This is where you *stay.*

A Proposal To Be Visit Aurora's 2027 Agency of Record

FourthIdea + JSB Media + Benhaim PR
Submitted to: David Jacobson, Director of Marketing & PR, Visit Aurora
Date: September 18, 2026



EXECUTIVE SUMMARY

The Staying Power of Aurora

David,

Aurora does not have a reputation problem. It has a preposition problem.

Almost everything written about Aurora positions it in relation to somewhere else — near Denver, by the airport, on the way to the mountains. Every one of those phrases makes Colorado's third-largest city a modifier on another city's noun. Roughly three million people pass through Aurora every year on their way to a Colorado vacation, and most of them never register that they were anywhere at all.

That is not an awareness problem to be solved with more impressions. It is a positioning problem, and it is the reason we are responding to this RFP.

FourthIdea and JSB Media have spent fifteen years and eight years respectively doing exactly this work: taking destinations that live in someone else's shadow and giving them a claim of their own. Visalia was the town people drove through on the way to the Sequoias until we made it the basecamp. Niagara Falls USA was a day trip until we sold it to New Yorkers as the other side of their own state. Cabarrus County was the place with the racetrack until it was more than that — and visitor spending exceeded its pre-pandemic peak.

Our conviction for Aurora is this: one platform has to carry both the leisure traveler and the meeting planner, or it is not an integrated platform at all. Most destination marketing runs two disconnected campaigns — a warm lifestyle reel for consumers and a sterile spec-sheet microsite for planners — on the assumption that the two audiences want different things. The data says otherwise. A planner's top decision factor is room-block availability. A business traveler's top satisfaction driver is proximity and ease. A leisure traveler weighs cost and payoff. All three are asking a version of the same question, and Aurora is built to answer it: can this place actually deliver, without costing me more than it's worth? Your RFP asks for one lead agency across public relations, media, and creative. A creative platform that works in a leisure Instagram reel and collapses on a planner's desk does not meet that brief. We are proposing one.

Three things shape how we would run this account:

Aurora's advantage is structural, not narrative. Thirteen minutes from the country's third-busiest airport. More than 500,000 square feet of meeting space and 11,000-plus hotel rooms across 60-plus properties. An 800-acre reservoir, a full state park, and 71 miles of trail inside the city limits. A food and marketplace culture shaped by 160-plus languages — including a refugee-owned food hall on East Colfax that no competitor could build at any budget. A cost of being here that a traveler can defend to themselves. Those facts are the campaign. A competitor can outspend us; they cannot relocate their geography.

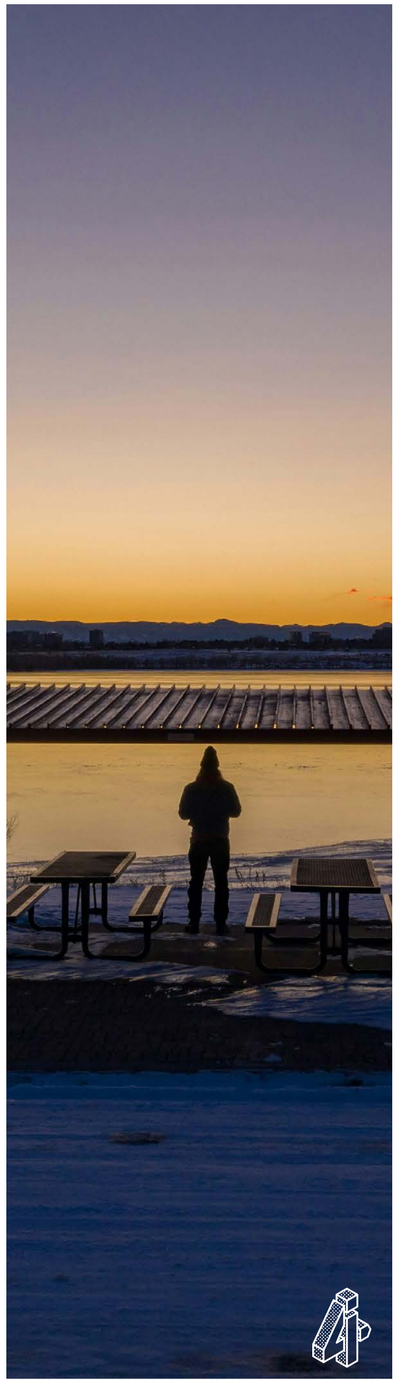
An $800,000 all-in budget is a creative constraint before it is a media constraint. A platform that requires a large-scale production to launch is strategically wrong for this year, regardless of how it looks. We would build a type-led, headline-driven system that runs on real photography and documentary capture — endlessly versionable, fast to produce, and cheap to adapt across paid, earned, owned, partner, and sales channels. That is a creative decision that returns money to working media, and we would report it to you that way.

Integration here is operational, not organizational. FourthIdea and JSB Media share planning sessions from day one. Creative is developed with media context embedded — we know where it will run, who will see it, and how it will be optimized before concepts are presented. You get one account team, one workflow, one reporting structure, and one point of contact.

We are not here to tell you your current program has underperformed. We are here to offer what happens next: a claim about Aurora that a planner, a bleisure traveler, and a family can all hear at once.

Let's get to work.

Chief Executive Officer + Executive Creative Director, FourthIdea
thomas@fourthidea.com | (716) 725-6056



