

REQUEST FOR INFORMATION



Public Relations Services July 1, 2019 – June 30, 2021

Ski Utah is seeking public relations agencies interested in representing the marketing firm that creates brand awareness and demand for Utah's ski resorts and The Greatest Snow on Earth on a two-year contract.

Interested agencies are asked to provide credentials including (but not limited to):

- Agency History (emphasis on snow sports/tourism)
- Total Staff (including percentage involved in snow sports/tourism)
- Staff Bios Proposed for the Ski Utah Account
- Summary of Media Relations Strengths in USA
- Current Client List (highlighting snow sports/tourism clients)

This information should be submitted no later than April 15, 2019.

Qualified agencies with strong demonstrated national media relations capabilities will be asked to respond to a formal written Request for Proposal (RFP) with a deadline of May 22, 2019.

Finalists will be asked to make a verbal presentation in Salt Lake City, Utah the second week of June 2019.

Ski Utah currently retains a national agency for this service at \$6,660/month including expenses to manage at least four inbound media FAM trips, deskside media visits in no fewer than five target market cities each year. Responding to this Request for Information indicates your agency understands and believes it is capable of managing this scope of work within budget parameters.

Please submit interest (no later than April 15) via email or mail attention to:

Ski Utah

Attn: Caitlin Furin

2749 E Parleys Way

Suite 310

Salt Lake City, UT 84109

caitlin@skiutah.com