



**Request for Proposals
For
Marketing & Creative Agency Services**

RFP-VBR-07-26

Visit Baton Rouge
359 Third Street
Baton Rouge, LA 70801
Post Office Box 4149
Baton Rouge, LA 70821
225-382-3570
www.visitbatonrouge.com

Issue Date: July 29, 2026
Responses Due: September 11, 2026

Table of Contents

1	GENERAL AND ADMINISTRATIVE INFORMATION APPLICABLE TO PROPOSALS TO PROVIDE ALL SERVICES	1
1.1	Our Mission and Vision Statement	1
1.2	Nature and Purpose of this Request for Proposals.....	1
1.3	Term of Contract	1
1.4	Termination.	2
1.5	Survival	2
1.6	Governing Law/Venue.....	3
1.7	Non-Waiver.....	3
1.8	Schedule of Events	3
1.9	Proposal Submittal	3
1.10	Proposal Response Format	4
1.10.1	Required Proposal Elements.....	5
1.10.2	Number of Proposal Copies.....	9
1.10.3	Legibility / Clarity.	9
1.11	Confidentiality.....	10
1.12	Proposal Clarifications Prior to Submittal	11
1.12.1	Inquiry Periods.	11
1.12.2	Address for Inquiries.	11
1.13	Changes, Addenda, Withdrawals by Proposer	12
1.14	Cost of Proposal Preparation.....	12
1.15	Taxes.....	12
1.16	Proposal Validity	12
1.17	Prime Contractor Responsibilities.....	12
1.18	Written or Oral Discussions/Presentations	13
1.19	Contract Negotiations	13
1.20	Cancellation of RFP or Rejection of Proposals; Waiver of Formalities	13
1.21	Evaluation and Selection	13
1.22	Insurance Requirements.....	14
1.23	Indemnification	15
1.24	Intellectual Property and Work Product	15
1.25	Proposal Stage Materials.....	15
2	SCOPE OF SERVICES.....	16
2.1	Creative Services	16
2.2	Campaign Production	16
2.2.1	Concept Development and Creative Framework	16
2.2.2	Pre-Production Planning.....	17
2.2.3	Photography and Video Production.....	17

2.2.4	Post-Production and Final Assets	17
2.3	Account Management Services	18
2.3.1	Ongoing Account Leadership.....	18
2.3.2	Ad Hoc Media Placement Commission	18
2.4	EVALUATION GUIDELINES	19
<u>EXHIBITS</u>		
Exhibit 1	– VBR’s Brand Standards Guide	

REQUEST FOR PROPOSALS FOR
MARKETING & ADVERTISING AGENCY SERVICES

1 GENERAL AND ADMINISTRATIVE INFORMATION APPLICABLE TO PROPOSALS TO PROVIDE ALL SERVICES

1.1 Our Mission and Vision Statement

The mission of Visit Baton Rouge (hereinafter sometimes referred to as “VBR”) is to increase visitation to and awareness of the City of Baton Rouge and the Parish of East Baton Rouge (collectively referred to hereinafter as “Baton Rouge”) thereby enhancing economic impact.

The vision is that the Baton Rouge Area will be a nationally recognized premier destination providing a superlative Louisiana experience to all visitors.

1.2 Nature and Purpose of this Request for Proposals

The purpose and intent of this Request for Proposals ("RFP") is to enter into one contract with a single agency to assist VBR in the creation and execution of a multi-faceted marketing campaigns to support the tourism mission and brand awareness of VBR. VBR, however, reserves the right to award separate contracts to separate agencies for any individual Service (Creative Services, Campaign Production, Account Management) in its sole discretion. Pursuant to this RFP, VBR is offering contracts with qualified parties for three (3) distinct services, entitled (i) Creative Services (ii) Campaign Production and (iii) Account Management Services.

1.3 Term of Contract

Initial Term. The Initial Term of the contract shall be two (2) years commencing January 1, 2027 and ending December 31, 2028, subject to annual appropriation and approval by VBR’s governing authority.

Option Terms. VBR shall have two (2) optional one (1) year renewal terms (each an “Option Term”), which VBR may exercise in its sole discretion by providing written notice at least thirty (30) days prior to expiration of the then-current term. Any adjustment in Service Fees for an Option Term shall be subject to mutual written agreement; provided that any proposed increase shall not exceed three percent (3%) of the immediately preceding term’s Service Fees. Further, and notwithstanding any termination of this Agreement for any reason, any agreement, covenant, right, benefit, duty or obligation of either Party contained in this Agreement that expressly or implicitly is intended to survive such termination shall not terminate but shall remain in full force and effect for so long as is necessary and reasonable pursuant to law or some other provision of this Agreement. Each contract shall provide that VBR may terminate such contract upon sixty (60) days written notice to the successful Proposer.

