



BRAND USA

Brand USA REQUEST FOR PROPOSAL

Influencer Marketing
February 3, 2026

INTRODUCTION

As the destination marketing organization for the United States, Brand USA's mission is to increase incremental international visitation, spend, and market share to fuel the nation's economy and enhance the image of the USA worldwide.

Established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and communicate U.S. visa and entry policies, Brand USA began operations in May 2011.

As one of the best levers for driving economic growth, international travel to the United States currently supports 1.2 million American jobs* and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked with more than 900 contributing organizations to invite the world to explore the exceptional, diverse, and virtually limitless travel experiences and destinations available in the United States of America.

According to studies by Oxford Economics, over the past seven years Brand USA's marketing initiatives have helped welcome 7.5 million incremental visitors to the USA, benefiting the U.S. economy with nearly \$55 billion in total economic impact, and supporting more than 50,000 incremental jobs each year.

Brand USA's operations are supported by a combination of nonfederal contributions from destinations, travel brands, and private-sector organizations plus matching funds collected by the U.S. government from international visitors who visit the United States under the Visa Waiver Program.

For industry and partner information about Brand USA, please visit TheBrandUSA.com.

For information about exceptional and unexpected travel experiences in the United States, please visit Brand USA's consumer website at AmericaTheBeautiful.com.

PURPOSE

Brand USA is seeking proposals from influencer agencies to support influencer marketing across key international markets, including the United Kingdom, Canada, Mexico, Argentina, Brazil, South Korea, Japan, Australia, and India (markets subject to change.) Brand USA seeks to engage agencies, who have a global footprint, with demonstrated experience operating across multiple regions and markets. Partners will be responsible for developing and executing influencer strategies, content briefing with influencers, travel-based activations to the USA, and end-to-end creator management that bring USA travel content to life for global audiences.

Agencies must be equipped to manage comprehensive influencer programs including strategy development, creator sourcing and vetting, content direction, program logistics, travel coordination, and real-time creator support in the United States, as needed.

BACKGROUND

In October 2025, Brand USA launched [America The Beautiful](#), a new global brand platform designed to celebrate the people, places, and moments that define the United States, this platform will serve as the foundation for all consumer marketing efforts in FY26 and beyond.

As Brand USA introduces influencer marketing into its America The Beautiful activities, influencers will play a central role in bringing this platform to life through compelling, human-centered storytelling that reflects the beauty, diversity, and spirit of the United States. To support this work, Brand USA is seeking agency partners with the strategic capabilities, market expertise, and operational excellence needed to manage influencer programs across multiple markets and deliver seamless, high-quality execution.

2026 will be a defining year for global travel to the United States as the country prepares to host several major international events, including the FIFA World Cup, America 250 commemorations and the 100th anniversary of Route 66. These moments present powerful opportunities to showcase U.S. destinations and experiences on a global stage. Influencers will be essential partners in amplifying these milestones, driving interest, and inspiring multi-destination travel across the country under the America the Beautiful platform.

Against this backdrop, 2026 represents a pivotal moment for Brand USA to scale influencer storytelling globally. Successfully activating around these milestones will require partners who understand the travel category and can execute complex, multi-market programs with consistency and impact. Brand USA will review all proposals received **by Tuesday, March 17, 2026**, as part of the initial evaluation period.

SCOPE OF WORK

The Scope of Work below outlines the influencer marketing capabilities Brand USA requires from qualified agency partners. Agencies must demonstrate strong operational, creative, and cross-market executional capabilities that enable travel-based influencer programs across multiple international markets. These capabilities will be evaluated through the proposal, case studies, and the required assignment.

Strategic & Market Capability

- Develop influencer strategies aligned to Brand USA's campaign platform, currently America the Beautiful, and tailored to Brand USA's priority international markets.
- Provide market-specific recommendations based on cultural insights, platform behaviors, and traveler sentiment.
- Identify opportunities for creator-led storytelling across both travel-based and non-travel campaign executions.
- Develop strategic recommendations and execution approaches for engaging U.S.-based influencers with strong international audiences, where appropriate, including as an alternative tactic when international influencer travel is not feasible, to support Brand USA's global market objectives.
- Must demonstrate the capability of extending influencer programs into cooperative (co-op) marketing opportunities. This includes the ability to develop and support co-branded, multi-partner influencer campaigns that incorporate Brand USA partners such as attractions and travel brands (e.g. hoteliers, airlines, etc.) when required.

