closely with the Brand USA partnership team to facilitate meetings and negotiate deals to ensure that these partnerships serve both our marketing and fundraising missions.

CONSUMER MARKETING SUPPORT

At Brand USA, we believe that an integrated marketing approach ensures that we can deliver the right message to the right person at the right time. This requires adherence to an overall marketing and communications strategy, with language and content customization on a market-by-market basis to increase relevance for and interest in travel to the United States. Our holistic marketing efforts include development of both on- and off-line strategies and tactics across a variety of marketing disciplines, and across our paid and owned media. This ensures that all forms of communications and messages are carefully linked together.

The consumer marketing team currently manages media campaigns, in-language websites, and social channels in its target markets based on its core "Visit the USA" call to action.

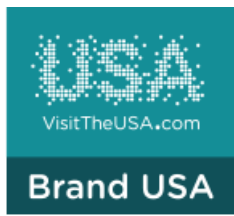
The following handles are used for global, consumer-facing promotions in English:

- Website: VisitTheUSA.com
- Twitter: [@VisitTheUSA](https://twitter.com/VisitTheUSA)
- Facebook: [Facebook.com/VisitTheUSA](https://facebook.com/VisitTheUSA)
- YouTube: YouTube.com/VisitTheUSA
- Instagram: [VisitTheUSA](https://www.instagram.com/VisitTheUSA)
- Google+: Google.com/+VisitTheUSA

In addition to leveraging these global channels, Brand USA currently has localized social media efforts in 12 markets.

In Mexico, these channels include:

- URL: VisitTheUSA.mx
- Facebook: facebook.com/VisitTheUSAmx
- Twitter: [VisitTheUSAes](https://twitter.com/VisitTheUSAes)
- Hashtag: [#VisitTheUSA](https://twitter.com/VisitTheUSA)
- Instagram: [VisitTheUSA](https://www.instagram.com/VisitTheUSA)
- YouTube: YouTube.com/VisitTheUSAes



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BUDGET

Brand USA will fund the contract to a maximum budget of **USD \$349,400 per fiscal year**.

The budget includes the following: Management fees and staff support for travel trade initiatives, media and public relations services, consumer marketing support, partner marketing support, and activations for travel trade activities, as well as media and public relations programs, plus administrative expenses. Third-party marketing activity costs are not included in the annual market budget allocation.

Proposers should build out a detailed plan and timeline covering deliverables, plus a breakdown of administrative expenses (including all travel), staff support (including titles and the percentage of their time each would be devoted to Brand USA activities), and third-party expenses necessary to accomplish the scope of work outlined in the section that follows.

SCOPE OF WORK

The following categories represent core responsibilities of the Representation Firm in support of Brand USA's mission and annual business plan:

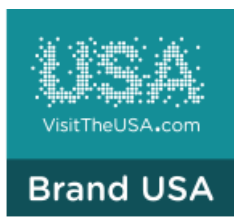
1. Travel Trade

The selected Representation Firm will:

- Create and implement approved annual strategic travel trade plan aimed at increasing visitation and visitor spend to the USA
- Provide strategic oversight, planning, and execution of all trade activities in market as proposed in approved annual marketing plan

This will include but not be limited to the following as directed by Brand USA's global development team:

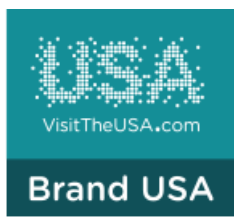
- Provide annual brochure analysis
- Develop and implement trade programs to increase and enhance the profile of the USA and assist the travel trade in developing new and innovative programs and products consistent with consumer marketing campaigns and messaging, to increase brand and destination awareness and visitation to the USA
- Develop and maintain strong relationships through direct outreach to: tour operators, wholesalers, consolidators, travel agents, mice/corporate/incentive buyers, airlines, and other distribution intermediaries or related travel partners
- Work to keep destination product offerings current; and develop new travel itineraries and product ideas



