

Request for Proposal (RFP) for Tourism Marketing and Public Relations Services

Tourism Partnership of Surry County, North Carolina

Issue Date: March 3, 2025

Proposal Due Date: March 28, 2025

Contact Person: Tourism Partnership of Surry County

Jessica Roberts, Executive Director

jroberts@visitmayberry.com

(336) 786-6116

1. Introduction

Tourism Partnership of Surry County is seeking proposals from qualified firms to provide comprehensive tourism marketing and public relations services. The primary objective of this RFP is to identify a strategic partner who will assist in increasing the visibility and appeal of our destination to target audiences, elevate our brand image, and promote tourism growth through effective PR campaigns, advertising, digital strategies, and media outreach.

2. About Our Organization

Surry County, located in the heart of North Carolina's Yadkin Valley, is a premier destination known for its scenic landscapes, historic towns, thriving wine country, outdoor recreation, and cultural heritage. The Tourism Partnership of Surry County is dedicated to enhancing tourism through targeted marketing and public relations efforts.

- **Destination Name:** Surry County, North Carolina
- **Target Audience:** Leisure travelers, outdoor enthusiasts, arts and cultural seekers family vacationers, wine and food tourists, retiree and senior travelers, history and culture buffs, international visitors
- **Key Attractions & Events:** Pilot Mountain State Park, Andy Griffith Museum, Andy Griffith Playhouse, Wally's Service Station, Siamese Twins Museum, Carter Falls, Mount Airy Museum of Regional History, Reeves Theater, Kayaking, Tubing & Canoeing - Mitchell River, Ararat River, Yadkin River, Fisher River, Surry Scenic Bike Way, Earle Theater, Blue Ridge Parkway, Surry County Wine Trail, Surry Sonker Trail, Surry County Ground Steak Trail, Mayberry Days, Autumn Leaves Festival, Sonker Festival, NC Ground Steak Festival, Mayfest, Yadkin Valley Wine Festival, Budbreak Wine & Craft Beer Festival, NC Trail Days Festival

3. Scope of Work

The selected agency will be responsible for the following services:

Marketing:

- **Brand Strategy Development:** Develop a cohesive brand identity and messaging strategy for the destination.
- **Advertising Campaigns:** Design and implement both traditional and digital advertising campaigns across various platforms (print, radio, television, social media, etc.).
- **Digital Marketing:** Implement SEO, content marketing, email campaigns, social media strategy, and online advertising.
- **Market Research:** Conduct research to assess the effectiveness of marketing strategies and identify emerging trends and opportunities.

Public Relations:

- **Media Relations:** Develop and maintain relationships with national and local media outlets, journalists, and bloggers.
- **Press Releases:** Create and distribute press releases, media kits, and pitch stories about the destination and key events.
- **Event Promotion:** Assist in promoting tourism-related events and initiatives through media outreach, press coverage, and event partnerships.

Reporting and Evaluation:

- Provide regular updates, metrics, and performance reports to evaluate the effectiveness of marketing and PR activities.

4. Proposal Requirements

Interested agencies should provide the following information in their proposals:

- **Agency Overview:** A brief history of the agency, including size, areas of expertise, and client portfolio.
- **Experience:** Detailed examples of past work, particularly in tourism marketing and PR, and case studies showing measurable results.
- **Approach:** A strategic outline for how the agency would approach the marketing and PR campaign for Surry County, NC.

- **Creative Samples:** Examples of creative materials (advertisements, social media posts, press releases) developed for past clients.
- **Team Composition:** Names and qualifications of key team members who will work on the project.
- **Timeline:** Estimated project timeline, including key milestones.
- **Budget:** A detailed breakdown of the costs associated with each aspect of the project (advertising, media outreach, event promotion, etc.).
- **References:** At least two client references or testimonials from similar tourism-related projects.

5. Proposal Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Relevant experience in tourism marketing and public relations.
- Proven ability to achieve measurable outcomes in similar campaigns.
- Creativity and innovation in marketing strategies.
- Understanding of the destination and its unique characteristics.
- Proposed approach to enhancing visibility and brand awareness.
- Cost-effectiveness and value for money.

6. Submission Instructions

Please submit proposals to jroberts@visitmayberry.com. All proposals must be received no later than **Friday, March 28, 2025**. Late submissions will not be considered. You can also send the proposal by mail to:

Jessica Icenhour Roberts

200 N Main Street

Mount Airy, NC 27030

The Tourism Partnership of Surry County reserves the right to reject any or all proposals, negotiate with any respondent, and award contracts as deemed in the best interest of Surry County tourism.

7. Contract Duration

The term of the contract will be for **one (1) year**, starting from July 1st through June 30th. The contract may be renewed for additional one-year terms, subject to performance evaluation and agreed-upon terms.

8. Additional Information

For questions or additional information, please contact, Jessica Roberts, Executive Director (336) 786-6116, jroberts@visitmayberry.com. We look forward to receiving your proposal and learning more about how your agency can help promote Surry County, NC.

Attachments:

- Destination Brochure www.yadkinvalleync.com
- Website www.yadkinvalleync.com