AGENCY PROFILE

STAY SEAMLESS

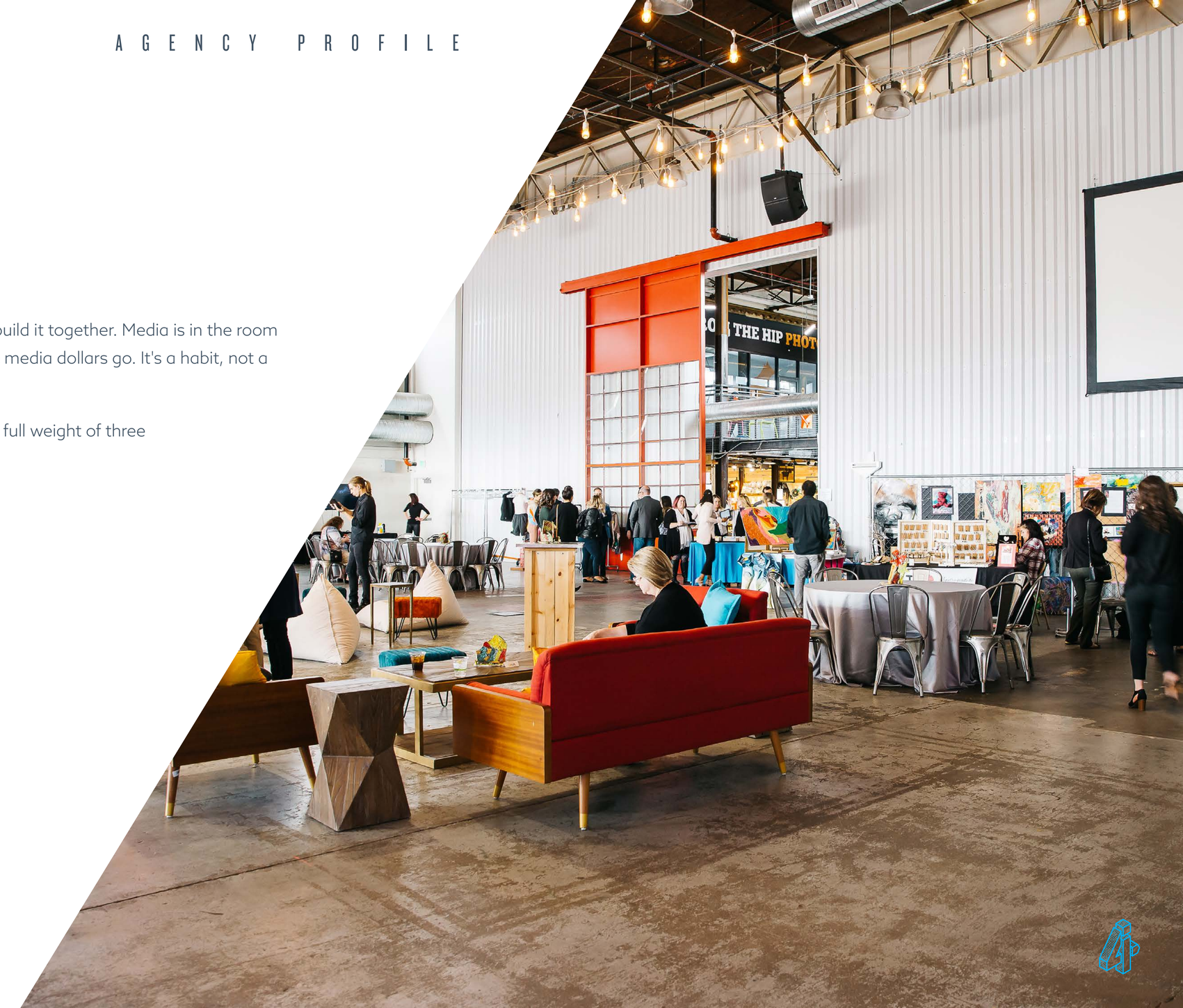
Separate companies. One team.

FourthIdea and **JSB Media** don't hand work back and forth—we build it together. Media is in the room for creative and PR brainstorms. Creative weighs in on where the media dollars go. It's a habit, not a process diagram

For Visit Aurora, that means every part of your business gets the full weight of three integrated shops thinking on it.

fourthidea | JSB Media

Benhaim PUBLIC RELATIONS



AGENCY PROFILE

FourthIdea

Founded: 2010 | Years in business: 16

Ownership: New York-based LLC, sole proprietorship—Thomas Mooney, CEO & Founder

Headquarters and primary office serving this account: 535 Washington Street, Suite 1400, Buffalo, New York

Ownership: New York-based LLC, sole proprietorship—Thomas Mooney, CEO & Founder

Core services: Brand strategy and destination brand development; creative concepting and production; copywriting; art direction; broadcast, video, and photography production; web design and development; email marketing; print production and vacation guides; events and experiential activations.

FourthIdea is a destination marketing agency. Tourism, hospitality, and place branding are not a vertical inside a general practice—they are the practice. Our work spans state tourism offices, county and city DMOs, national park gateway communities, cultural institutions, and travel brands.

JSB Media

Founded: 2017 | Years in business: 9

Ownership: Florida-based LLC—Jordan Bratter, Founder, President & CEO

Headquarters: Parkland, Florida

Core services: Media strategy, planning, negotiation, buying, trafficking, and reconciliation; audience research and segmentation; attribution and measurement architecture; dashboard development and performance reporting; media mix modeling.

JSB Media is a strategic planning and media hub built on the premise that numbers matter but creativity is what makes a brand stand apart. The firm invests approximately $800,000 annually in premium measurement and research infrastructure, giving it attribution capability normally found only inside holding-company agencies.

Benhaim Public Relations

Founded: 2018 | years in Business: 8

Owership: Melissa Benhaim, Founder+CEO

Headquarters: Florida

Core services: Earned-media strategy and execution, media relations, strategic partnership advisement, thought leadership, awards and speaking opportunities, media hosting, social media influencer management and PR measurement.

Benhaim Public Relations is a woman-owned boutique consultancy specializing in travel, hospitality, cultural attractions and outdoor destinations.

Based in Miami, Florida.

Team: One principal supported by a dedicated research and reporting assistant; additional supporting staff for pitching to be added based on mutual fit

Combined staff: 26 | **Combined five-year annual billings:** $55,893,470 | **Relationship:** Established strategic partnership with a documented history of joint pursuits and joint delivery. FourthIdea is the proposing agency and would hold the contract; JSB Media is disclosed as a named partner firm under RFP Section 3.6.

Addressing Geography Directly

Our offices are in Buffalo and Parkland; Aurora is not. We would rather raise that than have it raised for us.

Every destination account we hold is out of market, and the model works because we build for it: a defined on-site cadence for planning, production, stakeholder meetings, and partner engagement; local production partners contracted for photography, video, and event capture; and asynchronous working rhythms that keep the account moving between visits rather than pausing between them. What being out of market actually buys Visit Aurora is **a partner without local competitive entanglements and without a home point of view about what Aurora is supposed to be.**



RELEVANT EXPERIENCE

CURRENT DESTINATION AND TOURISM CLIENTS

NIAGARA FALLS USA

VISIT THE Lake George Area IN NEW YORK'S ADIRONDACKS

EXPLORE CABARRUS COUNTY · NC

DESTINATION DUTCHESS

LIVCO LIVINGSTON COUNTY NEW YORK

CORNING MUSEUM OF GLASS

BUFFALO MUSEUM OF SCIENCE

VISIT ROC ROCHESTER, NY

NEW YORK CIDER ASSOCIATION

NATIONAL COMEDY CENTER

VISIT LODI CALIFORNIA

VISIT Visalia CALIFORNIA

FORMER AND ADDITIONAL
RELEVANT CLIENTS

Travel Marquette
Grand Canyon
Sweet Home Alabama
Visit Florida
Visit Vacaville
Kings Canyon National Park Est. 1943
Visit Concord A Northern California Original
Aquarium of Niagara
New York State Tourism Industry Association
Saturn Club Est. 1885
Carnival

Why This Roster Is Relevant To Aurora Specifically

Three patterns in our client history map directly onto Visit Aurora's situation.

Gateway and shadow destinations. Visalia (Sequoia and Kings Canyon), Niagara Falls USA (New York City and Toronto), and Marquette (the Upper Peninsula's better-known coastline) all faced the same structural problem Aurora faces: a magnetic attraction nearby that pulls attention past the destination itself. In each case the work made the community the point rather than the pass-through.