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available for sale

- Identify, develop and implement tactical trade marketing programs with key distribution partners promoting the USA
- Represent Brand USA at key travel industry events including exhibiting at trade shows and other events
Develop, promote, and execute at least one Brand USA sales mission in market. Execution includes planning and appointment setting with key marketing partners in market
- Manage the USA Discovery online training program in market, including translation, development, and promotion of the program by working with the travel trade to increase subscription base, participation, and earned badges
- Assist in the development, management, and possible presentation of cooperative training programs with the travel trade, as well as workshops, road shows, and other creative and innovative programs
- Develop and execute a travel trade familiarization program with the goal of highlighting every region of the country. Create itineraries in conjunction with Brand USA staff. Requirement: minimum of two familiarization trips per year (not including MegaFams)
- Ensure Brand USA is well represented in travel trade programs, brochures, and other industry communications
- Develop niche marketing opportunities and alternative distribution channels for a range of Brand USA niche and specialist travel experiences
- Distribute promotional brochures and literature, and other marketing assets as needed and directed.
- Represent Brand USA at Visit USA Association meetings and coordinate all relevant joint marketing activity.
- Work with Brand USA partners
- Manage Tour Operator Advisory Board meetings. Board to be created on a per-market basis if not already established
- Log all activity in Brand USA's enterprise management system, powered by Salesforce, on a consistent basis and in compliance with prescribed procedures
- Work with Brand USA partners/vendors as needed and directed by Brand USA staff



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2. Media and Public Relations Services

The selected Representation Firm will execute the following:

Consumer & Trade Media Relations

- Create and implement annual strategic consumer and trade communications plan to increase awareness through earned media coverage

This will include but not be limited to the following as directed by Brand USA's communications and public policy team:

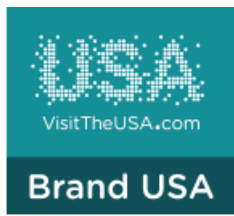
- Adhere to an overall strategic consumer and trade media and public relations plan ensuring information is relevant and interesting to the Mexican market
- Provide information, translated when appropriate, to the consumer travel press, travel trade press, tour operators, wholesalers, travel agents, corporate/incentive buyers, airlines, and similar entities
- Proactively pursue positive stories and respond to inquiries - targeting all forms of media: broadcast, print, online/blogs, etc. (consumer travel, hard news/economics reporters, travel/meetings trade publications) appropriate for Brand USA
- Develop translated press releases with relevant and timely content on Brand USA news to key trade and consumer media.
- Develop, promote, and execute a minimum of one Brand USA dedicated press event in market around a Brand USA sales or media mission targeted to top-tier trade and consumer media, plus supporting press events in market on an opportunistic and supporting basis in conjunction with other in-market events
- Develop and implement Brand USA's Visiting Journalist Program in market as directed by Brand USA.
- Provide results of earned media in assigned template to report reach, sentiment, message retention, and other measurements

Corporate Communications

- Implement a corporate communications plan that adheres to Brand USA's communications strategies and standard operating processes

This will include but not be limited to the following as directed by Brand USA's communications and public policy team:

- Coordinate approved communications flow with other U.S. destination representatives and Brand USA partners, relevant Visit USA Associations, and members of the U.S. government (i.e. U.S. Commercial Service, U.S. Embassy, etc.) in market



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- Collectively work with Brand USA's Communications department and its Representation Firm on any issues surrounding public policy
- Develop and implement a crisis communication plan to support Brand USA's global crisis communications strategy
- Develop an accurate and reliable system of measurement and reporting for all corporate communications activities undertaken on behalf of Brand USA
- Maintain positive relationships with the key communications contacts for industry partners, airlines, tour operators, travel agencies, promotional partners, online booking partners, and other travel trade entities

3. Partner Marketing Support

Identify and help build strategic partnerships with key distribution partners selling and promoting the USA that drive traffic across the portfolio. The Representation Firm will facilitate and negotiate partnerships between Brand USA and distribution companies and assist in the management (collecting assets, reviewing and managing media plans, and provide reporting of results) of the partnership. These strategic partnerships must include components that deliver advertising or promotional benefits at no cost to Brand USA, which are used to fund the organization with matching funds generated by fees paid by international visitors and collected by the U.S. government.