1.4 Termination.

Termination for Convenience. VBR may terminate the Contract, in whole or in part, at any time without cause by providing Contractor at least sixty (60) days' prior written notice of termination. Upon receipt of such notice, Contractor shall immediately begin winding down the Services in an orderly manner and take all reasonable steps to minimize costs to VBR. VBR shall be obligated to pay Contractor only for (a) Services properly performed and accepted by VBR through the effective date of termination, and (b) reasonable, documented, non-cancelable commitments that were pre-approved in writing by VBR and cannot be mitigated. Contractor shall not be entitled to lost profits, consequential damages, or any termination charge, fee, or penalty as a result of a termination for convenience, except as expressly provided in the Contract.

Termination for Cause. Either Party may terminate the Contract for cause if the other Party materially breaches any of its obligations under the Contract and fails to cure such breach within thirty (30) days after receiving written notice describing the breach in reasonable detail. If the breach is of a nature that reasonably requires more than thirty (30) days to cure, the breaching Party may request additional time, which VBR may grant in its reasonable discretion, provided the breaching Party promptly begins and diligently pursues cure. Notwithstanding the foregoing, VBR may terminate the Contract immediately upon written notice, without opportunity to cure, if Contractor (a) loses or fails to maintain any insurance required under the Contract, (b) engages in fraud, willful misconduct, or gross negligence in performing the Services, or (c) commits a material violation of applicable law in connection with the Services.

Termination for Non-Appropriation / Availability of Funds. The continuation of all terms of the Contract is contingent upon the appropriation and availability of funds by the governing authority of VBR and, if applicable, other funding sources. If, at any time, funds are not appropriated or otherwise become unavailable for payment of obligations under the Contract, VBR may terminate the Contract upon written notice to Contractor, effective on the date specified in the notice. Such termination shall be without penalty or further obligation of VBR, other than payment for Services properly performed and accepted by VBR up to the effective date of termination. Contractor shall not be entitled to any lost profits, cancellation fees, or other damages arising from termination under this Section.

1.5 Survival

The termination or expiration of this Contract, for any reason, shall not relieve either Party of any obligations that have accrued prior to the effective date of termination or expiration. The following provisions shall survive any termination or expiration of this Contract: (a) provisions relating to ownership or license of intellectual property and deliverables; (b) confidentiality and non-disclosure; (c) indemnification and defense obligations; (d) limitation of liability (if any); (e) audit and records-retention requirements; (f) payment obligations for Services properly performed and accepted prior to termination; and (g) any other provisions which by their nature are intended to survive. These surviving provisions remain in full force and effect for the period specified therein, or if no period is specified, for the maximum period allowed by applicable law.

1.6 Governing Law/Venue

Any contract resulting from this RFP shall be governed by and construed in accordance with the laws of the State of Louisiana, without regard to conflict of law provisions, and any litigation arising therefrom shall be brought exclusively in the state courts of competent jurisdiction in East Baton Rouge Parish, Louisiana.

1.7 Non-Waiver

Nothing in the RFP or resulting contract shall be construed as a waiver of any immunities or limitations of liability afforded to VBR under Louisiana law.

1.8 Schedule of Events

	<u>Date</u>	<u>Time</u> ¹
General Release of RFP Document	July 29, 2026	
Deadline to Receive Written Questions	August 10, 2026	5:00 pm
Deadline to Answer Written Questions	August 21, 2026	5:00 pm
Deadline to Submit Proposals to VBR	September 11, 2026	12:00 pm
Opening of Proposals	September 14, 2026	9:00 am
Oral Presentations	September 24-October 15, 2026	
Notification to Successful Proposer(s)	October 16, 2026	5:00 pm
Deadline to enter into Contract with VBR	December 31, 2026	5:00 pm
Anticipated Contract Term Commencement	January 1, 2027	

VBR reserves the right to modify or amend this Schedule of Events as circumstances dictate. In that event, VBR will issue a written addendum reflecting all modifications and amendments.

1.9 Proposal Submittal

To ensure the fairness of the RFP process to VBR and to all potential Proposers, all Proposers must submit their response to this RFP as set forth in this Section. A response to this RFP should be made via printed matter physically delivered to VBR's offices and through email to the email account specified in this section, as more fully described below. 3 Printed Proposals must be received by VBR no later than date and time showing in the Schedule of Events for the Deadline to Submit Proposals to VBR.

Important – Clearly state in the textual body and on the first page of any email attachment of any responsive proposal email, or on the front of any envelope, box, or package containing a printed

¹ All times listed in this RFP are Baton Rouge times.

² To be scheduled with Selected Responders.

responsive proposal with the following information and format. In the event of a discrepancy between print and electronic copies, the signed original controls.