Multi-asset counties with no single hook. Cabarrus, Dutchess, and Livingston County each hold a broad set of assets and no single obvious reason to visit—the same breadth problem Aurora has. Breadth is a poor thing to build anticipation on; each of these engagements solved it by finding one claim the breadth could then over-deliver against.

Meeting, group, and partner-driven business. Our Niagara, Lake George, and Cabarrus work all include group and meetings components alongside leisure, plus cooperative programs with hotel, attraction, and municipal partners—the same partner ecosystem Visit Aurora cultivates.

Industry standing

FourthIdea has presented on destination brand strategy and creative development at Destinations International, ESTO, the One West Tourism Alliance, NYSTIA, and Tourism Academy. Our work has been recognized with national ADDYs and HSMAI and NYSTIA Tourism Awards for Excellence.



STAY CONFLICT-FREE

Disclosure

- Tourism and destination accounts served by FourthIdea or JSB Media within the past 24 months are listed in the RFP. Neither agency currently holds, nor has held within the past 24 months, an account with:
- Any destination marketing organization in the State of Colorado
- Any destination marketing organization in the Denver metropolitan area or the Front Range
- Any Rocky Mountain regional destination competing for the same leisure, group, or meetings business as Visit Aurora
- Any hotel, resort, or convention property located in Aurora or its competitive set



TEAM

STAY EXPERIENCED

The people below are the people who will do the work—not a pitch team handing off to someone you haven't met.

At our scale, senior staff stay on the account. Everyone named here has direct destination-marketing experience, and the FourthIdea and JSB Media leads have worked together long enough that the seam between the two firms doesn't show up in the work.

EXECUTIVE SPONSOR



THOMAS MOONEY

CEO + Executive Creative Director, FourthIdea | Buffalo, NY
16 years with the agency (founder)
Involvement: 80%

Tom has led brand strategy and creative direction for national, high-profile destination clients across a decades-long career, and founded FourthIdea in 2010. He is a featured speaker at ESTO, Destinations International, NYSTIA, the One West Tourism Alliance, and Tourism Academy. On this account he serves as executive sponsor: accountable for the strategic platform, present at annual planning and quarterly reviews, and reachable directly by Visit Aurora leadership at any point in the engagement.

PROPOSED TEAM

DAY-TO-DAY ACCOUNT LEAD



KIRSTIN HAWAYEK

Chief Financial Officer, FourthIdea | Buffalo, NY

15 years with the agency

Kirstin leads two of FourthIdea's most demanding destination accounts—Destination Niagara USA and Visit the Lake George Area—and she does it while serving as the agency's CFO. That combination is unusual, and it's the reason she's leading this account.

For Visit Aurora, that means an account lead who can answer "what did it do for us?" and "what did it cost us?" in the same breath—and who has the authority inside FourthIdea to act on the answer.

PROPOSED TEAM

MEDIA LEAD



JORDAN BRATTER

Founder, President & CEO, JSB Media | Parkland, FL

9 years (founder)

Involvement:80%

Jordan combines data-driven audience insight with creative judgment, and has developed media strategy for national brands across tourism, hospitality, technology, and retail. He would lead paid media strategy, planning, negotiation, and optimization for Visit Aurora, and is accountable for media transparency and reconciliation.

PROPOSED TEAM

CREATIVE LEADS



THOMAS MOONEY

Creative Director, FourthIdea | Buffalo, NY
16 years with the agency (founder)
Involvement: 80%

Tom has led brand strategy and creative direction for national, high-profile destination clients across a decades-long career, and founded FourthIdea in 2010. He is a featured speaker at ESTO, Destinations International, NYSTIA, the One West Tourism Alliance, and Tourism Academy. On this account he serves as executive sponsor: accountable for the strategic platform, present at annual planning and quarterly reviews, and reachable directly by Visit Aurora leadership at any point in the engagement.



MONISH BHATTACHARYYA

Creative Director + Agency Partner, FourthIdea | Buffalo, NY | 25+ years in the industry
Involvement: 80%

Monish has built brand stories across agencies in Atlanta, Philadelphia, Ft. Lauderdale, and New York City before returning to Buffalo. He leads creative strategy, campaign platform development, and copy across FourthIdea's destination portfolio, and would own the Visit Aurora creative platform end to end—from positioning through broadcast, digital, print, out-of-home, and partner-facing assets.

PROPOSED TEAM

PUBLIC RELATIONS LEAD



MELISSA BENHAIM

Founder and Principal | Executive sponsor, day-to-day PR lead and primary client contact

Melissa will remain personally involved in all major strategy and outreach, providing continuity from planning through execution without a handoff to a junior account team.

Melissa Benhaim is the founder of Benhaim Public Relations, a Miami-based travel and hospitality PR consultancy. A background in hospitality operations and a foundation in travel public relations has uniquely positioned Melissa in the industry. After starting her career with Four Seasons Hotels & Resorts, Melissa has managed PR and social media for travel and hospitality clients across the U.S. and the Caribbean, securing media coverage in the outlets that matter to them most. Her work has earned an Adrian Award from HSMAI and she is a three-time winner of the Smart PR Inner Circle Best Pitch of the Year international PR competition. Her work has earned an Adrian Award from HSMAI, and she is a three-time winner of the Smart PR Inner Circle Best Pitch of the Year international competition. A frequent industry speaker, Melissa has presented at the Independent Hotel Show on opening the only hotel within Everglades National Park and leveraging nontraditional media; the Florida Public Relations Association on the strategy behind award-winning pitches; the Outdoor Writers Association of America on strengthening collaboration between outdoor writers and communications teams; and the American Alliance of Museums on media relations fundamentals. Melissa holds a Bachelor of Science in hotel administration from Cornell University. For more information, visit https://benhaimpr.com/

PROPOSED TEAM

DISCIPLINE AND SUPPORTING STAFF

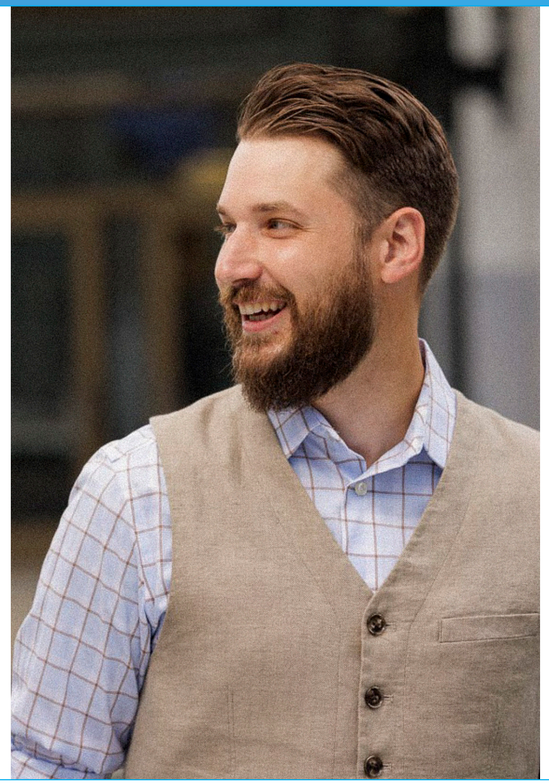


KIRSTIN HAWAYEK

Chief Financial Officer, FourthIdea | Buffalo, NY

15 years with the agency

Owns billing, invoice detail, reconciliation, budget forecasting, and the change-order process—the named controls in Attachment B's cost-effectiveness criterion.