Target distribution partners include but are not limited to:

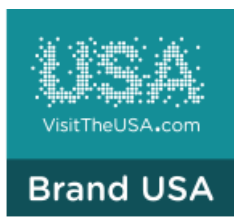
- Airlines
- Media companies (broadcast, print, out-of-home, digital, etc.)
- Online travel agencies
- Tour operators
- Production companies in which companies have contributed media, airline tickets, content development, or other assets and services with an established monetary value

NOTE: Aside from dedicated staff time, the costs associated with the strategic marketing partnerships developed for marketing and fundraising purposes are not part of the budget. The selected Representation Firm will be expected to develop cooperative joint marketing activities to increase targeted passenger sales and develop product as outlined in the Travel Trade responsibilities section. Costs associated with those activities are part of the budget.

4. Consumer Marketing Support

The selected Representation Firm will be responsible for the following:

- Content Calendar
 - Develop a year-long market specific editorial calendar, based on the global prototype developed by Brand USA's Consumer marketing team. Specific calendar needs include, but are not limited to:



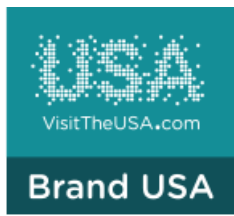
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- Support for global thematic programs
- Identification of key market events, and other opportunistic organic initiatives which will comprise six to eight days of monthly social postings across key platforms identified by Brand USA
- Promotions
 - Ensure promotions and activation initiatives that carry Brand USA, Visit the USA, and USA Campaign branding and marks meet all established guidelines
 - Ensure all consumer promotions, sweepstakes, contests, and games of chance meet or exceed all legal requirements, terms and conditions, and are fully compliant with registration and disclosure filings
- Travel Trade Website
 - As directed by the consumer marketing team, contribute and update localized representative information and/or other content requests on in-market localized assets

5. Account Administration & Overhead

- Provide a written monthly progress report on activities and accomplishments in assigned template
- Progress Report is to be received by the 10th of the succeeding month in which the activities were performed. Sample progress report will be provided to the selected proposer upon request.
- Provide detailed back-up and appropriate receipts for all monthly expenses related to billable services and out-of-pocket purchases. This documentation shall be submitted monthly along with monthly invoice and report, and will be subject to audit at Brand USA's discretion
- Provide annual top-line report that includes a competitive analysis indicating the state of the industry, Brand USA's position in the market, and issues that could adversely or positively affect the destination's strategic position
- Store and maintain an adequate inventory of Brand USA collateral and promotional items, the selection of which meet all requirements as established by Brand USA
- Maintain a dedicated business phone/fax/e-mail address for trade and press inquiries about the United States and be able to disseminate appropriate information expediently
- Maintain an in-country office for information and assistance to travel trade clients, a dedicated phone/fax/email address for local inquiries, and temporary office facilities as needed for Brand USA staff

NOTE: Overhead includes, but is not limited to, hardline and mobile phone use, internet charges, lease of office space, local gas mileage, and cost of operations.



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METRICS & REPORTING

- Provide annual marketing plan with budget projections and activities that support assigned KPIs provided by Brand USA
- Provide quarterly market intelligence report that includes key trends, threats and opportunities, and/or competitive analysis indicating the state of the industry and the impact of overall Brand USA initiatives
- Provide monthly KPI report for trade activities, marketing campaigns, and press coverage
- Provide a yearly report with product placement prospectus
- Manage all daily activities through Brand USA's enterprise management system, powered by Salesforce. Draft end of the year recap that includes any and all success in product development, product placement, familiarization trips, sales missions, roadshows, tradeshow, trade outreach, media and public relations, and other activities

