



## **Request for Proposal (RFP)**

RFP BID NO: 23-07-3067SB

**Marketing Strategy  
(Digital & Traditional) and plan;  
Brand Development and Strategy;  
Logo and Brand Guidelines**

NAVAJO TOURISM DEPARTMENT

### **PROPOSALS DUE**

**July 21, 2023 at 4PM MDT**

*Must be physically in-hand/time stamped by this date/time at NN Purchasing Services.  
Date postmark and email are not accepted. No exceptions.*

**All hard copy proposals must be submitted to:**

Navajo Nation Purchasing Services  
Administration Building I  
2559 Tribal Hill Drive  
P.O. Box 3150  
Window Rock, Arizona 86515  
Phone (928) 871-6308  
Fax: (928) 871-6026



NAVAJO NATION / DIVISION OF ECONOMIC DEVELOPMENT

**NAVAJO TOURISM DEPARTMENT**

**MARKETING STRATEGY AND PLAN; BRAND DEVELOPMENT AND  
STRATEGY; LOGO AND BRAND BOOK**

**FOR**

**NAVAJO NATION TOURISM DEPARTMENT**

**RFP BID #: 23-07-3067SB**

**PROPOSAL DUE DATE: July 21, 2023 @ 4PM MDT**

Navajo Nation Purchasing Services  
Administration Bldg #1  
2559 Tribal Bill Drive  
P. O Box 3150  
Window Rock, Arizona 86515  
Phone (928) 871-6308  
Fax: (928) 871-6026

**I. BACKGROUND**

The Navajo Nation Tourism Department, under the direction of the Navajo Nation Division of Economic Development (“DED/Tourism”), recognizes the need to capitalize on the many attractive tourist-related assets and resources available on the Navajo Nation, many of which are underdeveloped and often underutilized by visitors. DED/Tourism recognizes the revenue generation and job creation opportunities available to the Navajo Nation that have not been fully realized, or in some cases have been capitalized by outside entities of the Navajo Nation.

**II. OBJECTIVES**

To better advance the opportunities available to the Navajo Nation, DED/Tourism has elected to pursue a contractual relationship with a marketing consultant team (“Contractor”) with Tourism experience(s) that has both a clear understanding of the assets and resources the Navajo Nation has to offer. The consultant team will assist the DED/Tourism Department to establish the Navajo Nation as a top tourist destination by developing a Tourism Marketing and Economic Development Plan that will be strategic – yet incremental – in its approach while providing the framework for positioning and/or repositioning the image of Navajo. The consultant team must have tourism knowledge and experience to assist DED/Tourism and potentially other internal Navajo Nation agencies and departments to cultivate a more robust tourism marketing plan.

The objective of this RFP is to identify a “consultant” team that can produce a tourism marketing plan. This team is to guide and assist with development plans on how to incorporate the unique Navajo Nation natural and cultural resources in a strategic marketing and branding plan. The anticipated plan should include ways to incorporate and provide solutions to the following:

- Increase awareness of the Navajo Tourism Department “Discover Navajo” brand
  - Nationally and Internationally
- Forecast budget and increase marketing advertising efforts
- Solutions for integrating marketing technologies
- Establish the Navajo Tourism Department website as the “Go-To” solution for tourism on the Navajo Nation
- Develop solution for all marketing efforts.

### **III. THRESHOLD CRITERIA:**

DED/Tourism is seeking responses from “Consultants” that have the technical and implementation experience in the tourism sector to develop and complete the Scope of Work (SOW), with timelines, cost breakdown per task(s) with final cost tabulation, and implementation goals.

