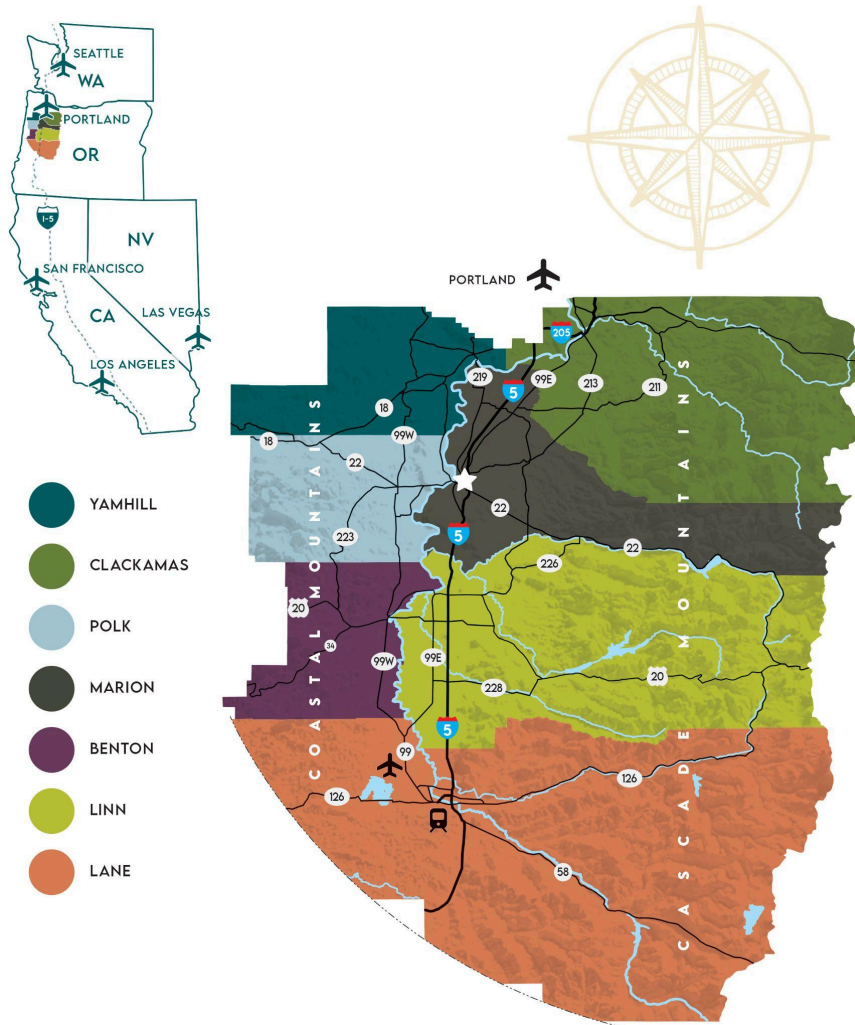




Willamette Valley Visitors Association
Request for Proposal:
Public Relations Contract



Issue Date: April 30, 2026

Final Date for Submission: May 27, 2026

Notification of Selection: June 24, 2026

Request for Proposal: Public Relations Contract

Overview

The Willamette Valley Visitors Association (WVVA) is a 501c6 that serves as the Regional Destination Marketing and Management Organization (RDMO) for Yamhill, Polk, Marion, Linn, and Benton counties, and portions of Lane and Clackamas counties. WVVA is funded by lodging tax dollars and works to drive overnight visitation to the region to support a thriving tourism economy in collaboration with our Destination Marketing and Management Organization (DMO) partners. We inspire travel to the region through integrated marketing campaigns celebrating our unique culture, people, and landscapes and we also work to support the development of tourism assets and community-based tourism programs. Our mission is to enhance the region's vitality by cultivating authentic experiences to support local communities, ensuring the Willamette Valley's long-term resilience and economic growth. We are dedicated to fostering the prosperity of the Willamette Valley as a welcoming and inclusive year-round destination.

Contact Details

Contract to begin July 1, 2026 with a 12-month contract with the potential to renew based on work performance.

Scope of Work:

The Scope of Work is designed to encourage ambitious, proactive media outreach to increase visibility for WVVA. It will include but not be limited to the following:

- Execute targeted public relations campaigns to generate feature articles, listings, and related publicity
- Conduct media outreach to target markets
- Write, format and distribute press releases, fact sheets and talking points to media
- Coordinate promotion and publicity for local events
- Organize and develop media assets
- Create story pitches and ideas
- Develop media familiarization tours and identify travel writer opportunities
- Assist with state-level public relations efforts and media visit coordination
- Support paid media campaigns through public relations
- Participate in regularly scheduled status meetings
- Create annual public relations plan, strategy and editorial calendar
- Track and measure earned media delivering comprehensive reports
- Provide PR education to partners as a strategy to un-earth better stories

Program Budget

WVVA's total budget for this contract to cover agency fees is not to exceed \$55,000 USD. An additional budget for media FAMs and hosting will be available.

Program Goals

The overarching goal of this contract is to generate and maintain the Willamette Valley's visibility as a premier, year-round overnight travel destination through coverage in top-tier regional and national media outlets. This will be accomplished through a multifaceted media relations campaign primarily targeting national and international journalists throughout the U.S.