Proposal Name: Marketing and Creative Agency Services
Proposal No.: RFP-VBR-07-26
Proposal Deadline: September 11, 2026, 12:00 pm
Proposer Full Legal Name: _____
Proposer Mailing Address: _____
(For Courier delivery)
Proposer Contact Name: _____
Proposer Contact Phone: _____
Proposer Email Address: _____

Proposal Responsive to: _____ RFP for Creative Services

Printed Proposals should be addressed as follows:

Visit Baton Rouge
359 Third Street
Baton Rouge, LA 70801
Attn: Mrs. Emily Mastrantonio, Director of Marketing

Electronic Proposal submission should be addressed to:

Subject: Marketing and Creative Services Proposal Submission
Emily Mastrantonio, Director of Marketing, emily@visitbatonrouge.com
Laura Cating, Senior Vice President of Marketing and Communications,
laura@visitbatonrouge.com

PROPOSER IS SOLELY RESPONSIBLE FOR ENSURING THAT ITS COURIER SERVICE PROVIDER MAKES INSIDE DELIVERIES TO OUR PHYSICAL LOCATION. VBR IS NOT RESPONSIBLE FOR ANY DELAYS CAUSED BY THE PROPOSER'S CHOSEN MEANS OF PROPOSAL DELIVERY.

PROPOSER IS SOLELY RESPONSIBLE FOR THE TIMELY DELIVERY OF ITS PROPOSAL. FAILURE TO MEET THE PROPOSAL OPENING DATE AND TIME SHALL RESULT IN REJECTION OF THE PROPOSAL.

IMMEDIATELY PAST THE PROPOSAL SUBMISSION DEADLINE (12:00 PM BATON ROUGE TIME ON September 11, 2026), VBR OFFICIALS SHALL PUBLICLY OPEN ALL RECEIVED PROPOSALS AND ONLY PROPOSERS SUBMITTING PROPOSALS SHALL BE IDENTIFIED ALOUD. NEITHER PRICES NOR ANY OTHER INFORMATION SHALL BE READ ALOUD.

1.10 Proposal Response Format

Proposals submitted for consideration should follow the format and order of Presentation described below. In their written and digital Proposals, Proposers should exhibit their understanding and approach to rendering the Service and address how the respective goals and objectives for the Service (including any creative element) will be accomplished. At a minimum, Proposers should consider and respond to each element raised in the scope of Services, in the Evaluation section, and the Performance Standards for the Service(s) for which they wish to submit a Proposal.

1.10.1 Required Proposal Elements.

1.10.1.1 Cover Letter. All Proposals should contain a signed cover letter containing a summary of Proposer's ability to perform the Service(s) described in the RFP and confirms that Proposer is willing to perform those service(s) and enter into a contract with VBR. The letter shall be signed by a person having authority to commit the Proposer to a contract. If Proposer is an agency, corporation, partnership or other legal entity, the president, vice-president, secretary or treasurer, or an authorized agent shall sign the Proposal, and satisfactory evidence of the authority of the person signing for the agency, corporation, partnership or other legal entity shall be attached to the Proposal.

1.10.1.2 Table of Contents. Each Proposal should include a table of contents organized in the order listed in this Section.

1.10.1.3 Proposer Qualifications and Experience. To the extent that a Proposer is proposing to render more than one Service set forth in this RFP, please include the following information for each Service covered in your Proposal. Please make your Proposal expressly clear as to which data set relates to which Service. A Proposer may do so by including a separate response for this Section for each Service included in its Proposal, to the extent Proposer feels necessary. This Section should, at a minimum:

1.10.1.3.1 Include a brief history of your Agency, its corporate structure, its business specialty, and years in business.

1.10.1.3.2 State the total number of full-time personnel by department and status. State how employees by department and status who would be expected to participate in rendering the Services.

1.10.1.3.3 Discuss any tourism related organizations currently represented by your agency. If any, please name the entity (entities) and describe how you will handle that account(s) along with VBR.

1.10.1.3.4 Discuss three references and provide samples of work relating to those accounts.

1.10.1.3.5 To the extent appropriate, discuss your experience with account service, creative execution and campaign production.

1.10.1.3.6 Discuss any special expertise that your agency possesses that makes it the best qualified company to handle the tourism account for VBR.

1.10.1.3.7 List any tourism associations your agency is associated with and related annual conferences attended (local, regional, and national).

1.10.1.3.8 Include and discuss any further information or data you believe relevant to your qualifications and experience with respect to the Services.

1.10.1.4 Creative / Technical Proposal To the extent that a Proposer is proposing to render more than one Service set forth in this RFP, please include the following information for each Service covered in your Proposal. Please make your Proposal expressly clear as to which data set relates to which Service. A Proposer may do so by including a separate response for this Section for each Service included in its Proposal, to the extent Proposer feels necessary. The data in this Section may be supplemented by an oral presentation in some instances (see below). This Section should, at a minimum:

1.10.1.4.1 Discuss your creative approach to the destination marketing of the Baton Rouge area in the leisure, meeting, group sports and travel trade market (group, domestic, and International tourism).