JOE CONTI

Associate Creative Director, FourthIdea | Buffalo, NY

15+ years

Art direction, design, illustration, motion, and video editing.

PROPOSED TEAM

DISCIPLINE AND SUPPORTING STAFF



JENNY KAVINSKI

Graphic Designer



FAITH HACKETT

Jr. Art Director



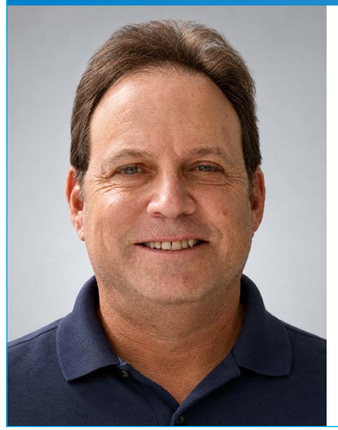
SARAH SOCHA

Senior Copywriter, FourthIdea | Buffalo, NY

Nearly two decades in marketing strategy and copywriting.broadcast, digital, print, out-of-home, and partner-facing assets.

PROPOSED TEAM

DISCIPLINE AND SUPPORTING STAFF



JOHN HERMAN

VP of Media Planning



PRUDHVI CHAPPIDI

Digital Media and Analytics Director



GRISELDA MERINO

Paid Media Project Manager

Scaling and continuity

The named team is the team. For peak initiatives—production days, event activations, guide production—we scale through a vetted network of freelance specialists in creative development, video production, and digital media, contracted under FourthIdea and managed by the same account leadership. Visit Aurora is never handed to a substitute team, and any change to named personnel is disclosed in advance.

APPROACH AND SCOPE

STAY STRATEGIC

Strategic Leadership, Research & Account Management

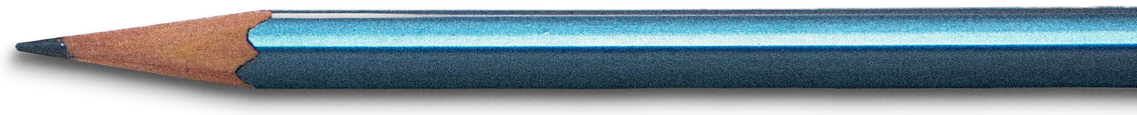
Most agency relationships lose something in the handoff. Senior people build the strategy, present it, and then move to the next pitch, leaving the day-to-day to people who weren't in the room when the thinking happened.

We don't have that problem, because we don't have the layers that cause it. The people who define what we're doing are the same people who make it, buy it, measure it, and defend it to your board.

For Visit Aurora, it means one accountable lead, one team, and a partner whose most senior people are still on the account in year three.



HOW WE WORK:
THE FIVE-PHASE PROCESS



Phase 1
Discover

Stakeholder interviews and focus groups with Visit Aurora staff, board, hotel and attraction partners, and community organizations. Competitive landscape analysis against the Denver metro and Front Range set. Review of all existing primary and secondary research, visitor data, and prior campaign performance. Media consumption research by audience and geography.

Deliverables

- Client Onboarding
- Stakeholder Interviews/Focus Groups
- Secondary Research
- Key Insights Presentation

Phase 2
Strategize

Brand positioning statement and audience segmentation across leisure, business, meetings and conventions, and bleisure. Master creative brief. Annual and campaign-level media plans built by audience, geography, funnel stage, season, and objective. Earned-media strategy and editorial calendar.

Deliverables

- Brand Positioning Statement/Strategy
- Segmentation Strategy
- Traveler Personas
- Master Creative Brief
- Brand Voice + Messaging Pillars
- Media Strategy
- PR Strategy + Plan

Phase 3
Create

Master campaign platform, seasonal campaign concepts, partner and co-op creative systems, and web/landing page design.

Deliverables

- Updated Brand Identity *(color palette, typography, not logo)*
- Brand Promise/Tagline
- Art Direction
- Placemaking Campaign Concept Development
- Campaign Overview Presentation and Report

Phase 4
Execute

Production across video, photography, digital, print, out-of-home, audio, social, sales collateral, and vacation guide. Media placement, trafficking, and stewardship. PR execution and media relations.

Potential Deliverables

- Campaign Style Guide
- Anthem Video
- :30 + :15 CTV/YouTube Spots
- 3-Day shoot *(Film, Still, Aerial)*
- Digital Campaign *(Programmatic + Retargeting)*
- OOH *(Feeder Market focus)*
- Wayfinding District Work
- Print Campaign
- Trail AR Experience Overlay
- Visitor Guide
- Social Campaign
- Tradeshow/Event Presence Experiential Marketing

Phase 5
Optimize

Performance monitoring, in-flight reallocation, A/B testing, quarterly strategy reviews, and annual planning refinement.

Deliverables

- Media Dashboard
- Performance Reporting
- Quarterly Optimization

Keeping it REAL™

Every brand and creative platform we create is built on the four pillars of relevance, emotion, authenticity, and logic. This helps us ensure that every creative initiative will resonate with its intended audience.

For Aurora the fourth criterion is the one that matters most and the one most often skipped. Planners need to justify a choice to a board. Families need to justify a trip to a budget. The proof—proximity, room-block depth, square footage, price, breadth—has to be present in the work, not relegated to a sales sheet.

RELEVANT

- Know who you're talking to
- Create meaningful message platforms
- Know their "language"
- Tailor the message for the medium

EMOTIONAL

- Capture their attention
- Make them "feel" something
- Be memorable
- Be unique

AUTHENTIC

- Reveal what is truly unique about your destination
- Use research and insights to identify unexpected visitor experiences that will motivate travelers
- Don't use hyperbole—let your assets do the talking

LOGICAL

- Prove your point
- Provide a reason
- Make sense
- Make the decision easy

Account Management

- **Weekly status call** with the day-to-day lead; written status report covering open items, timelines, budget position, and decisions needed.
- **Monthly performance review** integrating paid media, earned media, creative learnings, and web/engagement outcomes.
- Quarterly **strategy review** with executive sponsor participation—what we learned, what we're changing, what we recommend.
- **Annual planning** and recap presentation, per RFP Section 2.5.
- Always proactive flagging of risks, opportunities, and any development that could affect budget or timing.



