



Marketing Services and Development RFP

The following are answers to questions Brand USA has received for the RFP for Marketing Services and Development.

Q: Under Ownership of the RFP, does the phrase “Brand USA will maintain full and exclusive rights” apply to all types of content in perpetuity, including video?

A: Yes, Brand USA is looking to own the copyright for all assets wherever possible.

Q: Will it be looked on favorably if a single entity/response is capable of covering all requirements of the RFP?

A: A single entity/response that is capable of covering all requirements of the RFP is certainly a consideration for Brand USA, but it is not a requirement.

Q: Under qualifications, you ask for experience in working with other DMOs and travel entities. Does this include experience in raising hard dollars for joint marketing?

A: Yes.

Q: Under Budget, should proposers include media planning and buying fees?

A: Yes, where possible. Estimates are acceptable.

Q: For timeline and/or project plan (page 11) are you looking to see actual schedules/plans for similar scope projects/programs the proposer has executed in the past?

A: No. The timeline and/or project plan should outline how your company would execute the campaigns outlined in the scope of work.

