



Request for Proposal (RFP)

Brand Utilization Strategy

Cariboo Chilcotin Coast Tourism

Proposal Submission Deadline: August 22, 2025

Emailed to: marketing@landwithoutlimits.com

Late Submissions Will Not Be Accepted.

Project Overview

Cariboo Chilcotin Coast Tourism (CCCT) invites experienced consultants to submit a proposal to complete a Regional Brand Utilization Strategy & Toolkit.

The final deliverables will be a comprehensive internal report, a visually compelling presentation, and a visually compelling business toolkit that communicates key findings.

Cariboo Chilcotin Coast Tourism

Cariboo Chilcotin Coast Tourism is a non-profit, stakeholder-based Regional Destination Management Organization that leads tourism in development and marketing in conjunction with the BC Ministry of Tourism, Arts, Culture & Sport, Destination British Columbia, Destination Canada, and industry partners in the Cariboo Chilcotin Coast Region, to help foster responsible growth of tourism and empower a resilient visitor economy. Under this umbrella, Cariboo Chilcotin Coast Tourism Association leads development and sustainability, while Cariboo Chilcotin Coast Tourism Marketing Association leads consumer marketing. Together, the organization provides leadership and stewardship of both tourism supply and demand and the tourism industry.

The Cariboo Chilcotin Coast Tourism Region is in the central interior of British Columbia. The region covers approximately 117,500 sq km (45,415 sq mi) which is over 12 percent of BC's landmass and stretches from near Little Fort, in the east, all the way west to the Pacific Ocean, and then north, through Quesnel to Hixon and dropping south into Lillooet and the Bridge River Valley.

The Cariboo Chilcotin Coast Tourism Region is one of six within the borders of British Columbia.

Purpose of Presentation & Report

Over the past 15 years, in partnership with Destination BC, CCCT has fostered the growth of locally developed brands to support operators and communities, specifically Land of Hidden Waters, Gold Rush Trail, the Chilcotin and Great Bear Rainforest as a family of brands under the regional Land Without Limits brand and in alignment with the sole provincial brand, Super, Natural BC. The CCCT has not changed its boundaries or brands and on June 4, 2025, Destination BC launched 6 new iconic brands as part of an expanding BC brand family. Of these new BC brands, three touch the Cariboo Chilcotin Coast, Nature's Heartland, the Infinite Coast and Rainforest to Rockies.

Cariboo Chilcotin Coast Tourism is now seeking proposals to compile and synthesize all brand components into a Regional Brand Utilization Strategy & Toolkit.

The results of this contract are intended to inform both internal decisions and to be shared with external partners and tourism operators. This information is critical to making informed decisions within the tourism sector and to help build stronger resiliency in the industry as we strive to ensure travelers can access clear information.

Project - Budget and Services Requested

Budget

The maximum budget for this project is \$20,000.00 taxes in.

Scope of Work

The selected firm will collaborate with CCCT to collect and coordinate all information related to the Regional Brand Utilization Strategy & Toolkit, creating a comprehensive report and visually compelling presentation and toolkit.

Schedule

Cariboo Chilcotin Coast Tourism would like to conclude the Regional Brand Utilization Strategy & Toolkit project by **December 30th, 2025 @ 4PM, PMT**

The preliminary schedule is as follows:

Issue Request for Proposal	August 8, 2025
Questions from potential consultants accepted through	August 20, 2025
Proposal Due	August 22, 2025
Evaluation process	August 25-29, 2025
Interviews conducted with finalists (if necessary)	Week of September 1, 2025
Organization Announces decision	September 5, 2025
Consultant begins work	September 8, 2025

Proposal Requirements

Firm Information

- Along with the name, title and e-mail address of your firm, please provide information about the individual who will serve as the firm's primary contact along with their credentials and a brief description and history of your firm.

Experience and References

- Proposals should include a list of 2-3 references for similar projects that your firm has completed.

Project Approach

- Please explain your project approach, style and process, along with milestones and reporting periods.
- Indicate any blocks or barriers to completing the project in a timely manner.

Schedule and Timeline

- Proposals should include the proposed work schedule, timeline, and deliverables resulting from this project.

The contract is expected to begin no later than September 8, 2025, and is to be completed by December 30, 2025 - including CCCT Board approval. (Board schedule will be provided as some of the milestone deadlines.)

Submit To / Project Contact

Jenny Bakken, Marketing Manager, Cariboo Chilcotin Coast Tourism

Marketing@landwithoutlimits.com, 250-392-2226 Ext 201

Applicants can submit their proposals by email to marketing@landwithoutlimits.com or mailed/in-person to #204 – 305 Barnard Street, Williams Lake, British Columbia, V2G 4T9.

Hard copies must be delivered in a sealed envelope, clearly marked CCCT - Brand Strategy 2025 and addressed to Jenny Bakken, Marketing Manager, CCCT. All digital copies must be emailed to marketing@landwithoutlimits.com with the subject heading: CCCT - Brand Strategy 2025.

Completed proposals, submitted by email or hard copy, must be received no later than August 22, 2025 @ midnight PST.