1.10.1.4.2 Discuss, based on your knowledge, what about our community makes Baton Rouge stand out as a tourist destination compared to other communities in the region.

1.10.1.4.3 Discuss the various deliverables you propose to provide in connection with the Services.

1.10.1.4.4 Discuss how Proposer will manage the delivery of the Services within its Agency.

1.10.1.4.5 Discuss how Proposer will manage its contacts and coordination with VBR personnel, other VBR vendors and consultants.

1.10.1.4.6

Include and discuss any further information or data you believe relevant to your creative approach or the technical aspects of your work or Proposal.

1.10.1.5 Use of Artificial Intelligence in Creative Process. Respondent should disclose where and how artificial intelligence tools are used, or planned to be used, within its creative and production workflows. This Section should, at a minimum:

1.10.1.5.1

Disclose where AI is used in the workflow, including ideation, copywriting, image or video generation, editing, media optimization, or administrative tasks.

1.10.1.5.2

Describe the human review process applied to any AI-assisted output before it reaches the client.

1.10.1.5.3

Specify which deliverables in this scope, if any, would involve AI.

1.10.1.5.4

Address IP and ownership implications to ensure VBR receives clean, unencumbered rights to final work.

1.10.1.5.5

Describe data privacy safeguards that prevent client assets from being used to train third-party AI models.

1.10.1.5.6

Name the specific AI tools currently in use.

1.10.1.5.7

State whether VBR retains approval rights over AI use on individual deliverables.

1.10.1.5.8 Any AI use must comply with applicable law and third-party terms and must not impair VBR's ownership or license rights in deliverables.

1.10.1.5.9 Contractor may not use public or shared AI tools in a way that uploads VBR confidential information or data without VBR's prior written consent.

1.10.1.6 Campaign Concept Submission. As part of its Proposal, Proposer shall submit a campaign concept that reflects the brand positioning and creative direction set forth in Exhibit 1 (Brand Standards Guide). Proposer may elect to submit either a new brand campaign concept or a refreshed continuation of VBR's 2026 Ambassador Campaign, which can be referenced at the following links: <https://youtu.be/39oCYgUL3WY?si=gnub6oS2MfiUaDGU> and <https://www.visitbatonrouge.com/ambassadors/>. This Section should, at a minimum:

1.10.1.6.1 Present a creative territory, including visual direction, typography, and key messaging, consistent with Exhibit 1.

1.10.1.6.2 Discuss core campaign messaging and how it aligns with VBR's brand positioning.

1.10.1.6.3 Include sample creative assets illustrating the concept (e.g., mockups across social, print, and/or display).

1.10.1.6.4 If proposing a continuation of the Ambassador Campaign, discuss how the concept builds on or evolves the existing campaign rather than replacing it outright.

1.10.1.6.5 Be prepared to present and discuss this concept in greater detail if invited to participate in oral presentations pursuant to Section 1.18.

1.10.1.7 Project Schedule. Include a detailed schedule of onboarding plan for client and full campaign production process with a launch date of May 1, 2027. This schedule is to include implementation actions, timelines, responsible parties, etc.

1.10.1.8 Financial Proposal. This Section should discuss the Proposer's required fees, rates, and other costs, if any. This financial Proposal shall include any and all costs the Proposer wishes to have considered in the contractual arrangement with VBR. Financial Proposals are to be submitted in a separate sealed, labeled envelope within the overall Proposal package. This Section should, at a minimum:

1.10.1.8.1 Provide that any contract which results from your Proposal will include a maximum amount payable to the Agency for its Services (including overhead and administrative) over the term of the Services contract.

1.10.1.8.2 Provide that all payments to Agency will be tied to actual work performed in accordance with contracted approval practices. Further provide that all bills for agency production such as color copies, color separations, scans, photography and printing, or other work on behalf of VBR and performed outside the agency of record, shall be paid by the agency and billed to VBR on a "net basis". The Agency may accept a commission only on media placements approved by VBR and placed and contracted for by the agency. The agency may not accept a commission on media placement not actually placed by the agency or include a mark-up on any production charges incurred outside the agency. Copies of original invoices, tear sheets, proof-of-play and detailed expense reports or affidavits must accompany all

requests for reimbursement. Upon receipt of agency invoice and written approval by the VBR agent, payment will be rendered within 30 days from receipt of invoice.

1.10.1.8.3 Demonstrate that the Proposer is able to arrange adequate financing in order to pay vendors, production costs and related expenses in advance.

1.10.1.8.4 To the extent relevant, provide that travel to and from Baton Rouge and expenses incurred while in Baton Rouge are the responsibility of the Proposer and are not reimbursable by VBR.

1.10.1.8.5 Discuss your proposed method of billing VBR for your services, including any innovative billing procedure or method which would be advantageous to VBR and Proposer.