EVALUATION AND SELECTION

Evaluation Procedures

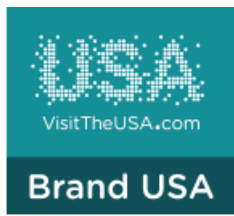
The Brand USA evaluation committee will evaluate and rate all proposals based on the evaluation criteria prescribed in Attachment 3. Proposals may be rejected if minimum requirements are not met. All proposers wishing clarification of this RFP must submit questions in writing to Brand USA, no later than April 20, 2017 (due by 5:00 pm, EST), and sent by email to rfpadmin@thebrandusa.com and copying rfpadmin@bmg.travel

Basis for Contract Award

A contract will be awarded to the organization whose proposal is determined to be the most advantageous to Brand USA, taking into consideration the criteria set forth in this RFP.

Post Selection

Upon completing the selection process under this RFP, Brand USA will notify the winning proposer and all other proposers who were not selected. While we understand that non-selected proposers may wish to ascertain reasons for their non-selection, Brand USA's evaluations of proposals are confidential. Accordingly, Brand USA is unable to respond to any subsequent questions and/or requests for information as to why a company was not selected.



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ADMINISTRATIVE INFORMATION

Term

Brand USA expects that the contractual term will start on July 1, 2017 and run 12-months with options to renew the agreement on similar terms upon mutual agreement of Brand USA and the selected Representation Firm.

Budget Form

Your proposed budget should be provided for in the format shown in Attachment 5, presented in U.S. dollars, and based on a full year of activities, administrative expenses, overhead costs that correspond to those detailed in your proposal.

Note: Although Brand USA's fiscal year begins October 1 and ends September 30; please base your proposed budget on the 12-month period beginning July 1, 2017.

Billing

The budget for this RFP and all administrative and overhead payments shall be made in U.S. dollars. All program and out-of-pocket costs will be reimbursed in the currency in which they were incurred. The RFP budget shall not be adjusted for the rate of currency exchange. Brand USA limits Representation Firm invoicing to two invoices per month. One invoice shall be for administration and overhead. The other invoice shall be for out-of-pocket and third party expenses. Receipts are required for all out-of-pocket expenses.

Conflict(s) of Interest

Proposer shall not have direct or general interest in tour operator or tour wholesaler companies, travel agencies, airlines, or other travel trade organizations based in Mexico or other countries. The proposer must declare and provide details of any actual, potential or perceived conflict(s) of interest.

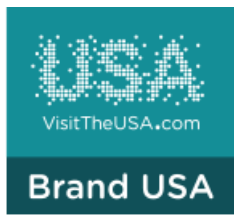
Financial Statements

Proposer must demonstrate financial viability for maintaining an account of this size. Please provide financial statements inclusive of income statement and balance sheet.

Financial statements provided must be the most recent statements available, but no more than 12 months old.

Financial statements are to be submitted in a sealed envelope. After review, all financial statements will be destroyed or returned to proposer.

If proposal is a joint proposal, you must submit financial statements for all proposers.



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Personnel / Management

Proposer must provide a team to Brand USA in order to execute aforementioned strategies. To best streamline reporting and office management as part of this contract, Brand USA will require a 100% allocated position of:

Strategic Account Director: This position will oversee all aforementioned activities in the scope of work including partnership and consumer marketing support. For the sake of this RFP, this position must be identified in your written proposal.

Please identify other positions that will conduct day-to-day work on behalf of Brand USA and their percentage of time allotment:

- Trade
- Media and Public Relations
- Partnership Marketing support
- Consumer Marketing support
- Administrative
- Other recommended staffing (destination training)

For all individuals assigned to this account, please provide an organizational chart of proposed staffing and information on each team member that includes:

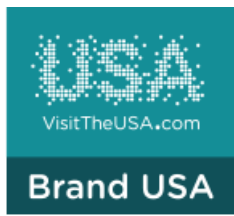
- Overall experience in marketing accounts
- Current resumes/biographies demonstrating qualifications related to this RFP
- Length of time with agency

Note: Travel trade activities and partner marketing duties are to be carried out by different individuals; this is not a combined role.

