

## Colombia Trade and PR Representation RFP Questions

**Q: Within the firm responsibilities, is there any expectation to carry out consumer actions as part of the consumer marketing support? If so, those actions should be considered as part of the general strategy?**

A: On occasion, we will request support on native language, cultural context, and content customization to increase relevance for and interest in travel to the United States. Any consumer activations are part of a separate budget.

**Q: Budget: Projected budget will be USD 300,000 including fees and activation, is this budget covering domestic travel within Colombia and international travel to the US?**

A: Yes

**Q: Budget: Third-party marketing activity costs are not included in the annual market budget allocation. Are these third-part costs to be quoted separately for every action to be executed?**

A: Correct.

**Q: How should be these costs presented for approval?**

A: Third party marketing activities are not part of the RFP, and the requirements would be shared later. The budget must include activations for Trade and PR including Co-Ops.

**Q: Staffing budget: Do we need to specify how many hours each of the team member will be dedicated to the account? And should it be described per activity or for the whole month?**

A: No, please provide percentage of time each employee will be working on our account.

Example:

- 100% dedicated to Brand USA
- 85% Brand USA 15% X company

**Q: Public relations and media services: Please clarify what the Brand USA's visiting journalist program is referring to?**

A: It refers to inviting journalists to visit U.S. destinations in return for earned media coverage.

**Q: Billing: Administrative and overhead payments shall be made in USD. All program and out-of-pocket expenses will be reimbursed in the currency they were occurred. Is this affirmation meaning that reimbursements will be made/paid in Colombian pesos rather than U.S Dollars?**

A: Correct

**Q: Invoice for recoverable expenses should be made in COP (local currency) with equivalent amount in USD?**

A: We will need the receipts and invoice in Colombian pesos

**Q: How ROE between USD and COP should be reported?**

A: The Contractor shall submit to Brand USA, on the last business day of each month, an invoice for all third party and out-of-pocket expenses and other program costs. The rate of exchange for all third-party costs and expenses should be set to the currency conversion rate on the final business date of the month. The currency converter to be used is:  
<https://www.oanda.com/currency-converter/en/>

**Q: Financial statements: Financial statements can be submitted by mail along with the proposal or should be submitted in hard copy by sealed envelope only?**

A: Digital copies provided by email in .pdf form to [RFPAdmin@thebrandusa.com](mailto:RFPAdmin@thebrandusa.com) are acceptable in lieu of hard copies. If you would like to submit print copies, they can be delivered to Brand USA 1725 I St. NW, Suite 800, Washington, DC 20006. The deadline is the same for digital and print versions. (Digital only proposals are acceptable)

**Q: Administrative Information: Renewal process (after Sep 30<sup>th</sup> /2024) will be for 1 year?**

A: Correct

**Q: What will be the period of next contract?**

A: FY2025 Oct 1<sup>st</sup>, 2024/September 30<sup>th</sup>, 2025  
(Subject to satisfactory services, Brand USA tends to renew contracts for one-year periods between 3-5 years before issuing another RFP)

**Q: Is media monitoring part of the RFP or will this be done by Brand USA outside of the proposal?**

A: This will be taken on by Brand USA, but we are keen to understand costs, so please include this within your RFP

**Q: Is there a specific spokesperson within Brand USA regarding activities of the media relationship plan?**

A: We use various members of the C-suite and senior leadership team to be spokespeople depending on the story.

**Q: Can you provide a precise definition of what you consider to be Partner Marketing Support and Consumer Marketing Support? What do these two elements consist of specifically and which activities are encompassed for each one?**

A:

**Partner marketing support:** Representation Firms are expected to work closely with the Brand USA media and partnership teams to facilitate meetings and negotiate deals to ensure that these partnerships serve both our marketing and fundraising missions.

**Consumer Marketing support:** On occasion, we will request support on native language, cultural context, and content customization to increase relevance for and interest in travel to the United States.

**Q: Is Brand USA a government agency or a private entity?**

A: Brand USA was created by an act of Congress and its board is selected by the Secretary of the U.S. Department of Commerce, but it is a private, not-for-profit corporation.

**Q: Will Partner Marketing Support and Consumer Marketing Support be within the responsibilities assigned to the representation firm selected to provide support in the area of Public Relations and Media Services?**

A: It would be for the Trade and PR representative to provide support depending on what company we want to develop a partnership with, and this could be through PR presence at events, dissemination of press releases etc.

**Q: From the USD 300,000 budget referenced in the RFP, how much is intended specifically for Public Relations and Media Services by the representation firm?**

A: This is for your company to showcase how you would distribute the funds based on the responsibilities and scope of work and your market knowledge.

**Q: How many campaigns or specific initiatives will Brand USA launch for the duration of the contract, or within the next calendar year?**

A: One

**Q: How many times do you expect Brand USA will require for the team of the selected representation firm to travel to the United States? How many people or members of the selected representation firm's team are required to travel?**

A: For Trade for Fams (minimum of 2 in a year). For PR group press trips, we require one team member to host Fams and we also expect PR team leads to attend IPW and agency days in Washington DC

**Q: How many people are required to be part of the representation firm's team dedicated to perform Public Relations and Media Services for Brand USA?**

A: It is up to your company, the responsibilities and scope of work.

**Q: How many global press releases are expected to be disseminated within a reference time period, i.e. each month or each quarter?**

A: Up to seven global press releases throughout the year. Two are likely to be corporate releases.

**Q: How many local press releases or bespoke stories does Brand USA require to be produced and disseminated by the selected representation firm within a reference time period, i.e. each month or each quarter?**

A: This is for you to recommend what would work best in your market

**Q: Does Brand USA currently have any established institutional relationships with the commercial area of the United States Embassy in Colombia?**

A: Yes

**Q: Is there a specific requirement to maintain an in-market office to assist travel trade clients? Does Brand USA require a dedicated representation office with dedicated staff? Is it sufficient if a firm can provide a dedicated phone/fax/email address for local inquiries and meeting space as required?**

A: We require in-market representation as per the RFP. Our main purpose is to support the Travel Trade the U.S., our focus is on B2B business.

**Q: What are Brand USA's internal tools and systems? Can you provide more detail?**

A: Brand USA's main systems are Salesforce, Concur, Wrike, Box, Workplace, Google Workspace and Zoom.

**Q: For the Travel Trade scope of work, the representation firm selected will be required to develop and execute a MegaFam trip upon request. Is there a minimum number of attendees required on this trip?**

A: The format is pending on partnership negotiations.

**Q: On page 9, the RFP outlines the requirement to declare and provide details of any conflict of interest. What is considered a conflict of interest, a firm who already represents other destinations within Colombia? If an agency currently represents other destinations within Colombia, is this cause for disqualification?**

A: We will consider companies representing other U.S. destinations. We will not consider companies that are involved in direct sales with the in-market Travel Trade.

**The proposer must declare and provide details of any actual, potential, or perceived conflict(s) of interest.**