1.10.1.8.6 Discuss how Proposer's fees, costs, and expenses would escalate, change, or otherwise be adjusted over the term of the contract.

1.10.1.8.7 Please specify any hourly or project based fees, costs, or expenses to VBR. Please specify any prepaid or retainer fees desired by Proposer. Discuss how such Proposer's hourly fees, costs, and expenses would escalate, change, or otherwise be adjusted over the term of the contract.

1.10.1.9 Audit. Fees and commissions must be fully disclosed and will be subject to audit

1.10.1.10 Conflict of Interest Disclosure. Proposers shall disclose existing tourism or hospitality clients in the region and any relationships that could pose conflicts.

1.10.1.11 Discrimination / EEO: Proposers shall certify that it will comply applicable EEO and non-discrimination laws.

1.10.1.12 Records and Audit: VBR or its auditors shall have the right to review billing records and support documentation.

1.10.1.13 Subcontracting: Proposer shall disclose key subcontractors (including production houses), and subcontractors will be subject to VBR approval.

1.10.2 Number of Proposal Copies.

Each Proposer shall submit three (3) physical copies of its Proposal — one (1) signed original and two (2) additional copies — along with one (1) electronic copy submitted via email as set forth in Section 1.9.

1.10.3 Legibility / Clarity.

The Proposer(s) Proposal is to demonstrate, in as much detail as Proposer feels necessary, an understanding of the requirements of the Service(s) addressed in such Proposal. Proposals prepared simply and economically, providing a straightforward, concise description of the Proposer(s) ability to meet the requirements of the RFP is desired. Each Proposer is solely responsible for the legibility, accuracy, and completeness of its Proposal.

1.11 Confidentiality

All documents submitted to VBR are subject to the Louisiana Public Records Act, LSA-R.S. 44:1 *et seq.*, and may be released when a public records request is made by news media, competitors, or other interested parties, in accordance with the law. Financial data and information concerning the fees, expenses and costs to VBR contained in a Proposal are not protected proprietary information under Louisiana law and will not be considered such by VBR.

If a Proposer deems any data, information, or document submitted to VBR under this RFP contains proprietary or trade secret information pertaining to any code, pattern, formula, design, device, method, or process which is proprietary or trade secret information, or data Proposer believes is not otherwise subject to public disclosure, under La. Const. Art I § 5, LSA-R.S. 44:3.2, or other provisions of law ("Relevant Public Record Law,") the Proposer shall clearly mark each relevant page of such document(s) as detailed below, additionally specifying (i) exactly what data or information on such page is protected and (ii) the specific section of the Relevant Public Record Law under which the disclosure of such information is protected, prior to delivering or making them available to VBR.

Any Proposal containing proprietary or trade secret information as determined by a Proposer shall contain a cover sheet that provides in bold type "DOCUMENT CONTAINS CONFIDENTIAL PROPRIETARY OR TRADE SECRET INFORMATION." The Proposer shall clearly mark each instance of information which is, in its opinion, proprietary or trade secret information. However, the determination of whether such information is in fact proprietary or trade secret information shall be made by VBR in VBR's sole and absolute discretion. VBR will make reasonable good faith determinations pursuant to the Relevant Public Records Law. Should VBR receive a public records request for any information which has been properly marked by any Proposer as proprietary or trade secret information VBR will use commercially reasonable efforts, prior to the disclosure of the information, to notify such Proposer of the request and of the custodian's determination of whether or not the information so requested is subject to disclosure.

Proposer agrees it is a condition of this RFP (which by submission of a Proposal Proposer hereby accepts) that VBR shall have absolutely no liability of any nature whatsoever for any negligent or inadvertent public or private disclosure or use by VBR of any data, information, or document or portion of any document submitted to VBR pursuant to this RFP, whether or not such document has been marked as confidential as set forth above, and whether or not VBR gives any prior notice to Proposer whatsoever of such use or disclosure.

Nothing herein shall prohibit VBR from making any proposal, including confidential business data, trade secrets, and proprietary information contained therein, available to any VBR staff members, vendors or industry partners for the purpose of assisting VBR in its evaluation of the Proposal. VBR shall use commercially reasonable efforts to require said individuals to protect the confidentiality of any specifically identified proprietary information or privileged business information obtained as a result of their participation in these evaluations.

1.12 Proposal Clarifications Prior to Submittal

1.12.1 Inquiry Periods.

An initial inquiry period is hereby firmly set for all interested Proposers to perform a detailed review of the RFP documents and to submit any written questions relative thereto. *Without exception*, all questions MUST be emailed and received by the close of business on the Inquiry Deadline date set forth in the Schedule of Events. Initial inquiries shall not be entertained thereafter.

