



Request for Qualifications

Agency of Record including Creative and Digital Marketing Services

Issue Date: September 2, 2025

Response Deadline: September 22, 2:00 p.m. (CT)

Contact Information

Contact: Amy Stockton

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Fayetteville Advertising and Promotion Commission, DBA Experience Fayetteville, is accepting statements of qualifications from firms capable of providing Agency of Record services including Creative and Digital Marketing Services for one (1) year with two (2) one-year renewal options, giving a possible contract term of three (3) years. Note that web development and public relations services will be contracted separately.

Interested firms should submit a statement of qualifications addressing:

- Experience in delivering marketing campaigns for destination marketing organizations
- List of top three clients as determined by total billing
- Provide a brief description of your agency's structure and capabilities, including basic information and history and bios for key project team.
- Disclose and explain any potential conflicts of interest.
- Why is there an interest in working with Experience Fayetteville?

Submissions are due to astockton@experiencefayetteville.com no later than September 22, 2:00 p.m. (CT)

Submissions are public documents subject to the Freedom of Information Act