In order to be considered responsive to the RFP, proposing “Consultants” must meet the following threshold criteria:

- Marketing Team that has visited the Navajo Nation preferred that have an understanding of the Navajo Nation Tourism Marketing challenges and opportunities.
- Marketing Team that have prior work experience with the Navajo Nation and/or other tribal governments preferred;
- Clear understanding of marketing plans with technical and strategic planning experience for large land base regions, specifically geared for tourism.
- Past experience as “Consultant” support for regional government preferred;
- Final cost tabulation for all requested services above (*ref. II. Objectives*).
- Timeline of development of start to completion of the requested services above. (*ref. II. Objectives*).
- Prior branding experience specifically with a tribal government and clear understanding of the uniqueness of design elements, in relation to cultural designs/identity and meaning of colors, symbols. Aware of cultural sensitivities related to Navajo/Diné customs.
- Experienced defining business strategies and economic development plans to Indigenous communities and businesses
- Experienced in implementing websites, mobile apps, CRM systems, and data systems
- Strong experience in cybersecurity and data privacy.
- Must travel to the Navajo Nation for consultation services to develop the marketing strategy with the Navajo Tourism staff.

### **IV. SCOPE OF WORK:**

The requirements for this project are to assist in development and implementation of a comprehensive plan over a two year (24 month) period.

The Scope of Work includes the following:

1. Marketing Strategy and Plan – Digital, Traditional, Non-Traditional
  - Content Storytelling
  - Content Strategy
  - Social Media Management
  - Digital & Print Campaigns & Advertising
  - Identify target audiences

- Identify & Create Visitor Personas
  - Marketing Funnel
  - Customer Journey Mapping
2. Email Marketing & Strategy
  3. Brand Development & Strategy
    - Logo
    - Overall Branding Guidelines
      - Look and feel of brand
  4. E-Newsletter Development & Implementation
  5. Determine estimated yearly budget range to support this marketing strategy and plan
    - 3-Fiscal Years: Starting October 2023-2024-2025
  6. Account Direction and Management
  7. Media Strategy, Management, and Collaboration
    - Guidelines
    - Threshold/Criteria
    - Policy Development
    - Social Media Influencers & Guidelines
    - Partners in Gov't (Local, State, Tribal), Small Business, Tribal Enterprise, Corporate
    - Photo Release Form & Use – General
    - Partnerships/Collaborations
      - Navajo tribal enterprises
      - Navajo tribal small businesses in hospitality industry
      - Navajo tribal tour companies
      - Navajo tribal government programs/departments
  8. Industry Standard Equipment & Software
  9. Website Marketing & User Experience

## 1. **Schedule**

DED/Tourism recognizes this is a time-consuming effort. As such, we anticipate the initial contract to be a minimum of two years in duration. With this in mind, we ask the respondent to develop a preliminary timeline(s) as part of this submittal. The project schedule will be refined during the initial stages of the contract.

## 2. **Submission of Proposals**

Proposals are due on **July 21, 2023 at 4:00 pm MDT**. The day and time will be recorded on each proposal, unless amended in writing from the Tourism Department Manager or Purchasing Director. All proposals received after this date and time will not be accepted. The Evaluation Committee will conduct a review of all responses in accordance with the evaluation criteria set forth herein. Based upon these results, the Evaluation Committee will make a recommendation for consideration. Hard copies of the proposal must be sealed and labeled on the outside of the package to clearly indicate its response to the Request for Proposals:

**“Marketing Strategy (Digital & Traditional) and plan;  
Brand Development and Strategy; Logo and Brand Guidelines”  
RFP BID #: 23-07-3067SB**

**Also, please indicate on your proposal if you or your company is on the Navajo Nation**

## Source Listing as Priority 1 or 2.

### 3. **Instructions**

Submit four (4) proposals (1 original and 3 copies) with the final cost breakdown in a separate sealed envelope.

**All hard copy proposals must be submitted to:**

Navajo Nation Purchasing Services  
Administration Building I  
2559 Tribal Hill Drive  
P.O. Box 3150  
Window Rock, Arizona 86515  
Phone: (928) 871-6308  
Fax: (928) 871-6026

Questions regarding this proposal must be emailed to (reference the BID # in Subject Line):

**Shaunya Manus, Department Manager (D),** [shaunvamanus@navajo-nsn.gov](mailto:shaunvamanus@navajo-nsn.gov)

**Respondents** are to review carefully all proposal provisions and attachments of this document prior to submission. Proposal that do not adhere to the RFP requirements may be deemed “non-responsive” and rejected on that basis. Each proposal constitutes an offer that is to be sealed in an envelope and submitted as part of the proposal. **These documents shall remain valid for ninety (90) days** and may not be withdrawn except as provided herein.