Research Inputs

Research is not a line item we activate after award. Our Collective carries standing licenses across the syndicated, competitive, and planning research stack—MRI-Simmons, comScore, Global Web Index, Statista, eMarketer, SRDS, Similarweb, SEMrush, Vivvix, WARC, WINMO, Meltwater, MediaRadar, Apollo, IBISWorld, Euromonitor, D&B Hoovers, EBSCO, ARF, SBRNet, and the Radio Advertising Bureau. Those licenses are held and paid for by the agency and cost Visit Aurora nothing beyond what is disclosed in Section 11.

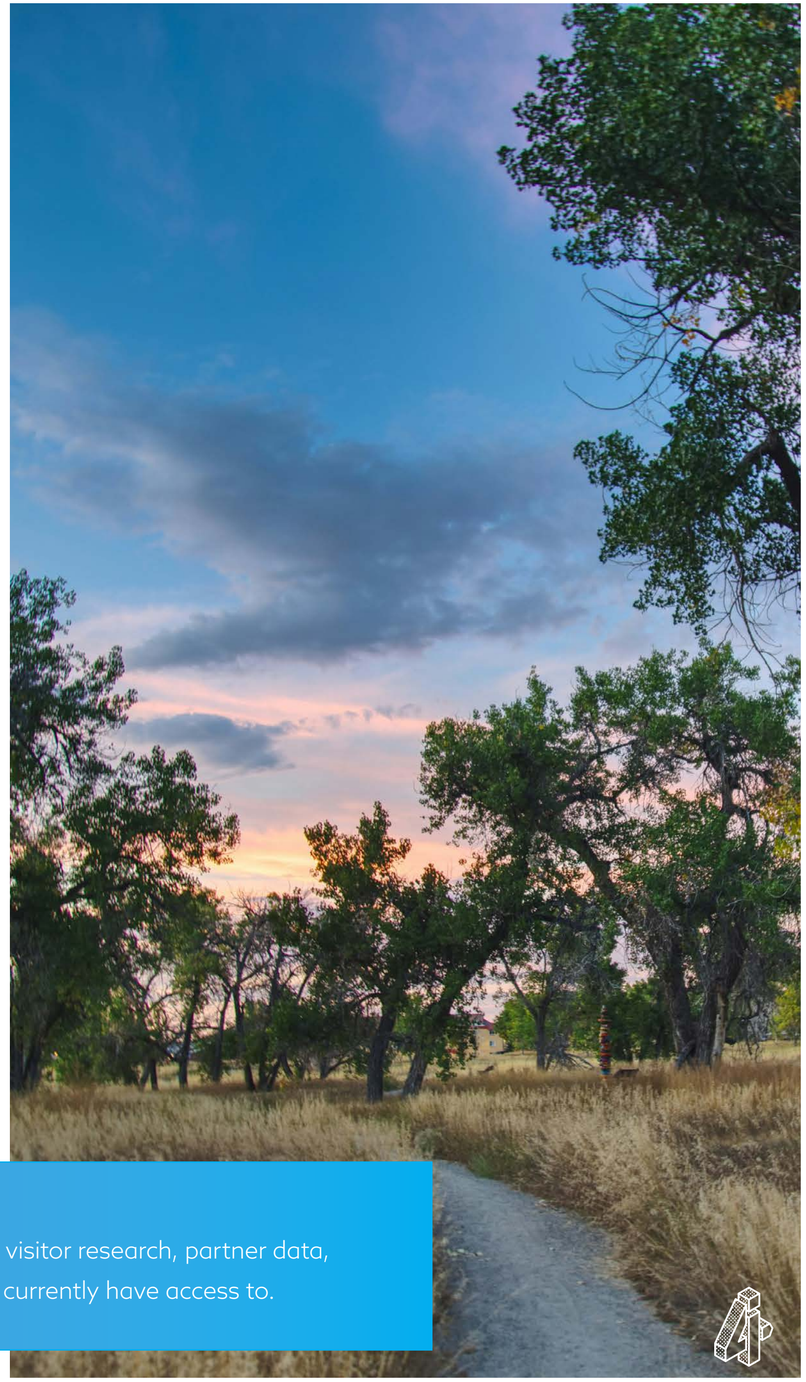
We have already used them on Aurora.

Ahead of this submission we ran a full audience study against 2025 Fall MRI-Simmons Market-by-Market, defining the Visit Aurora leisure prospect as U.S. adults who have taken a trip to Colorado or Utah and who attend a specific event or take part in hiking, backpacking, biking, fishing, or another outdoor sport on any trip. That is a universe of 7.217 million people. The full study accompanies this proposal.

What it tells us:

- **They are affluent and in market**. Median household income $130,030. Median age 46.1, with 52.35% aged 25 to 54. 60.45% married, 55.94% employed full time, 86.53% on social media in the last 30 days.
- **Nine home markets** account for **over 32%** of the audience, and eight of the nine over-index: Salt Lake City (index 260), Seattle-Tacoma (230), Denver (226), Phoenix (169), Dallas-Fort Worth (168), Houston (141), Los Angeles (113), Chicago (113). New York indexes at 39 and should carry no weight in a feeder plan regardless of its raw population. That single line will save this account money.
- Out-of-home is their heaviest medium and television is their lightest. They travel 114.8 miles a week against a U.S. average of 94.5. A default destination buy would invert that weighting.
- **Audio is where they are persuadable.** 65.96% say podcasts make them think—the highest of any medium, ahead of computer internet, newspapers, and television—and 62.49% call podcasts a good source of learning. Audio is underweighted in most destination plans.
- **Costco Connection** is the most efficient print environment available to this audience: 18.18% read it, the highest of any national title, at an index of 148. The Atlantic (160), Condé Nast Traveler (149), and Travel + Leisure (125) follow on index.
- **Streaming skews premium** on index even where Netflix and Prime Video lead on reach: Apple TV+ indexes 134, HBO Max 115, Prime Video 112.
- The **leisure and meetings audiences overlap** more than a standard segmentation would predict. LinkedIn indexes 143 and Reddit 138 against all adults. That is a planning advantage for a platform asked to carry both.

These are findings, not a promise of findings.
In **Discovery** we would extend the study with Visit Aurora's own visitor research, partner data, destination performance reporting, and lodging data we do not currently have access to.