Subcontractors

The proposer should identify all proposed subcontractors for work that exceeds \$5,000 per fiscal year and document the portions of service that will be performed by subcontractors and their ability to perform the work. Please provide the name and background of each subcontractor company, if applicable, as well as the resumes of proposed subcontractors' key personnel, including those conducting day-to-day work.

Note: The proposer must make it clear to any subcontractors included in the proposal that if the proposer is selected, the subcontractors may not necessarily be selected.



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Proposal Costs

Costs for developing proposals and related presentations are entirely the responsibility of the proposer and shall not be reimbursed by Brand USA.

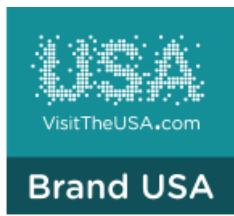
Official Contact

Brand USA requests that the proposer designate one person to receive all communications for clarification and verification of information related to this proposal. Please identify this point of contact on the Notice of Intent to Bid Form (Attachment 1).

SUBMISSION DELIVERABLES & SCHEDULE

Please submit your responses in hard copy and electronic format. All proposals should include a clear, concise narrative. Proposal format is open to presentation style, but must include the following information:

- Executive Summary
- Market Intelligence, including:
 - A list of the key target markets and demographics on which you believe Brand USA should focus and why
 - A 2-month (6-8 posts per month) schedule of possible social media content relevant to your market and consistent with Brand USA messaging
 - Local market insights and intelligence on trends, distribution dynamics, consumer insights, and competitor analysis
 - Any customer complaints or issues that can adversely or positively affect Brand USA's strategic position or business interests
- The agency must have previous experience in all facets of tourism marketing or retail marketing and public relations. Background information on your company, including:
 - History, years in business, and relevant experience in the past three to five years
 - Company size, number of employees, and staff retention rates
 - Types of services provided
 - Locations, parent company, and/or affiliate information, type of company, etc.
- A list of the primary contacts for the Brand USA account, including a brief bio of each team member plus their experience and knowledge of the USA.
- The accreditations your company has acquired since its inception, including details of any company membership in professional or trade organization affiliations



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- A listing of at least three (3) relevant references, including the name of the reference entity, a brief statement describing the relationship between the proposer and the reference entity, and the name, title and telephone number of a contact person at the reference entity
- Information demonstrating the company's organizational capability to successfully perform the Scope of Work by submitting three to five case studies exemplifying proven success in representing a destination
- A description of your organization's experience working with the travel trade and media
- A description of your abilities to coordinate and work with multiple U.S. stakeholders, destination/supplier offices, and other representation organizations on behalf of Brand USA
- A current client list
- Financial Statements as set forth in the Administrative Information section above
- Conflict(s) of Interest Statement as set forth in the Administrative Information section above

RFP Management

BMG (BRIC Marketing Group), a third-party agency, has been contracted to assist with the administration of this RFP, including distribution, arrangement of the information, and communication as it pertains to the RFP process.

All communications regarding this RFP must be sent to the Brand USA RFP Administrator at RFPAdmin@thebrandusa.com, with BMG carbon copied (cc'd) using the following address:

Jason Pacheco, Consultant, Tourism Marketing
BRIC Marketing Group
U.S. Telephone #: +1 415 817 1262
E-mail: rfpadmin@bmg.travel

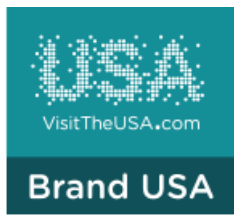
This includes delivery of the following documentation by the due dates set forth in the Tentative Scheduled section found below:

- Intent to Bid
- Written Questions
- PDF of Written Proposals

Note that all answers regarding questions and request for clarification regarding this RFP will be responded to publicly consistent with the schedule below to ensure that all respondents have the same information at hand.

