

Experience Fayetteville
Request for Proposals

Visitors Guide

Issue Date: October 9, 2024

Deadline for submissions: November 8, 2024 at 5:00pm

Subject to approval by Fayetteville Advertising & Promotion Commission, contract will be awarded by January 31, 2025.

Sarah King | Experience Fayetteville
sking@expfay.com

Digital submissions required.

Proposals are public documents and subject to the Freedom of Information Act.

Process for questions and clarifications:

If you have questions or are seeking clarifications related to this RFP, please contact Sarah King at sking@expfay.com

Request for Proposals

Experience Fayetteville seeks to issue a printed Visitors Guide in 2025

Scope of Work

1. Planning and design of a printed visitors guide along with a digital version of same.
2. No more than 40 pages
3. Establish content plan and outline, copywriting, design and layout, coordinate with printing vendor
4. This guide will not feature advertising
5. All photos will be provided by Experience Fayetteville – new photography is outside of scope.

Content of Submission

1. Timeline of work, assuming a start date of March 1, 2025
2. Project costs (If a printing estimate is provided, please specify separately from creative work.)

About Experience Fayetteville

Experience Fayetteville is the destination marketing organization for the city of Fayetteville, Arkansas. It is responsible for marketing the city to visitors and achieving a positive economic impact through tourism. Governed by the Fayetteville Advertising and Promotion Commission, a component unit of the City of Fayetteville, Experience Fayetteville is the over-arching organization that manages the CVB, the Experience Fayetteville Visitors Center and retail space, Fayetteville Town Center and the historic Walker Stone House. The Advertising and Promotion Commission is primarily funded by a 1% tax on lodging and prepared food.

More information is available at <https://www.experiencefayetteville.com/ap-commission>