Public Relations Services

- Translate Visit Aurora's new unifying campaign into an earned-media platform that establishes Aurora as a **distinctive destination with staying power** - not simply an extension of Denver.
- Develop clear story pillars around Aurora's **globally influenced culinary scene,** multicultural communities, public art, outdoor experiences, family attractions and meetings infrastructure.
- **Make culinary travel an initial national-media priority,** building on Michelin's 2026 expansion throughout Colorado and Aurora assets such as La Plaza Colorado, Havana Street, and the Cheers Aurora digital passport program
- **Create a signature food-and-culture media experience** along Havana Street, using its 4.3-mile corridor of locally owned restaurants and businesses as the foundation for a hosted F&B FAM or series of individual media visits.
- Pursue **stories** showing how Aurora's diversity is experienced through residents, chefs, entrepreneurs, and artists
- Develop pitches for guerrilla executions such as **power up stations,** sunrise sessions (Power Hour), free power refills, and extra power for meetings - all typing back to the concept of Aurora's staying power
- Target a **balanced mix** of national travel, food, family, culture, outdoor, meetings and lifestyle media, supported by sustained regional and local outreach.
- Pursue thought-leadership, speaking, award and **industry opportunities** that position Visit Aurora as a case study in how smaller and emerging destinations can build recognition and visitation.
- **Integrate** media hosting, creator relations and strategic partnerships with earned-media outreach
- Provide ongoing reputation counsel, message development and rapid-response support when broader news about Aurora could affect destination perception.
- Coordinate closely with the advertising, media and creative teams so that earned, paid and owned storytelling **reinforces consistent priorities** while retaining the credibility of independent media coverage.



PR Measurement

- Our recommendation: a visually compelling, easy-to-skim Monthly Marketing and Public Relations Partnership Impact Report illustrating visibility, representative wins and the strategic work behind the results.
- Report both outcomes and momentum, including secured coverage, interviews, pending opportunities, active pitches, follow-up activity, hosted-media progress and relationship development.
- Evaluate coverage based on outlet quality, audience relevance, geographic reach, message pull-through, prominence, website traffic, impact on SEO/GEO and alignment with Visit Aurora's priority
  story pillars
- Track referral traffic, search interest, website activity and other measurable actions connected to coverage when possible
- Evaluate creator metrics independently, especially for paid partnerships
- Review performance monthly and conduct quarterly optimization discussions to identify which stories, markets, audiences and media relationships warrant greater focus.





ADVERTISING STRATEGY, MEDIA PLANNING & BUYING

Approach

JSB Media builds integrated paid-media strategy by audience, geography, funnel stage, objective, season, and campaign. For Visit Aurora that means four connected plans—leisure, meetings and conventions, business and bleisure, and partner co-op—sharing one creative platform and differentiated by channel, message, and moment.

What holds them together is a single planning question rather than a single audience. Every plan in this account is built to answer one thing—what would make this person stay longer—and every plan is measured on whether it did.

Three principles govern how the money is allocated.

Geography before demography. The audience study gives us eight over-indexing feeder markets and one that is actively inefficient. We would concentrate rather than distribute: a small number of always-on core markets, a seasonal tier activated against specific demand windows, and an opportunistic tier held for co-op and partner dollars. A destination with this budget cannot afford national reach and should not buy it.

Channel weight follows the audience, not the category. This is the heaviest out-of-home and lightest television audience we have profiled in the travel category, and they treat podcasts as a learning medium ahead of television. A conventional destination plan would overweight video and social and underweight audio and out-of-home. We would do the opposite, and we can show why before a dollar is committed.

Media is planned with creative in the room. Every placement is tested against the two filters set out later in this section before it is priced, not after. That sequencing is only possible because media and creative plan together from day one.



Channel Considerations

Recommended mix would be built in Discovery, but our starting hypotheses for a destination in Aurora's position:

- **Paid social** and programmatic for **leisure reach** and retargeting against defined feeder geographies
- Search for **high-intent capture,** including the comparison queries where Aurora is currently losing to Denver by default
- **Audio—**podcast and streaming as an underweighted channel for affluent and business-traveling audiences during commute and planning moments
- **Video and CTV** for platform launch and seasonal campaign moments
- **Out-of-home including airport and corridor placement**—the single most underused inventory available to a destination that three million people physically transit each year
- Trade and endemic media for the meetings and conventions audience—planner publications, association channels, and sponsorship
- **Print selectively,** where premium environments reach the audience efficiently



Stewardship And Transparency

We negotiate, place, traffic, reconcile, and optimize on Visit Aurora's behalf, and document all of it: media costs, negotiated rates, added value, commissions, rebates, credits, make-goods, volume discounts, and platform fees, with clear treatment of each. Working media is reported separately from agency compensation and pass-through costs at every reporting interval, not only at reconciliation.

Our compensation model on this account is a flat fee. No commission is taken on media placed for Visit Aurora. No markup is applied to any placement. No rebate, incentive, credit, make-good, or volume discount obtained on Visit Aurora's behalf is retained by the agency—all of it is passed through to Visit Aurora's working media in full. Third-party and pass-through costs are billed at net cost with supporting documentation attached to each invoice.

The complete compensation model, rate card, billing cadence, reconciliation process, forecasting and change-order procedure, and cancellation terms appear in Section 11.



Creative Services

Scope

Campaign concepting, messaging architecture, copywriting, design, and production across paid, earned, owned, social, web, print, video, audio, out-of-home, sales, and partner channels. Production management, versioning, resizing, trafficking support, and quality control. Accessibility built into the design system rather than retrofitted.

Maximizing visual assets

A brand is only the start of the journey. It's the creative that surrounds it that truly lets it breathe and come to life. Most Destination Marketing Organizations have both a need for dynamic visual content and budgetary constraints keeping them from creating the content they want. We've developed an efficient process that brings together a multi-discipline team of visual creators—from videographers and photographers to drone camera operators and video editors—to canvas destinations. This lets us provide our clients with a robust bank of imagery that doesn't break the bank—one that tells the destination's story from a singular POV they can use however they need.