Specific goals will be established. A few examples of these goals will be: the number and quality of secured media placements; number and quality of secured desk side appointments; number and quality of attendees at media events; coverage circulation results.

Goals

- Increase visibility and branding of the Willamette Valley as a desirable travel destination
- Inspire travel through regional and national media coverage
- Increase exposure in outlets serving a diverse demographic
- Increase amount of influencer attention and coverage

Objectives

- Secure meaningful coverage and media representation of the whole Willamette Valley region in print, digital and broadcast media that will inspire travel
- Position the Willamette Valley as a top-of-mind destination for wine, culinary, lifestyle, agritourism, historic, cultural and recreational activities
- Reach new visitors and secure overnight stays for those who have considered the Willamette Valley in their travel decisions

Tactics

- Research & Maintenance
 - Learn and know the Willamette Valley visitor experience to convey it positively and effectively to media; this includes ongoing information gathering, creating and maintaining collateral featuring what's new in the Willamette Valley
 - Travel throughout the Willamette Valley area quarterly and regular engagement with key partners
 - Correspond regularly with WVVA staff, including monthly status/progress/brainstorm calls and progress reports
- Industry Visibility/Knowledge:
 - Identify industry or consumer shows or events that WVVA might consider participating in for additional exposure in agreed upon markets
 - Track all movement of editors, writers and freelancers within key publishing houses and media outlets, communicating those to WVVA on an ongoing basis
 - Identify national and international tourism trends that are being reflected in Oregon and pitch to key media as appropriate
- Reporting:
 - Track all media coverage and report to WVVA

Submissions

Complete proposals may be emailed directly to Claire Harriman, claire@willamettevalley.org. The subject line of the email must clearly identify the RFP title. WVVA will provide confirmation that the proposal has been received. The proposal must be received by 5:00 PM, Pacific Time on May 27, 2026.

RFP timeline and Process

- **RFP Issued: April 30, 2026**
- **Final Date for Submission: May 27, 2026**
- **Notification of Selection: June 24, 2026**

Terms and Conditions

WVVA reserves the right to select or reopen this RFP based on submissions. If in the review process there are similarly competitive applications, the review committee might request an interview/presentation. If interviews are requested, they would occur from June 10-17, 2026.

Proposal Requirements

To enable WVVA to efficiently evaluate the responses, it is important that each response be submitted as outlined in this section. Please include an outside cover and/or first page, containing the name of the project followed by a Table of Contents. Provide the following information in the order in which it appears below:

Written Response

Agency Information

- Provide basic information including agency name, addresses, and telephone number of all offices
- Describe your organizational structure and size of agency
- Provide general history of agency including number of years in business
- Provide the name of agency principal(s) and primary contact

Project Understanding & Management Strategy

- Describe your agency's values and approach to client relationships and account management, including enough detail so WVVA can determine that the agency has a thorough understanding of the services required by this project
- Illustrate the firm's strategic and integrated planning process, in addition to proposing how the firm will approach this work with WVVA
- Indicate what you would characterize as key competitive challenges, opportunities, and trends that WVVA should be mindful of relative to today's changing technologies and public relations environment

Creative Approach

- Include information on the agency's creative process, culture, and what sets your capabilities apart from other agencies
- Provide information on the steps that would be taken to create the public relations strategies for WVVA
- Provide examples of work or case studies (3-5 examples) created for projects similar in size and scope that demonstrate the agency's creativity working across multiple channels

Qualifications, Experience & References

- All team members (including subcontractors) included on the team shall be identified; demonstrated levels of experience and available staff must be clearly stated
- Provide background information describing your business, including a comprehensive overview of your capabilities to provide the requested service, your ability to develop a tourism destination marketing organization's public relations campaign, and initial ideas that demonstrate how your agency's experience can benefit WVVA
- Provide overview of how your agency measures and reports impact of public relations activities and ROI
- Demonstrate your ability to manage aggressive project timelines while maximizing budgets

- Provide a summary of public relations services of this nature provided to any current clients in Oregon as well as tourism clients from outside the state, and outline how potential conflicts of interest would be avoided
- Provide a minimum of three references including contact names, dates that the services were provided, addresses and telephone numbers; references may be checked to verify the agency's ability to perform similar tasks
- Indicate your knowledge of the tourism industry and the Willamette Valley

Demonstrable Ability to Identify and Report Metrics

- Syndicated and internal agency reporting systems
- Quantification of earned media efforts
- Ability to summarize and present earned media efforts for communication to WVVA partners

Overall Quality of Proposal

The composition of the submitted proposal will be considered a reflection of the agency's work and approach to business.

Proposed Pricing/Fees:

The pricing/fee component must include the total annual cost for the contract.

Specifically itemize:

- Monthly Retainer Services Fee
- Hourly and material rates for Non-Retainer Services
- Travel expenses or reimbursements

Additional Information

Provide any other information as part of your proposal, which you believe to be important to the selection process.

Questions

A [list of FAQs](#) is available and will be updated as questions arise during the submission period.