Marketing & Advertising Request for Proposal

Visit Yolo, on behalf of the Unincorporated area of the County of Yolo, aka The Yolo Countryside, is seeking proposals to select a marketing firm to provide strategic marketing services including branding, marketing strategy, creative and media buying services, and website management to develop the Yolo Countryside brand and promote tourism in the designated boundary.

Deadline for Questions: October 22, 2026, by 5PM
Responses Due: October 29, 2026, by 5PM.

Send any questions and proposals to: Tiffany Dozier, Tiffany@visityolo.com

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The Countryside Overview

The Yolo Countryside is the marketing brand for what is the unincorporated area of Yolo County, stretching north of the city of Winters through the Capay Valley, east to the I-5 border north of Woodland and south of West Sacramento through the town of Clarksburg and includes areas of The Delta. Visit Yolo (Yolo County Visitors Bureau) is the official destination marketing organization for Yolo County and The Yolo Countryside is the sub-brand representing the unincorporated areas of Yolo County with an annual budget of $54,275.

The Yolo Countryside's mission is to generate awareness and interest of the unincorporated area of Yolo County as a California travel destination and increase year-round visitation with an emphasis on attracting overnight hotel stays. Our website and our social media presence on Facebook and Instagram are the primary marketing assets aimed at attracting both leisure travelers and those seeking a charming, remote location to serve as a hub for regional visits.

The Yolo Countryside, as a region within Yolo County, is also aligned to the Visit Yolo mission and vision, and the brand should provide a unique and compelling story for the area, while also aligning to the Visit Yolo brand.

Purpose

The information provided herein should be considered a guideline. The Yolo Countryside is open to creative approaches and new technologies in relation to tourism marketing best practices. Proposers should have a strong knowledge of tourism and destination marketing and be up to date on current trends/best practices for destination marketing organizations.

The Yolo Countryside is requesting proposals to:

1) Evaluate existing brand and make recommendations to keep, modify or replace the existing branding structure.
2) Build market/audience segmentation.
3) Define and implement advertising campaigns to build brand awareness, drive interest, and drive visits with an emphasis on overnight stays.
4) Implement tactical elements of creative development, media purchasing, other
5) Maintain Yolo Countryside website including event postings, blog posts, partner listings, quarterly e-newsletter, other.

Description of Work

Brand Strategy:
Evaluate the current Yolo Countryside brand identity, strategy, tagline, creative and messaging structure. Provide recommendations to keep, modify, or replace the existing structure.

Market/Audience Segmentation:

Using data available from Visit Yolo and previous Countryside campaign metrics, the agency will develop a market/audience map to identify those audiences most likely to be attracted to The Countryside and therefore want to visit. Segmentation should consider geographic markets, demographics, psychographics, travel motions, interests, seasonality, length of state and likelihood to generate overnight visitation.

Advertising & Marketing Strategy and Implementation:

The advertising strategy will include the development of campaigns for target audiences aimed at specific awareness, visitors and overnight stay goals.

Tactical implementation should include creative production for brand advertising including creation of creative materials and campaign elements, media planning & buying while adhering to The Countryside brand identity, standards, and style guide. Agency will provide monthly/quarterly reporting, KPIs, optimization recommendations and an annual performance summary of efforts.

Collaborate with social media contractor to set monthly social media post topics, review and approve social media posts prior to scheduling. Maintain community management for Yolo Countryside's Facebook and Instagram accounts through comment responses, reposting relevant stories and audience outreach.

Collaborate and integrate with existing and future contractors/programs including but not limited to Datafy, Rebel Marketing, other.

It is also requested that agencies have bandwidth to take on special or out-of-scope projects, to be discussed and agreed upon on a case-by-case basis.

Website

Maintain Yolo Countryside's website through Square Space, research and post events within the jurisdiction to website, create blog content to be posted monthly, ensure all partner listings are accurate and up to date. Website and content services should incorporate current SEO best practices, including keyword research, on-page optimization, internal linking, metadata, structured content and

optimization for visibility within traditional search engines and emerging AI/LLM-powered discovery platforms.

Budget & Term

Proposed agency and creative fees for current fiscal year July 1, 2026 – June 30, 2027, can be referenced on the budget attachment and should not exceed the year-to-date available budget. The Countryside will consider proposals that demonstrate the ability to fulfill the requirements of this RFP within the above range. Please outline specific budget considerations for fees, production, expenses, etc.

The term of the initial agreement would extend through the end of Visit Yolo's current fiscal year (expiring June 2027). The term may be extended based on annual review of accomplishments and subject to approval of Yolo Countryside committee and Visit Yolo board.

Yolo Countryside/Visit Yolo will own final creative, campaign data, advertising accounts, analytics and other work products.

Proposal Requirements
Each firm submitting a proposal shall meet all the terms and conditions of the RFP. By submitting a proposal, the submitter acknowledges agreement with and acceptance of all provisions of the RFP specifications and acknowledges that they have the experience, expertise, and resources to accomplish what they propose within the time frame specified.

Please include the following in your proposal response:

- Overview of your company and prior experience in the destination marketing sector
- Established certification as a Limited Liability Company or other appropriate tax status
- Have appropriate insurance including general liability, errors & omissions, automobile, and workers' compensation if applicable
- Details about your team
- Discussion of the firm's approach to meeting the scope of the RFP
- Breakdown of project costs for categories above
- Recent design & development examples
- References
- Terms & conditions

Questions About Proposals
Questions and clarification are encouraged. Direct all questions to Tiffany Dozier, PR & Communications Director via email at Tiffany@visityolo.com

Thank you for your interest in responding to this RFP with a proposal. We look forward to your response.

COUNTRYSIDE LDM BUDGET

COUNTRYSIDE		26/27 Projection
	Countryside TBID	$43,697
	West Sac LDM Distribution	$0
	2025/26 Carryover - Remaining Net Assets	$10,578
	TOTAL REVENUE	**$54,275**

Code	Account Name	Budget	Spent to date 9/30/26	Total Spent	Available Funds
8400	Marketing Consultant	$21,000	$8,347.00	$8,347.00	$12,653.00
8402	Social Media	$20,500	$7,100.00	$7,100.00	$13,400.00
8413	**Sponsorships**	$1,500		$0	$1,500
8425	**Content Creation Photography & Video**	$0	$1,000.00	$1,000.00	-$1,000.00
8427	**Advertising/Media**	$4,800	$1,246.00	$1,246.00	$3,554.00
8440	**Influencer Marketing**	$0			
8460	**Website**	$296			
8470	**Legal**	$0			
8475	**Countryside Marketing Contingency**	$6,179	$170.00	$170.00	$6,009.00
TOTAL EXPENSES		**$54,275**	**$17,863.00**	**$17,863.00**	**$36,412.00**
Ending Net Assets (projected available funds)		**$0**			