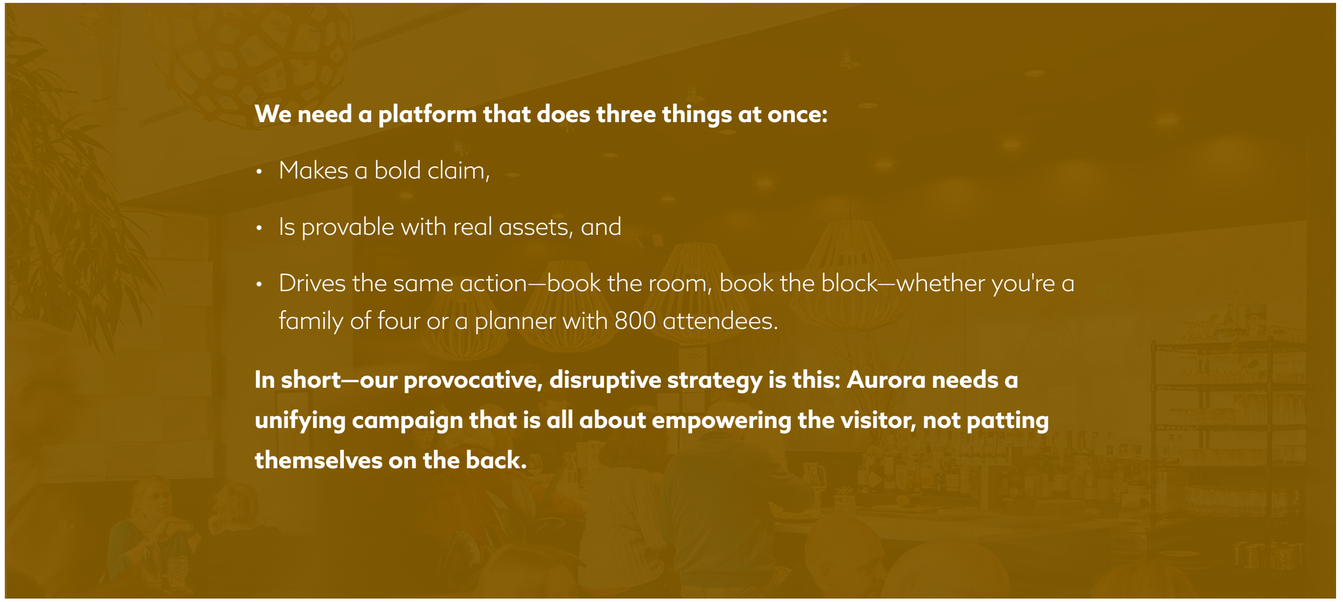
Rights and third-party costs

Anticipated third-party production, stock, licensing, talent, music, photography, and video costs are identified in advance—never after the fact—with usage terms, territory, and duration specified at estimate stage so renewal costs never arrive as a surprise.



Where "Our Story, Our Way" Works and Where It Doesn't

Where it works: This an effective "Pride of Place" building initiative. It talks to the people who live and work there, and helps stimulate economic development.
Where it doesn't: As communication to potential visitors, it doesn't provide a strong enough of a reason to come stay in Aurora.



We need a platform that does three things at once:

- Makes a bold claim,
- Is provable with real assets, and
- Drives the same action—book the room, book the block—whether you're a family of four or a planner with 800 attendees.

In short—our provocative, disruptive strategy is this: Aurora needs a unifying campaign that is all about empowering the visitor, not patting themselves on the back.

STAYING POWER




CREATIVE SPEC WORK

RATIONALE

Aurora's problem isn't awareness. Millions of people are in Aurora every year—sleeping in its hotels, eating in its restaurants, driving its corridors—and file the whole experience under "Denver." Aurora doesn't need to be discovered. It needs people to stop leaving.

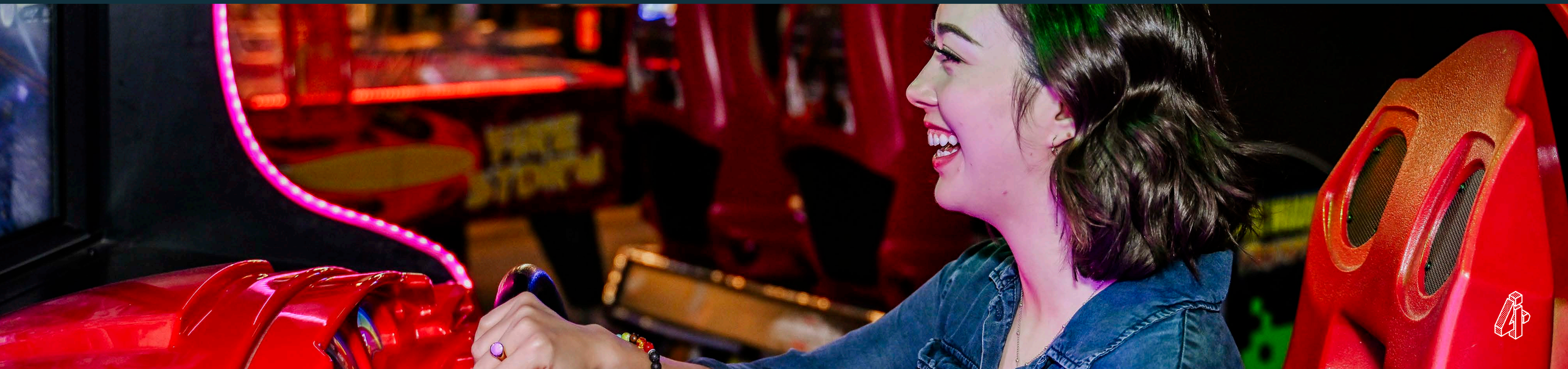
Which makes one word do double duty. For the industry, stay is the metric: room nights, length of stay, occupancy. For a traveler, it's the decision not to move on yet. The extra night. The second trip.

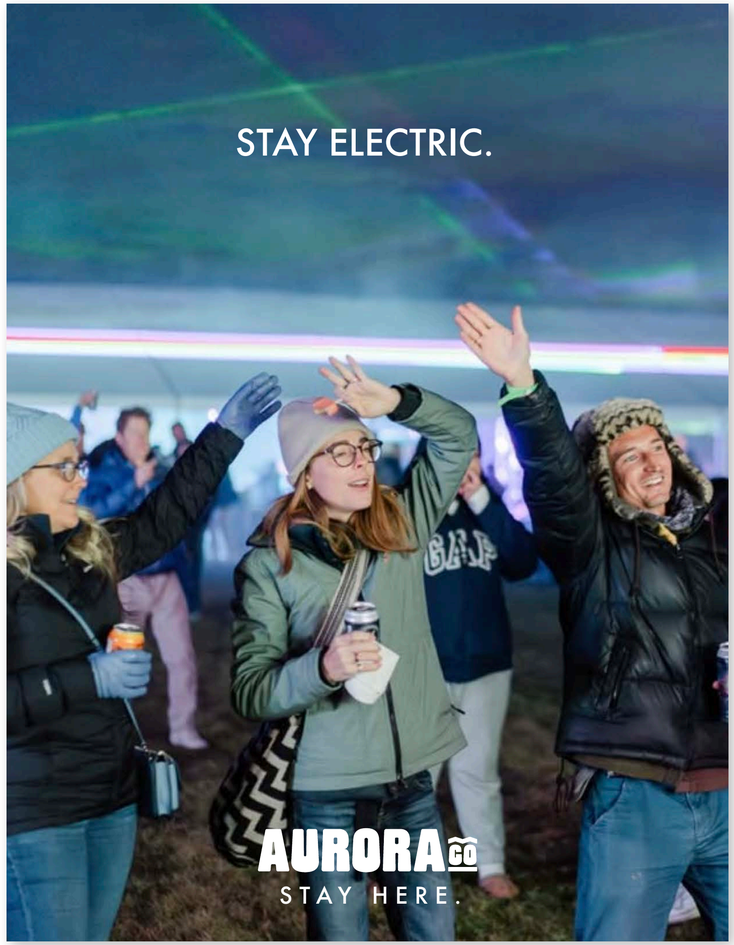
That fits Aurora specifically, because Aurora's strength isn't spectacle—it's substance that reveals itself with time. A mural you have to stand in front of. A night market you have to walk the length of. A reservoir at an hour most people are still asleep.

