

EXPRESSION OF INTEREST
NORTHEASTER BC TOURISM MARKETING CO-OP
Digital Marketing Campaign

About the Northeastern British Columbia Tourism Marketing Cooperative

Communities in Northeastern BC have joined to create the Northeast BC Tourism Marketing Cooperative (The Co-Op). These communities have joined forces to conduct marketing activities to develop and promote Northeastern BC through tourism content, marketing, and stories, with the goal to raise regional awareness, increase visitation, and entice visitors to extend their stay while travelling within the region.

Invitation to Proponents

The Co-op is inviting qualified and experienced proponents to submit an expression of interest on the components listed under Scope of Work.

Selection Process

Selection of the successful proponent will be based on, but not limited to, a combination of relevant experience, level of expertise, quality of application, supporting information, local and regional knowledge, methodology and price.

Scope of Work

The Co-op is looking for an agency to strategize and implement a comprehensive digital marketing campaign that will drive awareness and interest in travel to Northeastern BC. The campaign is estimated to run in February and March 2021, with a goal of inspiring travel to the region in the summer and fall of 2021.

The following components should be included:

- Strategy
- Design
- Paid Media
- Project Management
- Newsletter Strategy
- Create content for four newsletters to be distributed over a 1-year period

Content and assets will be provided. Any additional content and assets that need to be secured will be done outside of this budget.

Budget

Up to \$25,000

How to apply:

Digital marketing agencies are invited to submit an expression of interest indicating the following:

- Samples of similar work and other relevant information
- A proposed timeline

- A detailed cost estimate and breakdown. Costs must be given in Canadian dollars with GST or taxes (if applicable) noted separately. Pricing structure must be firm for a minimum of 90 days after the closing date.
- A summary of the goals and strategy recommended for the campaign and how they will be achieved.

Closing Date: Before 4:00 pm PST on November 20, 2020 by email.

ATTN: Krista Vandersteen

Regional Development Officer

Northern Rockies Regional Municipality

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Please note that this is a request for expression of interests and not a call for tenders or request for binding offers. No contractual obligations will arise between the Northeast BC Tourism Marketing Cooperative or Northern Rockies Regional Municipality and any interested party until and unless the Municipality enters into a formal, written contract for an interested party to provide the services outlined in this request for expression of interest.

All responses to this EOI become the property of the Northern Rockies Regional Municipality and will be held in confidence, subject to the provisions of the Freedom of Information and Protection of Privacy Act.