



TTIA[®]

Life's Better in a State of Travel

REQUEST FOR PROPOSAL

Texas Travel Industry Association Revenue Programs

RFP Submitted: May 23, 2018

Proposals Due: June 15, 2018

Proposals to be emailed to Dan Decker at ddecker@ttia.org.

To increase our membership value and more readily connect buyer and supplier members, the Texas Travel Industry Association (TTIA) is looking to broaden our revenue generating programs. We'd like to build upon current offerings and open this program up to include but not limited to categories such as Marketing (TV, radio, other print, billboards, website, digital, mobile, interactive, affinity, etc.) as well as Research, Administrative support functions, Technology offerings, transportation, etc.. Please note that the Marketing print insert program is already exclusively held. TTIA reserves the right to choose multiple options in one category if deemed that programs are dissimilar enough. These co-ops will be open to and promoted to all TTIA members.

Proposals should be structured to include the following Annual Association compensation and terms;

- Annual minimum payout amount paid in monthly installments to TTIA
- A percentage commission on program sales in excess of established threshold targets
- Minimum three-year term

In return the Annual Association Compensation value may be applied to TTIA in one or a combination of offerings including;

- Premier Membership dues up to and including a Gold level membership which includes a seat on the TTIA board and all other associated benefits
- Sponsorship(s) of TTIA Board and Member events at designated rate card levels
- Promotion of company and of marketing program on TTIA's website and social media channels
- Event opportunities to promote company and marketing program to members

Page two of this RFP outlines the proposal format and timeline. A certification statement must be completed, signed and included with the proposal.

Any questions shall be directed to Dan Decker, Chief Operating Officer, ddecker@ttia.org, or 512-328-8842.

Proposal Format

Proposal format is open to presentation style and delivery of the proposing team, but it must include the following information:

- a. **Description of Revenue Opportunity**
This should include deliverables, reach and cost.
- b. **Timeline, Deadlines and/or Project Plan**
Include deadlines for partners to sign up, date creative assets are due, and dates the program will run. Also, please include if there is a minimum number of partners for the program to launch.
- c. **Identify all administrative responsibilities placed on TTIA staff**
- d. **Company Background**
Provide background information on your company including your current position in the marketplace. Identify your core competencies and marketing channels of expertise. Provide description of the nature of the organization's services and activities. Note when the business was established, brief history and location. List the location(s) of the office(s) from which the primary work on this contract would be performed.
- e. **Portfolio**
This should include at least three examples of relevant work or a link to online portfolio.
- f. **Contract Manager/Team**
Identify one individual on the proposer's account team who will manage the contract work. Identify the role of each member who will service the account. Include individual contact information.
- g. **Company Contact Information**
Include phone, email, website, mailing and physical address.
- h. **Certification Statement** (see page 3 of this RFP)

Tentative Schedule

RFP Submitted: May 23, 2018

Proposals Due: June 15, 2018

Proposal Questions: June 15 – 22, 2018

Proposal Evaluations / Interviews: June 15 – 29, 2018

Contracts Awarded: July 9, 2018

Co-ops are Posted and Sent to TTIA Members: July 16, 2018

Proposal Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- 1) Demonstrated success creating cooperative marketing campaigns in the travel industry
- 2) Creative capabilities
- 3) Appropriate Staffing
- 4) Cost effectiveness
- 5) Revenue generated for TTIA
- 6) TTIA member value
- 7) Level of administrative impact on TTIA staff
- 8) Proposed engagement value with TTIA
- 9) Past/Intended involvement with the Texas Travel Industry Association

Please note this RFP is open to all TTIA members and non-members, but TTIA expects all companies chosen to provide co-op marketing opportunities to be TTIA members.



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CERTIFICATION STATEMENT

Texas Travel Industry Association Marketing Co-op Programs

By submission of this proposal and authorized signature below, Proposer certifies that the undersigned corporate officer has authority to bind the bidder to the terms of this Proposal and hereby certifies on behalf of the bidder that:

- He/she has read and understands all commitments and terms of this Proposal.
- The information contained in this Proposal is accurate.
- Proposer's quote is valid for at least 120 days from the date of proposal's signature below.
- Proposer understands that if selected as the successful Proposer, he/she will have ten (10) business days in which to complete contract negotiations, if any, and execute the final contract document. Date of execution can be extended by mutual agreement of Proposer and TTIA.

Please note this RFP is open to all TTIA members and non-members, but TTIA expects all companies chosen to provide co-op marketing opportunities to be TTIA members.

I agree to become a TTIA member if awarded a contract.
See ttia.org for membership rates and benefits.

Authorized Signature

Printed Name

Title

Date

Email

Phone