



FOR IMMEDIATE RELEASE
Tuesday, October 29, 2007

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**Greater Raleigh Convention and Visitors Bureau
Solicits Bids for Creative Agency**

RALEIGH, N.C. –The Greater Raleigh Convention & Visitors Bureau (GRCVB), the official destination marketing organization of Raleigh and Wake County, has announced the release of a Request for Proposal (RFP) to solicit bids for a Wake County based creative agency.

The selected agency will be charged with the creation of key creative elements including: new logo, print, email and web campaigns, as well as other marketing collateral needed to develop the appropriate destination messaging and imaging to support the organization's new brand. The GRCVB has set forth an aggressive schedule of development, with campaign launch scheduled for early summer 2008.

The RFP is open to all Wake County based graphic design and advertising agencies. For the complete RFP please visit www.VisitRaleigh.com/

The Greater Raleigh Convention & Visitors Bureau, as the official destination marketing Organization of Raleigh and Wake County, accelerates sustainable economic growth and development by increasing Visitor and convention business.

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Request for Proposal Graphic Design and Advertising Services

The Greater Raleigh Convention and Visitors Bureau (GRCVB), the official marketing organization of Wake County, is a non-profit organization responsible for the promotion of meetings, conventions, business and leisure travel, sporting events and group tours in support of Greater Raleigh and Wake County's economic development.

Overview of Services Needed:

The GRCVB is looking for a graphic design and advertising agency to work in partnership with the GRCVB's in-house marketing and design staff in developing a new logo, and print, web, and email campaigns, and other marketing collateral as needed. The brand identity work will be based on recent extensive research conducted on behalf of the GRCVB. Research will be provided to the selected agency at time of selection. The GRCVB has set forth an aggressive schedule of development, with campaign launch scheduled for early summer 2008. Agency's staff assigned to GRCVB project should be preferably located within Wake County.

Submission Requirements:

(Please submit 4 copies of the following)

Agency background including length of time in business and all office locations

Location and resumes of staff assigned to GRCVB project

List of current clients and their contact information serviced by staff assigned to GRCVB project

List of current clients serviced by agency

Portfolio of logo and campaign work, preferably travel or tourism-related

Agency's fee structure

The selected agency must affect a formal contract with the GRCVB. Information in this RFP and subsequent bid proposals will not be legally binding.

Deadline for Proposals:

Friday, November 16, 2007 at 5:00 p.m.

For more information, contact:

Mary Anne Kuhn

Director of Marketing

Greater Raleigh Convention and Visitors Bureau

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