Notice of Intent to Bid

Notice of Intent to Bid (Attachment 1) must be received by **April 20, 2017 5:00 pm, EST**. The notice must be



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submitted via e-mail to rfpadmin@thebrandusa.com and rfpadmin@bmg.travel. The Notice of Intent to Bid is non-binding; however, it ensures the receipt of all addenda related to this RFP. Proposals will be accepted only from applicants who submitted a timely Notice of Intent to Bid.

Certification Form

Certification Form (Attachment 2) must be signed and accompany all RFP Response submissions.

Tentative Schedule

This tentative schedule may be altered at any time at the discretion of Brand USA. Brand USA reserves the right to reject any and all proposals, or any part thereof; waive an informality in the proposals and accept the proposal that best meets the needs of Brand USA.

A. Request for Proposal Released	April 06, 2017
B. Intent to Bid due by 5:00 p.m. EST	April 20, 2017
C. Written Questions due by 5:00p.m. EST	April 20, 2017
D. Written Questions Answered and Posted to Brand USA Website	May 08, 2017
E. Proposal Due (due by 3:00 p.m. EDT)	June 12, 2017
F. Proposal Evaluation by Scoring Committee	June 19, 2017
G. Notification and Scheduling of Finalist Interviews	June 21, 2017
H. Pre Calls to Finalists	June 22, 2017
I. Finalist Presentation/Interviews	June 26, 2017
J. Notice of Intent to Award Contract and Public Posting	June 30, 2017

Delivery of Proposal

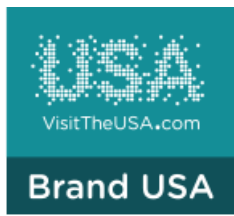
Each proposer is required to deliver eight (8) hard copies in addition to the electronic version of the proposal.

Electronic versions of your proposal must be in a PDF format and sent to rfpadmin@thebrandusa.com with a copy to rfpadmin@bmg.travel.

Hard copies should be sent by courier such as Fed Ex or UPS to:

Brand USA Headquarters
C/o RFP Administrator
1725 Eye Street NW, Suite 800
Washington, D.C. 20006
ATTN: RFP – Travel Marketing & Public Relations Services in Mexico
Phone: 202.536.2060

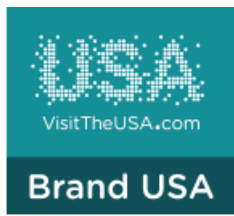
Proposals must be received by the date and time referenced in the tentative schedule (no later than June 12, 2017 at 3:00 p.m. EDT). Late submissions will not be accepted. Proposals may not be faxed.



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Evaluation & Contracting

All proposals satisfying the requirements of this RFP will be evaluated to establish which of the providers best fulfills the needs of Brand USA and this project. This RFP in no way commits Brand USA to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered. Brand USA reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified providers or to cancel this RFP. After awarding the contract, the schedule will include a period of collaboration between Brand USA and the selected Representation Firm to better define, elaborate upon, and fix the Representation Firm's final Scope of Work and general Terms and Conditions.



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ATTACHMENT 1

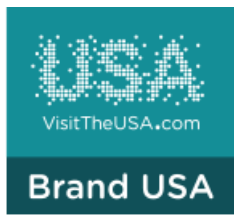
Notice of Intent to Bid

Due:

SEND TO:

Brand USA Headquarters
C/o RFP Administrator
1725 Eye Street NW, Suite 800
Washington, D.C. 20006
ATTN: RFP – Travel Marketing & Public Relations Services in Mexico
Phone: 202.536.2060
Email to: rftadmin@thebrandusa.com with a copy to rftadmin@bmg.travel

NAME OF PROPOSER / COMPANY:
CONTACT PERSON:
MAILING ADDRESS:
TELEPHONE:
FAX:
E-MAIL ADDRESS:
WEB SITE:
SIGNED:



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ATTACHMENT 2

Certification

Please include the following statement as part of the proposal:

Certification Statement

By submission of this proposal and authorized signature below, proposer certifies that the undersigned corporate officer has authority to bind the proposer to the terms of this proposal and hereby certifies on behalf of the proposer that:

