

REQUEST FOR PROPOSAL

November 28, 2012

MARKETING AND PUBLIC RELATIONS SERVICES

**TO PROMOTE USE OF AND REVENUE FROM
TRAVELSTORYSGPS SMARTPHONE APP**

**ON BEHALF OF
GRAND TETON NATIONAL PARK FOUNDATION
AND
THE JACKSON HOLE LAND TRUST**

OPENING DATE

November 28, 2012

CLOSING DATE

December 11th 2012

CONTACT INFORMATION

STORY CLARK

TELEPHONE (307) 733-8673

EMAIL storyclark@mac.com

Conservation Consulting

4445 Moose Wilson Road

Wilson, WY 83014

REQUEST FOR PROPOSAL

I. Introduction

TravelStorysGPS (TSG) is pleased to issue this Request for Proposal (RFP) for marketing, public relations and promotional services of the TravelStorysGPS smartphone app on behalf of two of the app's nonprofit route sponsors, Grand Teton National Park Foundation and the Jackson Hole Land Trust. The primary goal is to test whether strategic marketing of this app can increase the number of downloads and use of the app to achieve the following: 1) Reach Jackson Hole visitors, community members and core supporters through this smartphone platform; and 2) Generate revenue from charitable donations, commercial sponsorship and app upgrades.

II. About TravelStorysGPS and Its Nonprofit Partners

- A. TravelStorysGPS (TSG) LLC** is a smartphone application platform for nonprofit organizations and, agencies, and businesses to reach out to travelers and other target audiences on their mobile devices. TSG offers GPS-triggered audio tours with stories about the landscape that users are traveling through. The audio is supported with text, images, camera features and links to supporting organizations, commercial sponsors, social-media sites and other partners.

Each TSG route solicits an easy-to-make \$5 donation to the nonprofit organization, which appears on the user's cellphone bill.

TSG LLC is managed by Conservation Consulting, a 12-year-old national consulting company based in Wilson, Wyoming, focused on researching and disseminating information on conservation finance, advising conservation organizations and incubating promising but under-utilized conservation finance strategies.

- B. Grand Teton National Park Foundation** is a private, nonprofit organization whose mission is to fund projects that protect and enhance Grand Teton National Park's treasured resources. By funding initiatives that go beyond what the National Park Service could accomplish on its own, the Foundation initiates improvements, critical research, and projects that enhance visitors' experiences, creating a solid future for Grand Teton National Park.
- C. The Jackson Hole Land Trust** is a private, non-profit organization that was established in 1980 to preserve open space and the critical wildlife habitat, magnificent scenic vistas, and historic ranching heritage of Jackson Hole. By working cooperatively with the owners of the area's privately owned open lands, the Jackson Hole Land Trust has ensured the permanent protection of over 22,000 acres in and around Jackson Hole and the Greater Yellowstone Area.

III. Project Description and Goals

To develop and implement a marketing and public-relations campaign that will maximize downloads and use of the TSG app through the 2013 summer season and to set the stage for future download growth.

To achieve these goals, we are seeking to develop and execute a multimedia strategic marketing plan that produces a compelling, creative call-to-action to download and use the app, and increases revenue to the sponsoring nonprofit organizations. We aspire for TSG to be the go-to interpretive travel companion guide in

Jackson Hole for travelers, visitors and the local community. The TSG team developed and implemented an initial marketing plan to launch the pilot app for the summer of 2012. Quantitative goals include securing a minimum of 26,000 downloads.¹

A. Marketing Campaign Implementation

Marketing firm is expected to prioritize implementation activities according to available budget.

IV. Timeline

Because of the seasonal nature of tourism in Jackson Hole and the demands on sponsoring nonprofits, we suggest the following tentative schedule for planning and implementation of the marketing campaign:

- A. December 21st, 2012** – TSG signs contract with marketing firm(s)
- B. December 21st – January 17th, 2013** - Complete interviews with TSG team and other key contacts; complete focus groups, and other interviews and research
- C. January 17th** - Presentation of first draft of marketing plan to TSG team
- D. February** – Complete placement of advertising and other outreach for summer season.
- E. April** - Complete collateral development and local partner roles and coordination
- F. May 1st** – Agree to event schedule for summer
- G. September 1st** – Completion of contract

V. Firm (or Firms) Qualifications

We welcome proposals from individual firms or teams of firms that, collectively seek to achieve our goals. The firms responding to this RFP are required to provide a high level of quality service normally associated with marketing products for this high quality national and international destination resort. In addition, the firm(s) should have the following expertise:

- Technical experience specific to smartphone app promotion
- Knowledge of domestic travel industry
- Strong contacts in the travel sector
- Creative services
- Partnership development

VI. Proposal Submittal

A. Timeline & Process

Agencies are asked to submit proposals containing the following items by **December 11, 2012**. Please email your proposal to:

Story Clark
Principal
Conservation Consulting
storyclark@mac.com 307-733-8673

¹ These targets are based on national statistics for iPhone use. Fifty percent of the American population own smartphones and that percentage is projected to increase to 75% by 2015. Of the smartphone users, 40% experiment with apps and 43% recommend and share apps with their family or friends. Additionally, 9% of the general public, when encouraged to give by text, does so, and 91% of donors who have been previously associated with an organization will make another donation via text message when prompted.

B. Required Information

Proposals will be evaluated on a number of factors, including but not limited to:

- Executive Summary containing a brief company description, project development process and costs
- Qualifications including previous clients with contact information and relevant URLs
- Project stages and delivery methods
- Proposed team and their education / qualifications
- Costs and payment details
- Company goals for this project

C. The selection process will proceed as follows:

- Questions can be addressed to Story Clark at storyclark@mac.com; 307-733-8673; 307-690-8164 until December 11th, 2012 at 5 p.m. MST.
- December 11th, 2012 at 5 p.m. MST - Deadline to submit proposal
- December 11th – December 21st 2012 - Review of proposals, including TSG team interviews of top applicants
- December 21st, 2012: Selection of successful firm. Selected firm begins work on marketing strategy and campaign.

VII. Statement of Confirmation

By signing below, the bidder is confirming that it is in agreement with the Terms & Conditions and Service Requirements stated above, and that the person submitting the bid is authorized to propose a binding offer and that the quotation has been subject to a thorough internal, operational and legal review.

Bidders should email back the signed request for proposal to Story Clark at storyclark@mac.com by the date and time indicated above.

Bidding Company _____

Signature _____ Date _____

Name _____

Title _____