



Request for Proposal

The Branson/Lakes Area Convention & Visitors Bureau (BLACVB) is seeking a marketing agency, firm, or service provider to build, manage, and execute a digital marketing co-operative campaign with live music show partners and attractions in the city limits of Branson. The Digital Marketing Partner Co-Op is an opportunity made possible by the City of Branson's taxpayer dollar contributions for destination marketing and promotion of the destination.

This Digital Marketing Partner Co-Op ensures partners receive a generous share of relevant and interested consumer reach and visitation to their websites for ticket purchase. This is a matching co-op program with partners contributing a minimum of \$1,000 per month for a minimum of 3 months, and receiving a dollar-for-dollar match, making the investment \$2,000 per month minimum for a minimum of 3 months, totaling a \$6,000 campaign, as the minimum, with the option to increase investment and length of time based on fund availability. Space is limited to first come first serve contracted commitments and fund limitation.

Matching dollars are provided by the City of Branson with \$330,000 for live music shows and attractions. This is a non-competitive digital marketing program running from February 1, 2025-February 1, 2026.

Potential campaign examples can include search engine marketing (SEM) with keyword search campaigns, identifying search terms that have a direct impact on individual businesses, AI focused technology, assisting with the expansion of technology for live music shows and attractions, social media campaigns to drive ticket sales, or other creative campaigns your firm or agency identifies as delivering the biggest impact to drive visitation to the destination through attendance at a live music show or attraction.

Marketing agencies, firms or service providers are asked to provide a proposal outlining in complete detail, plan, and structure the following:

- Experience level with examples of campaign success across digital platforms for a minimum of three businesses
- Process for recommending and building a Digital Marketing Partner Co-Op plan for individual live show and attraction partners through direct search on Google, Yahoo, Bing, social media, and additional strategies to maximize taxpayer dollars, drive ticket show sales, attraction purchases, and increase visitor time in the market

- Promotion and strategy for attracting participants to the program in a timely manner, ready to execute and begin participation by February 1, 2025, for businesses located within the city limits
- Total spend: \$330,000 maximum investment of funds through taxpayer dollars plus matching funds from the live music shows and attractions, total not to exceed \$660,000. All associated fees and charges must be taken from the total of co-op and matching funds and not be an added cost not included in the total investment of the co-op and partner matching dollars
- Example of contract for participants, billing structure, and collections process
- Ability to create pixels for all business participants for tracking and monitoring and strategy to assist businesses with installation and placement
- Example of monthly reporting with results for business partner participants and BLACVB.

Timeline for RFP process:

- Proposal deadline: December 26, 2024. Sent via email to: hhermen@bransoncvb.com, Heather Hermen, or via delivery to: Branson/Lakes Area CVB, Heather Hermen, 4100 Gretna Road, Branson MO 65616. USPS send to: Branson/Lakes Area CVB, PO Box 1897, Branson MO 65615
- Review and final three selections announced by BLACVB: January 3, 2025
- Interviews and presentations scheduled for the week of January 6, 2025
- Final selection announced January 13, 2025.

The Branson/Lakes Area Convention & Visitors Bureau serves as the destination marketing organization for the Branson/Lakes Area. Working in partnership with the City of Branson, this unique co-operative program provides funding to assist live music shows and attractions, true destination drivers, to increase visitation to the area and make the greatest economic impact.

All questions or inquiries about this RFP can be directed to: Heather Hermen, Chief Marketing & Communications Officer, hhermen@bransoncvb.com, 417-243-2122.