

## **REQUEST FOR PROPOSALS**

### **2020–2021 ATHENS VISITORS GUIDE + PADDED MAP**

The Athens Convention & Visitors Bureau (CVB) is seeking proposals from qualified businesses for the development, sales and production of the 2020-2021 edition of the official Athens Visitors Guide and coordinating padded map. Bidding agencies should pay particular attention to the Athens brand and website, and provide a forward-thinking approach in keeping with the creative energy of our destination. Athens is open to new ideas and experimentation in every aspect of this project, up to and including the name of the publication, size and paper specs, design, and editorial elements.

#### **DESCRIPTION:**

The Athens Visitors Guide is intended to complement VisitAthensGA.com and serve as the primary collateral piece for requests for printed information. The distribution includes visitors information centers across Georgia, the Athens Welcome Center, Classic Center meeting attendees, at UGA orientation, local publication racks, and lead fulfillment by mail. The publication is also available online.

The coordinating padded map is used for in-market visitors by local hotels, the Athens Welcome Center, and The Classic Center.

The Guide's final presentation should be an inviting, user-friendly piece that conveys the CVB brand and is designed to promote Athens as an appealing travel destination.

Bids should clearly demonstrate an understanding and ability to produce a publication that meets this objective in a creative, organized, informative and graphically attractive format, balanced with cost efficiency consideration.

#### **SCOPE OF WORK:**

The CVB seeks to contract with a single source for creative design, editorial fine-tuning, ad sales, and printing coordination. The Visitors Guide and Map must be self-supported through advertising revenue.

**Guide Production & Printing Specifications:**

- Quantity: 60,000 total  
58,000 regular front-back cover + 2,000 self-mailers with separate cover, designed to meet USPS specifications, including mail seal tabs.
- Size: Currently 8"x9" magazine with a half fold, finished size folded to 4" x 9". CVB is receptive to other proposed sizes that would effectively represent our brand and be cost-effective.
- Pages: Currently 32. Final page count contingent upon advertising and page size specs but, no less than equivalent of current 32 pages.
- Stock: 50 lb. stock or better. Paper stock sample(s) to be submitted with proposal.
- Color: CMYK 4/4 throughout, w/bleeds
- Packaging Specs: Solid packed in boxes of 200; each box labeled "2020-2021 Athens GA Visitors Guide; please recycle prior editions"
- Delivery Specs: Printer to ship designated quantities to Visitor Information Centers (VICs); CVB to provide mailing list-labels and quantity sent to each. Cost of delivery to VICs to be billed to CVB.  
Remaining boxes to be delivered to CVB, 300 N. Thomas St., Athens, GA 30601, in stackable pallets. Shipping-delivery cost to CVB office to be covered within overall project cost.

**Padded Map Production & Printing Specifications:**

- Quantity: 25,000
- Size: Currently 11" x 17". CVB is receptive to other proposed sizes that would retain branding, provide excellent user experience, and be cost-effective.
- Stock: 50 lb. stock or better
- Pads of 100

**Design Specifications:**

- Compelling design and use of provided photography
- Vendor to organize photo shoot for cover
- Develop editorial content provided by CVB into unified messaging and tone
- Maps

**Ad Sales & Specifications:**

- The Guide and Padded Map must be self-supported through advertising revenue.
- CVB will provide a database of local partners and prior advertisers.
- CVB will introduce and provide an endorsement of selected vendor through CVB Newsletter, Partner Extranet, and CVB partner meeting(s).
- Vendor must specify how ad sales will be conducted, including any sales incentives or achievement plan utilized to attain necessary sales goals.
- Bids must include proposed ad rates necessary to cover cost of the project and be in line with rates charged in the past.
- Editorial content must be maintained at a minimum of 50% of total pages; 60+% preferred.
- Consistency in ad formatting and placement should be a consideration; fractional ad space sold less than ½ panel (1/4 page) should be sold as a part of a full page co-op.
- CVB and vendor to agree on layout and available ad positions prior to the start of the ad sales period.

**PROPOSALS MUST INCLUDE:**

- Samples of relevant collateral produced in the past.
- Notation of particular collateral that reflects the specifications being proposed for this project.
- Names and qualifications of personnel who would be involved in the project.
- Paper samples representative of what is recommended and included in project budget.
- Ad rate sheet.
- Ad sales plan and approach.
- References of relevant clients.
- Project timeline and production deadlines.

**BASIS OF AWARD:**

Proposals will be reviewed and scored by a panel of CVB staff based on judgment of company's ability to successfully manage the process and produce a high-quality outcome. Criteria will include but not be restricted to:

- **Cost:** project must be supported by advertising revenue generated by vendor.
- **Ability to Perform:** vendor's ability to perform scope of work based on prior experience with similar projects; evaluation of provider's facilities, references and staff experience. Creative approach to tourism promotion. Commitment to work cooperatively with the CVB.
- **Scope of Work:** demonstrated ability to deliver the project on schedule. Understands the scope of project through concise description of methods, procedures and personnel vendor intends to utilize for management and operation.
- **Ad Sales:** demonstrated sales concepts to meet the financial requirements. Demonstrated ad sales capability, familiarity with demands of local market.

**FINANCIAL & ADMINISTRATIVE NOTES:**

The CVB will not be liable for any cost incurred by the respondents in preparing responses to this RFP or negotiations associated with award of a contract.

Project management fees, sales costs and advertising commissions, print production and manufacturing charges, and shipping and delivery charges to CVB office are the sole responsibility of the vendor.

The awarded contract shall be for the publication of the 2020-2021 Athens Visitors Guide commencing on the start date until its publication. At the option of the CVB, this contract may be renewed for development, sales and production of the following two annual guides.

CVB will retain complete ownership and control over the content of the Guide and Map.

**SCHEDULE OF RFP PROCESS & PROJECT TIMELINE:**

<b>Advertisement of RFP:</b>	January 15, 2020
<b>Proposals Due:</b>	February 7, 2020 5 p.m. ET
<b>Selection by:</b>	February 28, 2020
<b>Development and Ad Sales:</b>	Spring 2020
<b>Delivery by:</b>	August 3, 2020

To be considered, vendors should submit four (4) copies of their written proposal, plus samples and addenda as noted in this RFP, on or before February 7, 2020, 5 p.m. local time to:

Hannah Smith, Director of Marketing & Communications  
Athens Convention & Visitors Bureau  
300 N. Thomas St.  
Athens, GA 30601

Package must be received (not postmarked) by the stated deadline. Late proposals will not be considered.

All communications relative to this work, prior to the proposal deadline should be directed to [hsmith@VisitAthensGA.com](mailto:hsmith@VisitAthensGA.com).