

## Brand USA Regional Director for Canada RFP

The following are answers to questions Brand USA has received to the RFP for Brand USA Regional Director – Canada.

Thanks to everyone who submitted questions regarding Brand USA's RFP for Regional Director in Canada. Since many of the questions posed were similar, we have condensed and edited queries. Company names have been removed. If the answer to the question is already in the RFP, or if we were unable to understand a question, we did not provide an answer.

**Q: Is airfare used to travel to/from Washington from Canada part of the overall budget?**

A: Yes travel expenses are included in the budget.

**Q: In the overall budget, are marketing actions undertaken or cooperative marketing campaigns with Tour Operators, OTAs, airlines or travel agencies to be included in specified budget provided on RFP, or will there be a separate budget maintained and decided upon by Brand USA head office?**

A: The budget for cooperative marketing campaigns negotiated with individual tour operators, OTA's, travel agencies etc. is included in the stated budget on the RFP. There are additional funds available for partnership marketing campaigns that may be more significant in scope.

**Q: Is the amount budgeted inclusive of staffing Brand USA Canada office and travel and entertainment?**

A: Yes the stated budget is an inclusive budget of stated requirements.

**Q: Is the budget of \$375,000 US dollars also meant to cover off major trade activities such as trade shows, sales missions, training missions and MegaFams?**

A: We would look to your recommendations for budget allocation for tradeshow, sales missions, trainings missions and MegaFams.

**Q: Are the minimum requirements related to the marketing company or the Regional Director role?**

A: The minimum requirements are related to the Regional Director role if submitted independently or as part of a marketing firm.

**Q: I would like to ask a question clarifying the role of the Regional Director and its relationship to the marketing company.**

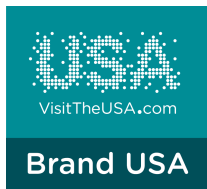
**“Is the Regional Director part of the marketing company or a standalone role responsible for the oversight, delivery and implementation of the business plan from the team belonging to the marketing company who handles Travel trade, Consumer PR, Corporate Communications, Digital/Social Media, Partner Marketing. “**

A: The regional director could be an employee within a representation firm who dedicates sufficient resources – either their time or via colleagues/subcontractors - to Brand USA to accomplish our goals. This could be accomplished by way of an organization unaffiliated with a representation firm, but with the experience and other professional relationships necessary to meet our goals.

**Q: Should funds be allocated for airfare and land costs for fam trips – trade and media?**

A: The stated budget does include funds allocated for all costs for trade and media visits.





**Q: Are SEO fees to be included in the budget for Canadian social media sites?**

A: SEO fees would be separate to the stated budget.

**Q: Just clarifying that the budget is in USD.**

A: The stated budget is in USD.

**Q: Do we include the registration fee for trade shows in the budget?**

A: Registration for trade shows will come under a separate budget.

**Q: Should we include any MICE events in the plan/budget? (e.g., Incentiveworks Show Toronto)**

A: We look for your recommendations to provide strategy, rationale and budget prioritization for trade and MICE events in market.

**Q: Do we consider any translation fees for French in the budget?**

A: As needed, yes, translation fees would be in the stated budget.

**Q: Are the costs for the destination training program for agents to be included in the budget?**

A: Yes costs for destination training are included in the stated budget.