VBR shall only answer Proposer inquiries in email communication. Oral responses or statements by any person, including any VBR officer, employee, or agent, shall not be considered as a response from VBR and shall not bind VBR in any respect or affect this RFP in any manner. VBR shall send the written answer via email to any question received by VBR to all potential Proposers who notify VBR of an email address to receive such answers.

VBR shall not and cannot permit an open-ended inquiry period, as this creates an unwarranted delay in the procurement cycle and operations of VBR and departments. VBR reasonably expects and requires responsible and interested Proposers to conduct their in-depth Proposal review and submit inquiries in a timely manner.

VBR realizes that additional questions or requests for clarification may be generated from any addendums to the RFP. Therefore, a final 3-day inquiry period shall be granted if any addendums are issued. Questions relative to the addendum shall be submitted by the close of business three working days from the date the addendum is posted. If necessary, another addendum will be issued to address the final questions received. Thereafter, all proposal documents, including but not limited to the specifications, terms, conditions, plans, etc., will stand as written and/or amended by any addendum issued as a result of the final inquiry period.

No negotiations, decisions, or actions shall be executed as a result of any oral discussions or prior meetings with any VBR employee or VBR consultant. VBR shall only consider written and timely communications from Proposers.

Inquiries shall be submitted in writing by an authorized representative of the Proposer, clearly cross-referenced to the relevant solicitation section. Only those inquiries received by the established deadline shall be considered by VBR. Answers to questions that substantially change or clarify this RFP shall be issued by addendum and provided to all prospective Proposers.

1.12.2 Address for Inquiries.

Inquiries concerning this solicitation may be delivered by e-mail to:

Emily Mastrantonio

Primary Email: emily@visitbatonrouge.com

Laura Cating

Secondary Email: laura@visitbatonrouge.com

1.13 Changes, Addenda, Withdrawals by Proposer

If the Proposer needs to submit changes or addenda, such shall be submitted in writing, signed by an authorized representative of the Proposer, cross-referenced clearly to the relevant Proposal section, in a sealed envelope, prior to the Proposal opening. Such shall meet all requirements for the Proposal. If the Proposer chooses to withdraw his Proposal response, the withdrawal notice shall be in writing and received prior to Proposal opening.

1.14 Cost of Proposal Preparation

The Proposer assumes sole responsibility for any and all costs associated with the preparation and reproduction of any Proposal submitted in response to the RFP and preparation for oral presentations/discussions and other such expenses, and shall not include this cost or any portion thereof in the offered contract price and terms.

1.15 Taxes

VBR is a political subdivision of the State of Louisiana and as such is a tax-exempt entity. Any taxes, if applicable, shall be assumed to be included within the Proposer's cost. Any taxes not so included shall be borne solely by the Proposer.

1.16 Proposal Validity

All Proposals shall be considered valid for acceptance until such time an award is made, unless the Proposer provides for a different time period within its Proposal response. However, VBR reserves the right to reject a Proposal if the Proposer's response is unacceptable and the Proposer is unwilling to extend the validity of its Proposal.

1.17 Prime Contractor Responsibilities

The selected Proposer(s) shall be required to assume responsibility for all items and services offered in his Proposal whether or not he produces or provides them. VBR shall consider the selected Proposer to be the sole point of contact with regard to contractual matters, including payment of any and all charges resulting from the contract.

1.18 Written or Oral Discussions/Presentations

VBR may require an oral presentation from those Proposers who VBR deems reasonably inclined to be selected for award. These oral presentations may be scheduled by VBR after initial review of Proposer's written Proposals. It is anticipated that these presentations will be held during regular business hours (Monday-Friday 8:00 am - 4:00 pm CDT) over the September 24-October 15, 2026 time period. Proposers invited to participate in oral presentations should be prepared to present and discuss the campaign concept submitted pursuant to Section 1.10.1.

The Presentation should showcase the Proposer's creative abilities and how such abilities will benefit VBR in promoting and marketing the Baton Rouge area. Proposals may be accepted without such discussions and awards made on the basis of the initial offers so Proposals should be complete and reflect the most favorable terms available from the Proposer(s). VBR reserves the right to make such investigation as it deems necessary to determine the ability of any Proposer to perform the work or service requested. Information VBR deems necessary to make this determination shall be provided by the Proposer. Such information may include but shall not be limited to current financial statements prepared by an independent CPA, verification of availability of equipment and personnel and past performance records.

Any commitments or representations made during these presentations may become formally recorded in the final contract.

Written or oral discussion/presentations for clarification may be conducted to enhance VBR's understanding of any or all of the Proposals submitted. Neither negotiations nor changes to vendor Proposals will be allowed during these discussions. Proposals may be accepted without such discussions.

1.19 Contract Negotiations

If for any reason the Proposer whose Proposal is most responsive to VBR's needs, price and other evaluation factors set forth in the RFP considered, does not agree to a contract, that Proposal shall be rejected and VBR may negotiate with the next most responsive Proposer. Negotiation may include revision of non-mandatory terms, conditions, and requirements. VBR must approve the final contract form to complete the process.