Influencer Sourcing and Vetting

- Source creators across priority markets (see below), including micro, mid-tier, macro and mega influencers with strong international relevance.
- Vet influencers for audience authenticity, brand safety, cultural alignment, and ability to produce high-quality content.

Content Briefing and Creative Direction

- Develop clear, comprehensive creative briefs that reflect Brand USA's campaign, messaging and objectives, provide direction to ensure consistent, high-quality content, and guide creators toward concepts that emotionally resonate with audiences, and meet campaign KPIs.

Program Management and Execution

- Oversee all aspects of influencer campaign implementation from kickoff through completion.
- Maintain clear communication with Brand USA and collaborate with the integrated agency team.
- Manage contracts, travel logistics, visa requirements, approvals, deadlines, and deliverables.
- Manage comprehensive, end-to-end travel logistics for influencers, including flights, accommodations, ground transportation, itinerary development, and activity bookings, while proactively navigating evolving visa, documentation, and U.S. entry requirements for international influencers.
- Manage content rights, licensing, and usage terms for all influencer deliverables, ensuring assets meet Brand USA specifications and are delivered in required formats. The agency will be responsible for uploading final content with appropriate usage rights, licensing documentation, and metadata into Brand USA's designated digital asset management (DAM) system.
- Ensure campaigns adhere to best practices and meet Brand USA quality standards.

Measurement and Reporting

- Provide performance reporting including reach, engagement, sentiment, content quality, and earned media value.
- Offer recommendations for optimization and future program development.

This Scope of Work is intended to guide the responsibilities of the selected agency or agencies. Brand USA reserves the right to refine or adjust the scope during contracting to best support the needs of the America the Beautiful campaign and overall global marketing strategy.

PROPOSAL REQUIREMENTS

Proposals must not exceed 10 pages and must include the following:

Agency Overview

- Company history and background in influencer marketing. Including number of years and nature of experience, if any, in the tourism industry, including specific knowledge or familiarity marketing U.S. travel destinations.
- Global footprint and description of experience in developing influencer campaigns in Brand USA's priority markets, including the United Kingdom, Canada, Mexico, Argentina, Brazil, South Korea, Japan, Australia, and India.

- Please list any existing clients that could be considered a conflict of interest to Brand USA.
- Please provide 2-3 case studies that are relevant to the scope of work for this RFP or relevant to Brand USA. At least one case study should highlight a campaign creative concept featuring in-market travel experiences supported by comprehensive logistics coordination.

Team & Project Management

- Provide an overview of staffing plan and the specific individuals who would work on the Brand USA account.
- Provide details on your project management process and outline your standard timelines from briefing to completion for various project types such as major campaigns, smaller extensions, and opportunistic needs that require an agile turnaround.
- Describe your tools and methodology for sourcing, vetting, and briefing influencers across Brand USA's key markets.
- Description of your ability to plan and manage end-to-end creator travel to the USA, including itineraries, booking logistics, visa coordination, and creator support.
- Provide details on your proposed blended rate structure for team and project management, including what roles, services, and levels of effort are included, and how this rate would scale across different project sizes and levels of complexity.

Measurement

- Outline how you define success for an influencer campaign.

References

- One current client and one former client, with contact details, scope of work, and a brief explanation regarding the end of the relationship (if applicable).
- A case study that shows how your agency successfully brought a campaign to life through travel-focused influencer work.

ASSIGNMENT (Required, Not to Exceed 6 Pages)

As part of this RFP, agencies must complete the following required assignment.

1. Travel-Based Influencer Concept - provide one travel-based influencer concept outline based on a \$500,000 all-in budget and including:
 - o Program objectives, execution timeline with key milestones, markets, and how the approach reflects our current campaign platform, America the Beautiful.
2. Sample Casting
 - o Sample casting for at least 3 influencers from the selected market(s) and rationale for casting
3. One-Page Influencer Brief
 - o Provide a one-page brief you would give to influencers traveling to the United States to bring America the Beautiful to life based on your recommended travel-concept.
4. Budget and Expected Results (Budget: \$500,000)
 - o Using the tables below, detail the expected results/deliverables and costs for your proposed concept.
 - o Within the tables, outline the recommended number of influencers by tier, average influencer fees, agency fees, and all hard costs. Totals should roll up to the full program budget.
 - o Please note that Brand USA expects all hard costs to be passed through without markup and requires full transparency in influencer fees, travel, licensing, and all supporting documentation.

