



Request for Proposals (“RFP”) for Branding & Integrated Communications Agency Services

The American Indian Alaska Native Tourism Association (AIANTA) is currently soliciting proposals from qualified firms and individuals to provide professional branding, marketing and communications services.

All proposals must be received by March 31, 2015, 5:00 p.m. MST. Any proposals received after the due date and time will not be considered. Digital copies of proposals are to be submitted via email by this date to rcromer@aianta.org, or by mail to 2401 12th Street NW, Albuquerque, NM 87104.

RFP Response Due Date March 31, 2015,
5:00 p.m. MST

Vendor Questions Due Date March 24, 2015,
5:00 p.m. MST

Vendor Selection April 24, 2015,
5:00 p.m. MST

Organizational Background

Mission Statement

To define, introduce, grow and sustain American Indian, Alaska Native and Native Hawaiian tourism that honors traditions and values.

Structure and Purpose

AIANTA is a 501 (c) (3) nonprofit association of Native American tribes and tribal businesses, organized in 1999, to advance Indian Country tourism. The association is made up of member tribes from six regions: Eastern, Plains, Midwest, Southwest, Pacific and Alaska. The purpose of AIANTA is to serve as the voice and resource for its constituents in advancing tourism, assist tribes in creating infrastructure and capacity, and provide technical assistance, training and educational resources to tribes, tribal organizations and tribal members. AIANTA serves as the liaison between Indian Country and governmental and private entities and the tourism industry for the growth, development, and sustenance of Indian Country tourism. By developing and implementing programs and providing opportunities, AIANTA helps tribes build for their future while sustaining and strengthening their cultural legacy.

Introduction

AIANTA’s mission for a new branding strategy is to create a new brand aimed at changing perceptions, strengthen outreach and membership, and secure further tribal support and advocacy for tourism. AIANTA seeks an integrated communications and design agency with expertise in branding, business-to-business marketing, and internal and external communications. It is critical that the agency be open and flexible in its processes including creative design. We are requesting assistance in developing and executing a campaign to include: brand strategy/messaging and architecture, internal and external identity design (which may include materials and designs already in existence in conjunction with new design and messaging), and an internal and external launch plan and implementation.

Preliminary branding and marketing goals:

- Develop and create a new AIANTA brand
- Discover and improve the public’s perception of Indian Country tourism
- Create positive awareness and perceptions of AIANTA from tribes and tribal entities
- Increase awareness and communication with members and potential members through new messaging
- Increase awareness and communication within the tourism industry and to the public with new messaging
- Create a plan for incorporating this new branding campaign into all AIANTA projects and their marketing initiatives, including the annual American Indian Tourism Conference, new destinations website, public lands projects, and others
- Communicate the diversity of Indian Country destinations to the consumer audience with new brand messaging

To realize these goals of strengthening outreach and membership, creating a new brand aimed at changing perceptions, and securing tribal support and advocacy for tourism, the agency will create a branding campaign under the guidance of AIANTA and key stakeholders.



New Branding Requirements

1. Brand strategy – research, then build, position and message an updated internal and external identity that conforms to the brand mission
2. Internal and external launch plan that may include:
 - a. Launch of new branding materials at the annual conference
 - b. Recommendations on an effective mixture of print advertising, collateral, direct mail/email, video, newsletters, promotional items, etc.
 - c. Plan to educate members and the tourism industry on AIANTA and the opportunities we provide
3. Measurement and evaluation of results

Audience

AIANTA has a unique position as an organization, as we communicate at the consumer level both internationally and domestically within the travel and tourism industry, promoting and encouraging tourism to Indian Country destinations and experiences, while also serving as a technical resource for tribes and tribal entities.

With a new branding campaign, AIANTA will develop and establish a strong voice in the industry, while simultaneously educating and assisting individual tribes and businesses to encourage and enable them to take advantage of all opportunities in tourism and within our organization and membership.

Agency Capabilities

- State your firm's experience in designing/creating branding campaigns, specifically in the tourism industry or Native American sector
- Does your firm have experience in the tourism industry and/or Native American or Tribal businesses? If so, provide client names, project timeframes and type of projects. Do any of the companies remain clients?
- If you have no experience in these sectors, how will your team educate themselves in order to do the proposed work? What amount of your proposed costs have you attributed to learning about these sectors?
- What is your approach to brand development and messaging?
- What evaluation measures will you employ to ensure that the solutions presented can best serve the interests of the client?
- Please describe the processes and tools your firm employs to evaluate and measure results of your marketing communications efforts. Please be specific about program /campaign measurement.

Agency Experience

- Present up to three client brand-building case histories.
- List at least three current business-to-business clients (tourism or American Indian clients preferred) we might call as a reference in support of your firm's capabilities and services.
- Include up to five pages of additional information about your company or your clients that you wish us to consider.



Account Management

- Describe the way your firm organizes account teams for clients. Include titles, short team member biographies, reporting structure relationships, seniority levels, location and other data that may be pertinent. Also include details on any portion of the proposed work that would be outsourced.
- AIANTA operates on well-defined and cost controlled budgets.
 - a.) Please define how your firm sets budgets, manages invoices and modifies client budgets
 - b.) Explain your rate structure
 - c.) Billing methods
 - d.) Out-of-pocket expenses including travel
- Based on your experience and the information we have outlined, provide cost estimate and cost breakdown for brand strategy/messaging and marketing.

Section Criteria

If an award is made as a result of this RFP, it will be awarded to the vendor(s) whose proposal is most thorough and advantageous to AIANTA, including price as well as demonstrated technical ability, overall expertise and recommendations.

The following factors will be considered during the assessment process:

1. The vendor's overall ability, capacity and skill to provide the service required
2. The vendor's reputation and experience
3. The vendor's staffing plan and commitment to respond to issues and questions for the length of the contract
4. Quality of current or previous projects
5. Previous experience in branding campaigns
6. Technical ability and customer service approach
7. Cost
8. Any other reason deemed proper by AIANTA