**Format:** You are encouraged to be brief and succinct, avoiding extravagant covers, bindings and photographs. There is a 10-page limit (limited to how the scope of work will be implemented – Pages are to be in portrait orientation): resumes, attachments and project cut sheets not to be included into the 10-page limit. No color binder. A 12 pt. font is preferred. Do not include information not requested in this proposal (USB Drive, etc.). It is in the Respondents interest to understand the requirements of this RFP as fully as possible. The DED/TOURISM DEPARTMENT will not be responsible for any cost incurred by Respondent’s in responding to this solicitation.

**Errors in Proposals:** Respondents or their authorized representatives are expected to fully inform themselves as to the conditions, requirements, and specifications before submitting proposals. Failure to do so will be at the Respondent’s own risk.

**Compliance with Laws:** If selected, the Respondent must be registered according to the Navajo Nation Corporation Code, be certified by the Navajo Tax Commission, and must obtain Liability Insurance naming the Navajo Nation as the Insurer. The amount of the Liability Insurance will be determined after the “consultant” has been selected.

In addition, the Respondent shall obtain and maintain all licenses, permits, worker’s compensation insurance, comply with the Navajo Business Opportunity Act and any and all other standards or regulations required by federal, state or Navajo Nation statute, ordinances and rules during the performance of any contract between the Respondent and the DED/Tourism Department. Any such requirement specifically set forth in any contract document between the Respondent and the DED/TOURISM DEPARTMENT shall be supplementary to this section and not in substitution thereof.

**Withdrawal of Proposal:** Any proposal may be withdrawn by written request received by the DED/TOURISM DEPARTMENT before the time fixed for receipt of proposals. Withdrawal of your proposal will not prejudice the right of the Respondent to submit a new proposal, providing the latter is timely received as provided herein.

**Confidentiality of Documents:** Upon receipt of a proposal by the DED/TOURISM DEPARTMENT the proposal shall become the property of the DED/TOURISM DEPARTMENT without compensation to the Respondent, for disposition or usage by the DED/TOURISM DEPARTMENT at its discretion. The details of the proposal documents will remain confidential to the extent possible until final award.

**Compensation:** The DED/TOURISM DEPARTMENT has attempted to provide as much information about the scope of services as possible to enable firms to structure a most productive and cost effective offer. The subsequent contract between DED/TOURISM DEPARTMENT and the winning proposal will define compensation payments based upon the amount negotiated and agreements as to terms between DED/TOURISM DEPARTMENT and the successful Respondent.

**Rejecting Proposals:** The DED/TOURISM DEPARTMENT reserves the right to reject any or all proposals and is not bound to accept any proposal that does not adhere to the proposal requirements and contrary to the best interest of DED/TOURISM DEPARTMENT. Similarly, the DED/TOURISM DEPARTMENT is not obligated to accept the lowest dollar proposal if the offer is not considered in the DED/TOURISM DEPARTMENT's best interest.

**Equal Employment Opportunity:** During the performance of this Contract, the firm agrees as follows: *The Firm/Team will not discriminate against any employee or applicant for employment because of race, creed, color, sex, age, national origin, place of birth, or physical handicap.*

**Conflict of Interest:** All respondents must provide a statement of disclosure, which will allow the DED/TOURISM DEPARTMENT to evaluate possible conflicts of interest.

