



REQUEST FOR QUOTE (RFQ)

Project Name: In-state marketing campaign & website update

Timeline: Project completion by January 31, 2023

Budget: up to \$60,000

Description:

ATIA is seeking quotes for an instate marketing campaign to promote the Adventure Green Alaska (AGA) program to Alaska tourism businesses and include digital marketing collateral to be used by ATIA and certified AGA businesses to promote the Adventure Green Alaska Program.

ATIA, as part of this RFQ, is also seeking quotes to update the current AGA website, www.adventuregreenalaska.org. The website features a list of certified businesses, travel green information, how to get certified and an “about AGA” program information.

Adventure Green Alaska is the state’s only sustainable tourism certification program. The program promotes businesses who are practicing economic, environmental, cultural and social sustainability. AGA certified businesses are tourism businesses practicing careful stewardship of these key principals and working towards sustaining Alaska’s natural resources.

Deliverables:

Marketing - The project will include creating digital marketing materials used by ATIA to promote the AGA program on social media and through our e-newsletters. Creating material for both the AGA program and the new AGA summit program. The digital marketing materials would include creating a PowerPoint template and digital flyers that can be filled in by both ATIA and provided to our certified businesses.

Website update - the deliverable will include reorganizing the website information and pages to the AGA website, currently on Wordpress. Updates include creating a working form for business listings, adding in a new page for the AGA summit program, and creating an expanded list of resources.

Response:

Please submit via email no more than a two-page document outlining your quote and cost estimates, including your proposed budget, brief project approach, project personnel, and suggested timeline. **All responses are due on or before, 5:00pm Alaska time, Wednesday, December 1st, 2022.** Responses and questions can be sent to Tayleah Clayton at tclayton@alaskatia.org.