1.20 Cancellation of RFP or Rejection of Proposals; Waiver of Formalities

VBR reserves the right to reject any or all Proposals received in response to this RFP, or to cancel this RFP if it is in the best interest of VBR to do so. Further, VBR reserves the right to waive irregularities and technicalities with regard to any or all Proposals received.

1.21 Evaluation and Selection

All responses received as a result of this RFP are subject to evaluation by the VBR Evaluation Committee for the purpose of selecting the Proposer(s) with whom VBR shall contract.

To evaluate all Proposals, a committee whose members have expertise in various areas will be selected. This committee will determine which Proposals are reasonably susceptible of being selected for award. If required, written or oral discussions may be conducted with any or all of the Proposers to make this determination.

Award shall be made to the Proposer(s) whose Proposal(s), conforming to the RFP, will be the most advantageous to VBR, including cost, experience, creative quality, and proposed approach, which will be weighted as follows:

Factor	Weight
Relevant qualifications and experience	20%
Quality of creative/technical approach and campaign concept	30%
Proposed account management and staffing model	15%
Financial proposal, including value and cost structure.	20%
Demonstrated understanding of VBR's brand and tourism mission	15%

The committee may reject any or all Proposals if none are considered in the best interest of VBR.

After the selection of winning Proposer(s), VBR will notify all unsuccessful Proposers as to the outcome of the evaluation process.

1.22 Insurance Requirements

Any successful Proposer(s) shall furnish VBR with proof that it carries insurance coverages typical of an advertising agency doing work similar to the Services and naming VBR as an additional insured, including;

Insurance Type	Policy Limits
CGL	\$1 million per occurrence/\$2 million aggregate

Insurance Type	Policy Limits
Professional Liability/Advertising E & O	\$1 million
Cyber/Privacy	\$1 million

Such proof is to be received and approved by VBR before work commences. VBR reserves the right to require complete certified copies of all required policies, at any time.

1.23 Indemnification

Notwithstanding the above, the successful Proposer shall protect, defend, indemnify, save and hold harmless VBR, all VBR departments, agencies, boards and commissions, its officers, agents and employees, including volunteers, from and against any and all claims, demands, expense and liability of any nature whatsoever arising out of, or related to, the successful Proposer(s) performance and/or activities under the proposed contract including, but not limited to:, intellectual property infringement claims (copyright, trademark, right of publicity); false advertising claims or regulatory violations related to campaign content; misappropriation of likeness, right of publicity, or defamation in campaign assets; violations of applicable advertising, privacy, or consumer protection laws attributable to contractor content or conduct; claims for injury or death to any person; and/or claims for the damage, loss or destruction of any property. The successful Proposer agrees to investigate, handle, respond to, provide defense for and defend any such claims, demand or suit at its sole expense and agrees to bear all other costs and expenses related thereto, even if it is groundless, false or fraudulent.

1.24 Intellectual Property and Work Product

Any contract resulting from this RFP will require that all final advertising materials, creative assets, and other deliverables produced under the contract, including underlying working files to the extent feasible, be owned by VBR or licensed to VBR under a broad, perpetual, worldwide, royalty-free license sufficient for VBR's intended uses.

1.25 Proposal Stage Materials

VBR will not use or disclose any non-selected campaign concept submitted with a Proposal except for evaluation purposes, unless otherwise agreed in writing with the Proposer.

2 SCOPE OF SERVICES

2.1 Creative Services

- Respondent should propose an ongoing creative support model that gives VBR consistent access to design and production resources across the contract term, without requiring a new scope or bid for routine requests. Proposals should include a monthly or quarterly reporting structure so VBR can track retainer usage against budget.
- At a minimum, ongoing support should cover:
- Development of multiple market-specific advertisements tailored to different audience segments or geographic markets
- General collateral design, including one-sheets and sales materials
- As-needed ad design outside of major campaign cycles
- Signage and banner design
- Resizing and light modification of existing campaign assets
- Delivery of final, working design files for all campaign components, to support VBR's internal graphic design team
- Pre-press preparation for all print advertising placements
- Coordination of outside vendors — photography, video production, printing, and similar services — as needed and subject to VBR approval
- Respondent should clarify how larger initiatives (e.g., new campaign development, brand refreshes, environmental or experiential design) would be handled outside the retainer, and whether unused retainer hours or budget carry over or expire at contract end.
- **Media Resize Support**
 - Respondent should propose pricing for resizing existing, approved ad templates to support ongoing media placements. Proposals should specify:
 - A discounted rate for standard resizes (dimension changes, copy/photo swaps)
 - Standard hourly rate for resizes requiring more substantial design work
 - Any annual usage cap or estimated budget for this service

2.2 Campaign Production

2.2.1 Concept Development and Creative Framework

Respondent should outline their approach to translating campaign strategy into a defined creative direction. At minimum, this phase should produce:

- A minimum of two distinct creative concepts for client consideration, each with its own visual identity, tone, and typography treatment
- Core messaging pillars tied to each concept
- A short-form video script (approximately 30 seconds) for each concept

- Storyboard visuals illustrating key moments in the video treatment
- Sample ad mockups spanning at least three formats (e.g., social, print, digital display)
- A formal concept presentation to client stakeholders prior to production kickoff, to confirm direction and secure sign-off

The selected concept becomes the creative foundation for all downstream deliverables.

