



REQUEST FOR PROPOSALS

Project: 2027 Sequoia Visitor Guide

The Sequoia Tourism Council requests proposals for design, advertising sales, and publication of the Sequoia Visitor Guide, an official regional tourism publication.

Date of RFP Release: July 13, 2026
Deadline for Questions: July 23, 2026
Deadline to Post Answers: July 30, 2026
Deadline for Submissions: August 6, 2026, 5 p.m. PST
Selection of Candidate: August 20, 2026
Contract Beginning: To begin in August/September 2026

Sequoia Tourism Council (STC)
Contact: STC Marketing Committee
% Alida Verduzco Silva
Email: sequoiatourism@gmail.com | www.discoverthesequoias.com

COMPANY PROFILE

The Sequoia Tourism Council (www.discoverthesequoias.com), hereinafter referred to as “STC,” is a joint committee of participating funding agencies that include Chambers of Commerce, Convention & Visitors Bureaus, Cities, Tulare County, Federal partners, and other community tourism representatives. STC was developed to coordinate regional marketing that promotes the Sequoia region’s world-class assets to leisure visitors and the travel trade. The consortium works to ensure the region’s economic vitality by generating awareness, new business, and leisure travel activity through hospitality, marketing, and communication.

EXECUTIVE SUMMARY

STC is seeking a partner to provide custom design, ad sales, and publication services, resulting in an official visitor publication. Execution of the visitor guide project is expected to begin by late August and be in hand by December 31, 2026, for launch in January 2027.

BACKGROUND

For the past 14 years, STC has produced a service-oriented publication, designed to attract visitors to the Sequoia region and assist them with vacation planning. The Visitor Guide represents the full diversity of experience across the Sequoia region, including attractions, restaurants, lodging options, and more. The publication also showcases the destination in such a way that evokes curiosity and inspires all travelers to consider including a trip to the Sequoias in their next vacation. The guide serves as the primary collateral piece at trade shows, displayed on the STC and affiliates’ websites, and is provided in response to visitor information requests and leads generated throughout the year.

SPECIFICS AND DESIGN EXPECTATIONS

This guide highlights the Sequoias as our primary ‘attraction’ to the region for tourism purposes, but also includes the variety of shopping and dining, outdoor adventure options, and cultural attractions that make this destination attractive to all types of travelers.

NOTE: To view the 2026-27 Sequoia Visitor Guide, please visit www.discoverthesequoias.com.

OBJECTIVE & SCOPE

The purpose of this RFP is to identify a partner who will provide publication services to STC, including, but not limited to, advertising sales, photography and art, design and layout, and printer selection and coordination. The delivery date for the guide is no later than December 31, 2026.

1. Advertising Sales

- a. Manage all sales of advertisements to fully fund the design and production elements of the guide.
- b. Advertisements must be limited to hospitality industry services (i.e., hotels, restaurants, attractions, etc.) or any services that a visitor may desire to have access to, either in the planning stages of their vacation or during their time in the Sequoia region.
- c. STC will appoint an Editorial Board that must approve all ads and ad designs prior to publication.

2. Photography and Art

- a. Source and secure all photography, illustrations, maps, and other design elements.
- b. Manage payments to photographers, rights-holders, etc., for use of art as deemed necessary and approved by the Editorial Board.
- c. Secure necessary rights for STC to all art and photography used in the publication.

3. Design and Layout

- a. Execute the complete design and layout of the publication, including the cover, with initial guidance and input from STC.

- b. Update and include a centerfold map of the region.
- c. Provide multiple cover concepts before producing the final art.

4. Editorial Content

- a. Coordinate with STC's Editorial Board to determine themes, structure, and focus of all written content.
- b. Ensure all content is well-written, well-edited, and fully fact-checked prior to publication.

5. Project Management

- a. Create and manage a project schedule to ensure the publication is on track to meet all deadlines outlined.
- b. Secure bids and select subcontractors as needed for various elements of the project, including a printer and other relevant services.

STC will appoint a small team to act as an Editorial Board to direct the project strategically and ensure it represents the interests of the organization, its members, and the broader tourism community. The Editorial Board has final authority on all decisions relative to editorial, photography, illustration, cover, advertising placement, and any other matter that pertains to the production of this publication. In addition, STC will take the lead in sourcing or providing all editorial content and will provide official member listings for inclusion in the guide.

The guide is expected to contain (at least) sections that showcase the following:

- Lodging
- Dining
- Arts & Culture
- History & Heritage
- Farms & Agriculture
- Outdoor Adventures
- Maps
- Shopping

Please base all proposals on the following assumptions, noting that at any time, the consortium retains the right to make slight adjustments:

- Approximately 84 pages, including front and back cover (can be expanded in multiples of 4 pages based on funding availability)
- 50,000 copies printed annually
- 60 lb. gloss book
- Publication sizes considered: 8.5" x 11"; 8.5" x 5.5", perfect bound
- Centerfold Regional Map

FINANCIAL CONSIDERATIONS & ARRANGEMENTS

STC anticipates that this project will be funded primarily via advertising sales. Rates and specifications will be recommended by the selected partner based on final design and publication decisions. STC will consider providing a "seed fund" to help underwrite the costs of developing and producing the guide.

The selected partner firm will be responsible for targeting and securing advertising to cover all remaining costs, including anticipated profits for the project vendor(s). STC will provide access to its various member mailing lists

and will help promote the advertising opportunity through its existing communication channels.

Invoicing and payment collection will be the responsibility of the selected partner.

Any residual profits remaining after all parties have been paid will be split equally between STC and its publication partner. A profit and loss statement will be provided at the conclusion of the contract.

NOTE: The new publication and all its contents will remain the intellectual property of STC.

PROPOSAL REQUIREMENTS & EVALUATION CRITERIA

Firms considered for this project will be able to demonstrate the following credentials/experience:

Criteria	Points
1. Design excellence in custom publishing.	10
2. Experienced in publication project management and project time delivery.	25
3. Experienced design capabilities. Examples are strongly encouraged.	25
4. Experienced in publication sales management.	25
5. Understanding STC's mission and efforts to promote regional tourism.	10
6. Local Firm* (see note below)	5
Total Possible	100

***Local firm criteria:** Local office in Tulare County AND at least 51% of work conducted by employees in the local office.

Proposals will be evaluated based on the following criteria:

1. **Collaboration and partnership** with STC on any and all aspects of publication.
2. **Creative vision:** A winning proposal will demonstrate the ability to incorporate STC's emphasis on the Sequoias as our primary attractor while maximizing and integrating exposure to other opportunities that might attract and/or capture additional tourism spending.
3. Ability to **manage the project** from start to finish, including all elements outlined in the RFP.

SUBMISSION DETAILS

Proposals must be sent electronically by 5:00 p.m. on August 6, 2026, to sequoiatourism@gmail.com. Once a proposal has been submitted, changes to it will not be accepted.

All submissions should include:

1. Electronic submission of proposal.
2. At least one sample of the firm's custom publishing work (can be submitted as a .pdf or link to an online source)
3. Scope of work and budget for the project, including advertising sales, photography, art elements, design, and layout.

QUESTIONS

Questions may be submitted to sequoiatourism@gmail.com by July 23, 2026, and responses will be sent to all parties interested in the RFP by July 30, 2026.