



**Bishop's Falls**

THE EXPLOITS ADVENTURE STARTS HERE

P.O. Box 310, Bishop's Falls, NL A0H 1C0  
Town Office: 709-258-6581 / 709-258-6037 Fax: 709-258-6346  
Public Works Department: 709-258-5562 Department of Recreation: 709-258-5451  
Email: [info@bishopsfalls.ca](mailto:info@bishopsfalls.ca) Website: [www.bishopsfalls.ca](http://www.bishopsfalls.ca)

## Request for Proposals (RFP)

### Consulting Services

### Bishop's Falls Exploits River Assets Marketing Strategy and Products

April 15, 2024

The Town of Bishop's Falls is requesting proposals from qualified consultants/firms to prepare a marketing strategy (digital focus), produce a high-quality promotional video, and develop print marketing materials for Bishop's Falls and the Exploits River assets and adventures.

To request a copy of the detailed RFP, please email [info@bishopsfalls.ca](mailto:info@bishopsfalls.ca).

The successful consultant must demonstrate that it has the following attributes:

- (a) In-depth experience and a solid track record in preparing marketing plans, tourist-focused promotional videos, and marketing print materials.
- (b) Robust understanding and knowledge of;
  - a. Newfoundland and Labrador's tourism industry.
  - b. Bishop's Falls, the Exploits Valley, and Central Newfoundland.
  - c. the Exploits River.
- (c) Capacity to complete the project in the specified timeframe.
- (d) Success with previous projects of similar scale and scope.
- (e) In general, the ability, knowledge, capacity, skills, and experience to complete the scope of work competently, professionally, and successfully.

**Proposals must be received before 4:00 pm on May 3, 2024.**