**Employee Conflict of Interest:** It shall be unethical for any Navajo Nation employee to participate directly or indirectly in a procurement contract when the Navajo Nation employee knows that: (a) the Navajo Nation employee or any member of the DED/TOURISM DEPARTMENT employee's immediate family has a financial interest pertaining to the procurement contract; or (b) any other person, business, or organization with whom the DED/TOURISM DEPARTMENT employee or any member of a DED/TOURISM DEPARTMENT employee's immediate family is negotiating or has an arrangement concerning prospective employment is involved in the procurement contract.

**Gratuities and Kickbacks:** It shall be unethical for any person to offer, give, or agree to give any DED/TOURISM DEPARTMENT employee or former DED/TOURISM DEPARTMENT employee, or for any Navajo Nation employee or former DED/TOURISM DEPARTMENT employee to solicit, demand, accept, or agree to accept from another person, a gratuity or an offer of employment in connection with any decision, approval, disapproval, recommendation, or preparation of any part of a program requirement or a purchase request, influencing the content of any specification or procurement standard, rendering of advice, investigation, auditing, or in any other advisory capacity in any proceeding or application, request for ruling, determination, claim or controversy, or other particular matter, pertaining to any program requirement or a contract or subcontract, or to any solicitation or proposal therefore.

**It shall be unethical** for any payment, gratuity, or offer of employment to be made by or on behalf of a subcontractor under a contract to the prime contractor or higher tier subcontractor or any person associated therewith, as an inducement for the award of a subcontract or contract.

**Contingent Fees:** It shall be unethical for a person to be retained, or to retain a person, to solicit or secure a contract upon an agreement or understanding for a commission, percentage, brokerage, or contingent fee, except for retention of bona fide employees or bona fide established commercial selling agencies for the purpose of securing business.

**Technical questions** relating to the RFP may be directed in writing via email to:

**Shaunya Manus, Dept. Manager (D).** – [shaunvamanus@navajo-nsn.gov](mailto:shaunvamanus@navajo-nsn.gov)

**Questions must be presented** to DED/TOURISM DEPARTMENT within **3 business days** of the scheduled proposal opening.

All responses will be submitted by addenda to all interested proponents. **Please do not call or contact any other department or the governing body concerning this RFP.**

**4. Proposal Requirements:**

The format for responses shall include the following, described in more detail below:

- Illustration that Contractor can meet the Threshold Criteria Requirements.
- Qualifications and References specific to the Scope of Work outlined above.
- Demonstrated ability to complete projects on schedule.
- Technical capabilities and ability to interface with DED/TOURISM DEPARTMENT staff at the DED/TOURISM DEPARTMENT location throughout the project, as needed.

**5. Firm and Personnel**

- Describe Contractor team structure, including key participants. Provide names and experience of key personnel that will conduct the services. Be brief – Resumes are to be in the attachment section.
- Provide current number of employees, legal structure, and headquarters location.
- Describe the qualifications of your firm; Include resumes, licenses, certifications, and applicable experience. (Statements of Qualifications of your firm will be evaluated.)

**6. Financial Responsibility**

Please provide an explanation if your firm, or any predecessor firm, has ever filed for bankruptcy. **Include completed:** W-9 Form Revised 10/2018, Navajo Nation Suspension & Debarment form, and Certificate of Insurance.

**7. References**

Provide the following information of organizations/governments similar to DED/TOURISM DEPARTMENT, that you have performed similar services within the past five years, in the southwest United States. Please be brief.

- Customer name and contact name, address, telephone number and email.
- Scope of Project: end result and subsequent disposition.
- If applicable, please include the names of individuals within the Navajo Nation Government you have worked with.

**8. Services**

- Provide a description of the services you intend to provide for DED/TOURISM DEPARTMENT.
- Please provide an anticipated Project Schedule for each Scope of Work elements outlined above. Please consider those items that can be completed within the initial two-year timeframe and those that may be longer in duration.
- Describe how your company uses technologies to enhance the services your company provides.
- Describe how you intend to approach the scope of this project & its requirements.
- Describe how your firm will allocate the availability of resources and personnel to schedule the work for these services within a reasonable time frame. Include travel to the Navajo Nation for consultation services with the Navajo Tourism staff. *Do not reveal or make reference to the cost in this letter.*
- Describe a proposed schedule for services provided.