Cost Category	Estimated Cost (USD)	% of Total Budget
Influencer Fees (total)		
Travel & Accommodation		
Production / Content		
Usage & Licensing		
Agency Fees		
Other / Third-Party Costs		
Total Program Budget	\$500,000	100%

Influencer Tier	# of Creators	Avg Fee per Creator (USD)	Assumptions / Deliverables Included
Mega 1M+			
Macro 500K–1M			
Mid 100K– 500K			
Micro 10K - 100K			

MINIMUM REQUIREMENTS

Proposals may be rejected if they do not include all deliverables. Proposers wishing clarification of this RFP must submit questions in writing to Brand USA, no later than **Wednesday, February 18, 2026**, and sent by e-mail to RFPadmin@TheBrandUSA.com. Questions will not be answered on calls, with the exception of meetings with scheduled finalists during, or after the meeting. Company names will be removed from the published question/answer document. Duplicative questions, irrelevant questions and questions already addressed in this RFP may not be published. Pitches will be not be accepted outside the RFP process.

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

1. **Notice of Intent to Bid** must be received by **Tuesday, March 3, 2026** (due by 5:00 PM EDT).

The notice shall be sent by e-mail to RFPadmin@TheBrandUSA.com. The NOTICE OF INTENT TO BID, is nonbinding; 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.

2. **RFP Responses** must contain the following information:

- Agency Overview
- Team and Project Management
- Measurement
- References
- Assignment

3. **Certification Form**: 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. Proposal Release	Tuesday, February 3, 2026
B. Written Questions (due by 5:00 PM EDT)	Wednesday, February 18, 2026
C. Written Questions Answered, posted to Brand USA website	Tuesday, February 24, 2026
D. Notice of Intent to Bid Due (due by 5:00 PM EDT)	Tuesday, March 3, 2026
E. Proposal Due (due by 5:00 PM EDT)	Tuesday, March 17, 2026
F. Notification and Scheduling of Finalist Interview	Tuesday, March 24, 2026
G. Finalist Presentation/Interview (virtual)	Tuesday, April 7, 2026
H. Notice of Intent to Award Contract and Public Posting	Tuesday, April 14, 2026

DELIVERY OF PROPOSAL

Proposals should be e-mailed to RFAdmin@TheBrandUSA.com. We will acknowledge receipt, so if you do not receive a receipt notification within two business days, please contact us. If the file size of your proposal is too large to email, or send via a FTP service, contact us and we will make arrangements.

EVALUATION AND CONTRACTING

All proposals satisfying the requirements of this Request for Proposals will be evaluated to establish which of the providers best fulfills the needs of Brand USA and this project. This Request for Proposals 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 Request for Proposals. After awarding the contract, the schedule will include a period of collaboration between Brand USA and the selected Contractor to better define, elaborate upon, and fix the Contractor's final Scope of Work and general Terms and Conditions.



ATTACHMENT 1

NOTICE OF INTENT TO BID

Due: Tuesday, March 3, 2026 (5:00 PM EDT)

SEND TO: rfpadmin@thebrandusa.com

NAME OF BIDDER / COMPANY:
CONTACT PERSON:
MAILING ADDRESS:
TELEPHONE:
FAX:
E-MAIL ADDRESS:
SIGNED:

ATTACHMENT 2

CERTIFICATION

Please include this 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 bidder to the terms of this Proposal and hereby certifies on behalf of the bidder that:

1. He/she has read and understands all commitments and terms of this Proposal.
2. The information contained in this Proposal is accurate.
3. Proposer's quote is valid for at least 120 days from the date of proposal's signature below.
4. 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 contractor / 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

Phone Number

Official Contact Title

Facsimile Number

Email Address

Street, City, State, Zip

**ATTACHMENT 3
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:

	MAX. POINTS	SCORE
Experience and Qualifications	15	
Team and Project Management	15	
Cost Effectiveness	30	
Assignment – America The Beautiful	40	
TOTAL POINTS	100	