



Request for Proposal (RFP)

Asset Creation for State of Washington Tourism

Introduction

State of Washington Tourism (SWT) is seeking proposals from qualified vendors to shoot and edit photography and videography that encourages travelers to explore the entirety of Washington State. These assets will be used to promote travel throughout the state in advance of the FIFA World Cup games in Seattle in 2026. SWT is seeking global, third-party, in perpetuity rights for assets created in the execution of this proposal. Quantity and quality of assets, as well as capability to deliver all assets by June 30, 2025, will be key considerations in selecting a vendor.

Objective

Assets created under this project should:

- Highlight Washington's visitor offerings through assets that support road trip itineraries and highlight cities, outdoor recreation, food and drink, and arts and culture
- Encompass eastern and western Washington with an emphasis on dispersing World Cup visitors to different border crossings and parts of the state
- Focus on assets accessible to visitors coming into Washington State for World Cup Games
- Align with State of Washington Tourism's brand style
- Include options with talent and without
- Highlight Washington's inclusivity as a travel destination through showcasing diverse people, businesses and locations.
- Include photo/video assets specific to a world cup audience (including soccer) as well as general travel promotion assets

Scope of Work

The selected vendor will:

- Complete pre-production work and planning
- Source and hire talent for photography and videography with approval from SWT



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TOURISM**

- Hire any subcontractors needed to complete work in scope
- Develop shot lists and gain SWT approval for asset gathering plan
- Shoot, edit, and deliver final photo and video files
- Deliver all final assets by June 30, 2025

Deliverables

- High-resolution photo and video assets from around the state

Timeline

- RFP Issued: January 13, 2025
- Proposal Submission Deadline: January 31, 2025 5 p.m. Pacific Time
- Vendor Selection: February 5, 2025
- Round 1 asset submission/selects delivered to SWT: May 27, 2025
- Final asset delivery: June 30, 2025

Budget

Vendors should provide a detailed cost breakdown, including:

- Photo and video cost breakdown
- Pre-production and asset costs
- Talent costs
- Crew costs
- Travel costs
- Cost of global, third-party, in perpetuity asset rights
- Ancillary costs

Max budget available for this project is \$250,000.

Proposal Requirements

Proposals should include the following:



- Company background and relevant experience
- Examples of similar projects
- Detailed project plan and timeline
- Cost breakdown
- References from previous clients

Evaluation Criteria

Proposals will be evaluated based on:

- Quality and creativity asset creation plan
- Experience with similar projects
- Quantity of assets produced
- Cost-effectiveness
- Rights availability
- References and testimonials

Submission Instructions

Please submit your proposal electronically to Michelle McKenzie at michelle@stateofwatourism.com by January 31, 2025 5 p.m. For any inquiries or additional information, contact Michelle McKenzie.

Terms and Conditions

State of Washington Tourism reserves the right to:

- Accept or reject any or all proposals.
- Select multiple vendors to complete work described in this proposal.
- Request additional information from any vendor.
- Negotiate terms and conditions with the selected vendor.

We look forward to receiving your proposals and working together to create an exceptional resource for statewide travel exploration.