2.2.2 Pre-Production Planning

Once a concept is approved, respondent should detail how they will move from creative direction into an executable production plan. This should address:

- Budget development and ongoing cost tracking
- Finalized shooting script
- Complete storyboard and corresponding shot list
- Location scouting and securing necessary permits or access
- Art direction, including styling and set concepts
- Crew sourcing and assembly
- Equipment needs and logistics
- A production calendar with key milestones and shoot dates

2.2.3 Photography and Video Production

Respondent should describe their capacity to execute a professional shoot, including proposed staffing, timeline, and on-set process. Proposals should address:

- Total number of production days, including any split between photography and video capture
- Approach to on-set creative and art direction to keep output aligned with the approved concept
- Maximum crew size and roles included
- Process for executing the shot list and adapting to on-set conditions
- Whether talent is included in the base scope or billed separately, including usage rights
- Availability of hair, makeup, and wardrobe styling, and whether these are included or add-on services

2.2.4 Post-Production and Final Assets

Respondent should describe their post-production workflow and final deliverables, including:

- Final cut lengths and quantities (e.g., long-form and short-form video edits)
- Vertical or social-optimized versions of each final cut
- Approach to music licensing, including whether client-supplied tracks can be incorporated

- Whether animation or visual effects work is included in base pricing or scoped separately
- Number of included revision rounds before additional charges apply
- Agency's process for tracking and managing usage rights and releases for all models, photography, and video assets, including responsibility for renewals, expirations, and any geographic or duration restrictions on use

2.3 Account Management Services

2.3.1 Ongoing Account Leadership

Respondent should describe how they intend to staff and manage the account relationship over the life of the contract. Rather than treating account management as a background function, this section should reflect a proactive, embedded partnership model. At minimum, proposals should address:

- Staffing structure, including whether VBR is assigned a dedicated lead, a small pod, or shared resources across accounts
- Communication rhythm, including standing meetings, reporting touchpoints, and expected response times for non-urgent requests
- How the respondent will safeguard brand consistency across deliverables, including internal review or approval steps before work reaches VBR
- Process for surfacing strategic recommendations proactively, rather than only responding to VBR-initiated requests
- How cross-functional coordination will work internally (e.g., between strategy, creative, and production teams) so VBR has a single point of accountability
- How the respondent handles scope creep or requests that fall outside the defined account management function

Proposal should also state how account management effort is priced — whether as a flat monthly fee, a percentage of overall program spend, or a defined number of hours — and what happens if actual time exceeds that allocation.

2.3.2 Ad Hoc Media Placement Commission

Separate from any planned media buys included elsewhere in this scope, VBR may periodically require the respondent to place media on its behalf on an as-needed basis. For these situations, respondent should propose:

- A commission rate applied against the net cost of media placed (i.e., the actual amount paid to the media vendor, exclusive of the respondent's commission), with VBR billed for

net media cost plus the stated commission as a separate line item, and whether that rate is flat across channels or varies (digital, print, broadcast, OOH, etc.)

- Whether the proposed commission is all-inclusive or whether planning, negotiation, and reporting are billed on top of it
- Terms governing changes or cancellations to placed media, including required notice and how the respondent would handle any resulting loss of volume discounts or non-recoverable costs
- Whether there is a minimum spend threshold below which ad hoc placement is not offered, or is offered at a different rate

2.4 EVALUATION GUIDELINES

All responses received as a result of this RFP are subject to evaluation by VBR's Evaluation Committee for the purpose of selecting the Proposer with whom VBR shall contract.

To evaluate all proposals, a committee whose members have expertise in various areas has been selected. This committee will determine which proposals are reasonably susceptible of being selected for award. If required, written or oral discussions may be conducted with any or all of the Proposers to make this determination.

Award shall be made to the Proposer(s) whose proposal, conforming to the RFP, will be the most advantageous to VBR, all weighted factors considered. The committee may reject any or all proposals if none are considered in the best interest of VBR.

After the selection of the winning Proposer(s), VBR will notify all unsuccessful Proposers in writing as to the outcome of the evaluation process.

REQUEST FOR PROPOSALS FOR
MARKETING & CREATIVE AGENCY SERVICES

Exhibit 1 **– VBR's Brand Standards Guide**

See the attached 1-16 pages.