



**BRAND
USA**

Brand USA
REQUEST FOR PROPOSAL

VIDEO & CONTENT PRODUCTION

4/13/26

INTRODUCTION

As the destination marketing organization for the United States, Brand USA's mission is to drive economic growth and enhance the USA's worldwide image.

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.

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, VisitTheUSA.com.

PURPOSE

Brand USA is actively building a formal, nationwide roster of video and content production partners. Our goal is to ensure we can quickly and reliably capture high-quality content. We are seeking a diverse group of qualified video production vendors and freelance producers and editors to support both B2C and B2B video and content capture needs, including shooting, producing, and delivering final videos, capturing b-roll or photo assets and creating other key content to promote the United States as a premier travel destination. The selected vendors and freelancers will work with the marketing department to help communicate Brand USA's mission and initiatives across audiences.

BACKGROUND

In October 2025, Brand USA launched "America the Beautiful," a new global brand platform rooted in optimism, confidence, and emotional resonance. Designed to celebrate the people, places, and moments that define the United States, this platform serves as the foundation for all consumer and B2B marketing efforts.

As Brand USA expands its content production capabilities, production partners and freelancers will play a central role in bringing this platform to life through compelling, human-centered storytelling that reflects the beauty and spirit of the United States. In addition, it's important that Brand USA owns more of its story and showcases its impact on the economy and the industry. To support this work, Brand USA is seeking content production partners with content-capture expertise and operational excellence. Partners will develop and capture videos and photos across destinations and subjects—ranging from short-form, social-optimized content to premium, broadcast-level deliverables—while delivering seamless, high-quality execution. Brand USA will lead concept and story development and then engage production partners to refine and execute those ideas; **we are not seeking unsolicited story ideas or concept pitches as part of this RFP.**

Brand USA is looking to unify consumer, public affairs, partner, and stakeholder storytelling under one scalable, nationwide content enterprise — inspiring the world to visit the United States and empowering partners to tell America's story with us.

SCOPE OF WORK

The production and content vendors and freelancers will deliver high-quality, engaging video & photo content—utilizing both original and existing assets—on an as-needed basis, including:

- Develop and produce videos optimized for the web and social media as well as keystone events and publicity moments.
- Capture b-roll and photos
- Shoot and produce corporate testimonial and wrap-up videos

- Curate and adapt existing video and photo content (e.g., from creator or Brand USA libraries) for use across Brand USA channels

PRODUCTION CAPABILITIES

Production partners and freelancers are expected to manage all operational aspects of their assigned projects, including sourcing and managing on-screen talent, securing necessary permits and location access, and handling passthrough costs such as music licensing, stock footage, and other third-party expenses. Partners must demonstrate a working understanding of content licensing, usage rights, and talent release requirements to ensure all deliverables are fully cleared for Brand USA's intended use across markets and platforms. When projects require translated or localized versions, partners should be prepared to coordinate translation and adaptation workflows in collaboration with Brand USA.

COLLABORATION & BRAND STANDARDS

Production partners and freelancers will operate as part of a broader team that includes Brand USA's internal staff and its agency partners. Projects may require close coordination with existing agency and vendor partners on creative development, asset delivery, and production logistics. All production partners are expected to work collaboratively within this team structure and take direction from the designated Brand USA project owner. In addition, all content must adhere to Brand USA's established brand standards and design guidelines, including visual identity, tone, and editorial standards. Brand guidelines will be provided during onboarding, and compliance is expected across all deliverables.

FUNCTIONAL REQUIREMENTS

Must demonstrate:

- Proven experience in creating professional, high-quality video content that engages a B2C and B2B audience.
- Familiarity with tourism, hospitality, or destination marketing industries is a plus.
- Flexibility to work on multiple projects concurrently, as needs arise.
- Collaborative approach to feedback and revisions.
- Ability to produce high-quality short-form social content using iPhone-native directors or shooters, including rapid-turn, on-the-ground capture optimized for social.
- Ability to deliver in-video graphics, including lower thirds, title cards, motion graphics packages, and other graphic treatments — either through in-house capabilities or established relationships with graphic design resources.

REPORTING & WORKFLOW

All production partners and freelancers selected through this RFP will be managed as part of Brand USA's content production roster, overseen by the Senior Director of Digital Marketing. Individual projects will be led by designated Brand USA project owners, who will serve as the primary point of contact for briefings, creative direction, feedback, and day-to-day management. Projects may be initiated and funded by various departments across the organization.

Each engagement will follow a structured workflow that includes:

- A creative brief outlining objectives, deliverables, timelines, and technical specifications
- A defined feedback and revision cycle with consolidated notes delivered at each review stage
- Final approval from the designated Brand USA project owner prior to delivery or publication of any content

QUALIFICATIONS

Minimum of 10 years of professional video and content production experience.

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, RFPadmin@TheBrandUSA.com. Questions will not be answered on calls. Pitches will 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. RFP Responses must contain the following information and not exceed 10 pages. This RFP is open to both agencies and individual content creators/freelancers.

- **Vendor Overview (Individual or Agency):** A company history and background in content production. Including the number of years and nature of experience in the tourism industry, including specific knowledge or familiarity with marketing U.S. travel destinations. Please list any existing clients that could pose a conflict of interest for Brand USA.
- **Team & Project Management (or Solo Workflow):** Provide an overview of staffing plan (or, if you are an individual, your role and collaborators) 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, including capturing content

(e.g., b-roll or photography), interviewing and shooting testimonials, and opportunistic needs that require an agile turnaround.

- **Focus & Expertise:** Applicants should describe their core shooting styles and areas of specialization, including (but not limited to) cinematic, documentary, run-and-gun, studio, and social-first content approaches. Responses should outline capabilities across landscape, portrait, and aerial/drone production, including relevant certifications. In addition, applicants should highlight their post-production strengths, including editing workflows, color grading, motion graphics, audio finishing, and experience producing deliverables for multiple platforms, formats, and international markets.
- **Work Samples:** 3-5 samples/case studies showcasing the applicant's proficiency in the video and content production for which they would like to be considered.
- **Availability and Rate Sheet:** Submissions should include current availability and a single blended hourly rate and day rate for production services. Brand USA will negotiate final rates and any specialty service pricing as part of individual project scoping and contracting.
- **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).

2. Certification Form: Must be signed and accompany all RFP Response submissions.

TENTATIVE SCHEDULE

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

- RFP released: Ongoing from April 2026
- Submissions and evaluations will be conducted on a rolling basis, and awards will be made based on Brand USA's needs.

DELIVERY OF PROPOSAL

Proposals should be e-mailed to RFPadmin@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: [Date]

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
Work Samples & Creative Quality - Strength, range, and relevance of submitted samples; visual storytelling ability; production value	30	
Production Capabilities & Expertise - Breadth of shooting styles, post-production skills, in-video graphics capability, licensing/rights knowledge, ability to manage talent and passthrough costs	25	
Experience & Qualifications - Years of experience, relevance to tourism/destination marketing, strength of references	15	
Team, Workflow & Collaboration - Staffing plan or solo workflow, project management process, demonstrated ability to work within a team structure, standard turnaround timelines.	15	
Rate & Availability - Competitiveness of blended day rate, current availability, geographic coverage.	15	
TOTAL POINTS	100	