- He/she has read and understands all commitments and terms of this proposal
- The information contained in this proposal is accurate
- Proposer's quote is valid for at least 120 days from the date of proposal's signature below
- Proposer understands that if selected as the successful proposer, he/she will have ten (10) business days in which to complete contract negotiations, if any, and execute the final contract document
Date of execution can be extended by mutual agreement of Representation Firm / Brand USA

Authorized Signature

Typed or Printed Name

Title

Date

Official Contact

Brand USA requests that the proposer designate one person to receive all communications for clarification and verification of information related to this proposal. Please identify this point of contact below:

Official Contact Name and Title

Email Address

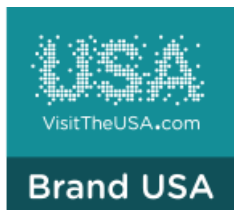
Organization

Phone Number

Street Address

Facsimile Number

City, State/Country, Zip



Request for Proposal:
Travel Marketing & Public Relations Services in Mexico

ATTACHMENT 3

Proposal Evaluation Criteria

FOR BRAND USA USE ONLY

Bid/Proposal: _____

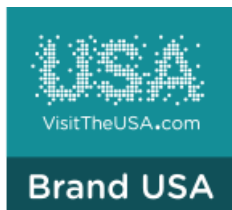
Evaluated By: _____

Date: _____

Proposal Evaluation Criteria

The evaluation committee will judge each written proposal based on the following criteria:

CRITERIA	MAX. POINTS	SCORE
1. Overall Experience of the Firm: Evaluation will include an assessment of such items as history of your company, your experience as it relates to the requirements within this RFP, as well as evidence of past performance and related items.	20	
2. Scope of Work: Evaluation will include an assessment of the quality of proposed strategies, creativity, detail of plan, and related items.	20	
3. Familiarity with Brand USA Brand and Product: Evaluation will include an assessment of your understanding of our organization how you incorporated this knowledge into your proposal, and related items.	10	
4. Qualifications of Personnel: Evaluation will include an assessment of the qualifications and experience of your managerial team, staff, and subcontractors and related items.	10	
5. Capabilities: Evaluation will include an assessment of your past performance related to developing effective travel marketing and public relations programs.	20	
6. Cost Effectiveness: Evaluation will include an assessment of whether the proposed budget is reasonable and appropriate and if the proposed services are cost effective in relation to the fees charged and value of overall project.	20	
TOTAL POINTS	100	



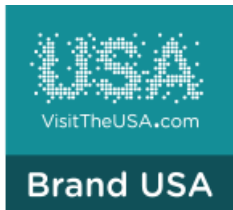
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ATTACHMENT 4

Sample Budget Form

Note: The dollar amounts shown below are for illustration only.

FINANCIAL BUDGET		
Budget Line Items	Name of Program	Program Cost
Communications/ Public Relations	Media Relations	\$10,000.00
	In-market Media and Public Relations	\$10,000.00
	Special Projects	\$10,000.00
	Reporting/Clippings	Included
	SUB TOTAL:	\$30,000.00
Travel Trade/Consumer	Training / Seminars	\$5,000.00
	Trade Shows Participation	\$10,000.00
	Consumer Campaigns	\$10,000.00
	Sales Missions	\$10,000.00
	Co-op	\$10,000.00
	Reporting	Included
	SUB TOTAL:	\$45,000.00
MICE	Tradeshows	\$25,000.00
	Sales Calls	
	Partnerships	
Account Administration	Overhead	\$10,000.00
	Retainer	\$30,000.00
	Printing & Production	\$10,000.00
	SUB TOTAL:	\$50,000.00
Total Cost		\$150,000.00



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Sample Staffing Form

STAFFING BUDGET				
Title	Years with Company	Years in RFP Field	Hourly Rate	% Time Assigned to Account
Strategic Account Director	10	15	\$100	100%
Travel Trade Manager	8	10	\$75	50%
Public Relations Manager	5	7	\$50	50%
Total FTEs: 2.0				