**9. Project Fee**

**Costs to be submitted in a separate sealed envelope.**

Detailed breakdown of costs: Include (6%) Navajo Nation Sales Tax for services incurred on the Nation and Consulting Expenses (per diem, lodging, etc.). Any proposal that does not adhere to this format and does not address each specification, requirement, or scope of work as outlined, may be deemed non-responsive and rejected on that basis. Respondents that do not include a budget will be deemed “non-responsive” and rejected on that basis.

**ETHICS AND INTERITY:** the successful Respondent shall have a satisfactory record of ethics and integrity.

**Company Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/State/Zip:** \_\_\_\_\_

**Authorized Signature:** \_\_\_\_\_

**Printed Name & Date:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Telephone/Fax:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_



*RETURN THIS SHEET WITH THE PROPOSAL*

**“MARKETING STRATEGY AND PLAN; BRAND DEVELOPMENT AND STRATEGY; LOGO AND BRAND BOOK”  
RFP BID #: 23-07-3067SB**

**PROGRAM SCOPE OF SERVICES:**

*By signature on this document the proponents certify that they have read the RFP document, fully understand the requirements, have familiarized themselves with the content of the RFP and comply with these requirements, if awarded this work.*

COMPANY NAME: \_\_\_\_\_

CERTIFICATION: \_\_\_\_\_

(Signature of Approved Representative for Seller)

TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_

Be advised that during the term of this work “Consultant” shall have and maintain adequate insurance coverage.

*END OF REQUEST FOR PROPOSAL*

**NAVAJO NATION CERTIFICATION**  
**Regarding Debarment, Suspension, and**  
**Contracting Eligibility**

1. Applicant entity acknowledges that to the best of its knowledge that the Applicant entity, either in its present form or in any identifiable capacity, has not, in accordance with 12 N.N.C. § 361:
  - A. Been convicted of the commission of criminal offenses incident to obtaining or attempting to obtain a public or private contract or subcontract, or in the performance of any such contract or subcontract;
  - B. Been convicted of embezzlement, theft, forgery, bribery, falsification or destruction of records, receiving stolen property, or other offenses indicating a lack of business integrity or honesty, which currently, seriously, and directly affect responsibility as a Navajo Nation contractor;
  - C. Been convicted under antitrust statutes arising out of the submission of bids or proposals;
  - D. Violated contract provisions, including:
    - i. Deliberate failure, without good cause, to perform in accordance with the contract specifications or within the time limit provided in the contract,
    - ii. A recent record of failure to perform or of unsatisfactory performance with the terms of any contract, or
    - iii. Any other cause so serious and compelling as to affect responsibility as a Navajo Nation contractor, including debarment by another governmental entity.
2. Applicant acknowledges that if the Navajo Nation determines that the executed Certification provided herein is untrue or not wholly accurate, it shall be grounds for the Navajo Nation to terminate the contract and pursue other legal remedies, at the Navajo Nation's discretion.
3. Applicant certifies to the best of its knowledge that it is eligible to do business with the

Navajo Nation, in its present form or in any other identifiable capacity, pursuant to 12 N.N.C. § 1501 and 5 N.N.C. § 301. Applicant also acknowledges that per 12 N.N.C. § 1505, it will not be eligible to contract with the Navajo Nation if deemed ineligible by the appropriate department or entity of the Navajo Nation which receives the Applicant's request for consideration for a business opportunity.

\_\_\_\_\_  
Applicant Name

\_\_\_\_\_  
Name of individual signing on Applicant's behalf (print)

\_\_\_\_\_  
Applicant Address

\_\_\_\_\_  
Title of individual signing on Applicant's behalf

\_\_\_\_\_  
Applicant Address

\_\_\_\_\_  
Signature of individual signing on Applicant's behalf

\_\_\_\_\_  
Applicant Address

\_\_\_\_\_  
Date