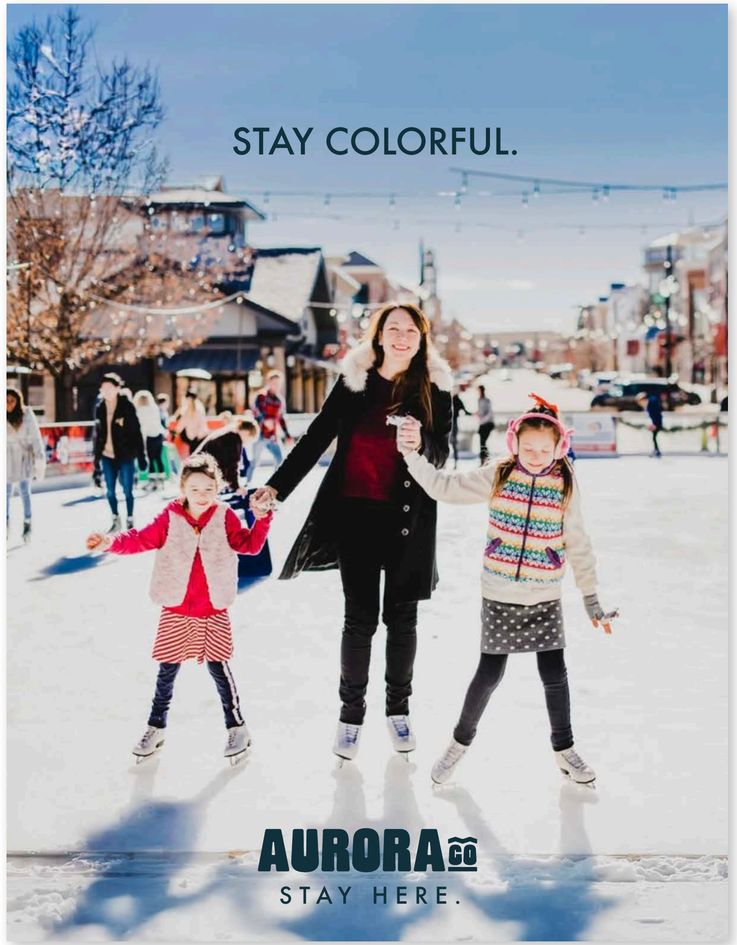
It's also the city's own story. People from roughly 140 countries live in Aurora. They came, and they stayed, and they built the food, festivals, and murals that make it worth marketing. "Stay Here." isn't bolted onto that. It says it out loud.

STAY

One word. One image. One feeling. "Stay ___" is simple enough to run for years, flexible enough to cover every asset Aurora has, and every execution reinforces the same idea without ever restating it: the choice—and the power—is always the visitor's.




STAY ELECTRIC.
AURORA CO
STAY HERE.

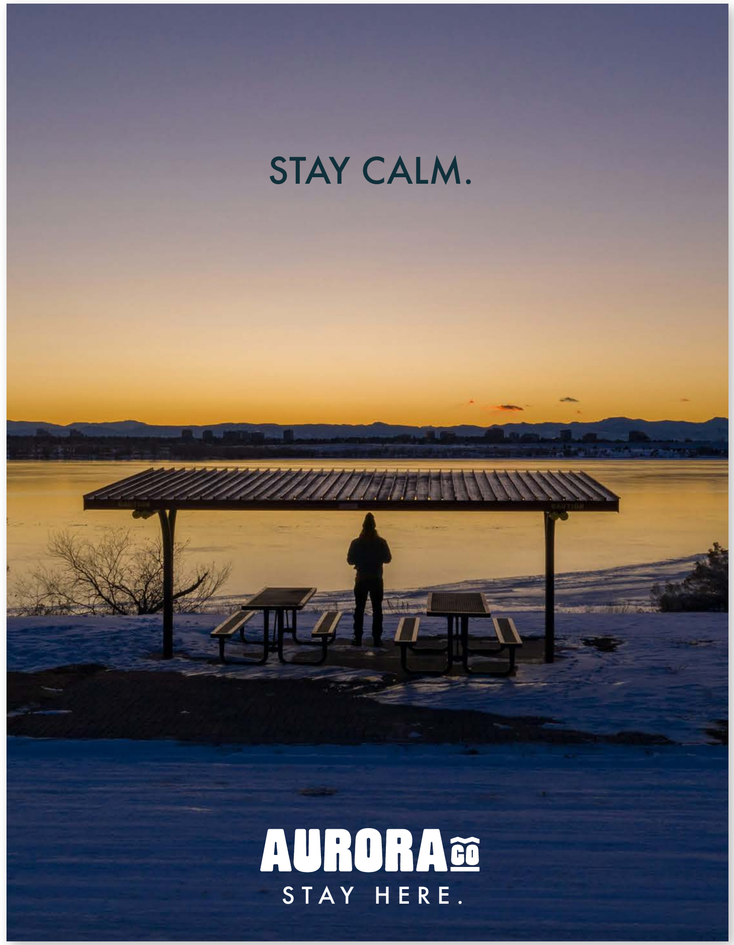

STAY COLORFUL.
AURORA CO
STAY HERE.


STAY ELECTRIC.
AURORA GO
STAY HERE.
GATES C30-C45
GATES
C30-C45
LOUNGES
DUTY FREE
WAYFINDING


STAY COLORFUL.
AURORA CO
STAY HERE.


STAY COLORFUL.
AURORA CO
STAY HERE.


MOTEL
STAY VINTAGE.
Ranger
VACANCY
CABLE TV
KITCHENS
AURORA GO
STAY HERE.


STAY CALM.
AURORA GO
STAY HERE.


MOTEL
STAY VINTAGE.
Ranger
CABLE TV
KITCHENS
AURORA CO
STAY HERE.


STAY NUTTY.
AURORA CO
STAY HERE.


STAY CALM.
AURORA GO
STAY HERE.


STAY GROUNDED.
AURORA GO
STAY HERE.


STAY
CONNECTED.
WAGNER'S
AURORA CO
STAY HERE.


STAY WEIRD.
AURORA CO
STAY HERE.



PORTFOLIO


WHERE DO YOU GO
TO LET GO?
VISIT THE
Lake George Area
IN NEW YORK'S ADIRONDACKS

As Agency of Record for Visit Lake George Area, FourthIdea's role goes far beyond creating individual campaigns or deliverables. We help define a single, strategic vision for the destination—and then bring that vision to life everywhere a prospective visitor encounters the brand.

That insight became the foundation for **Let Go**—a campaign platform built around a simple human truth: sometimes the best reason to get away is to get away from everything holding you back.

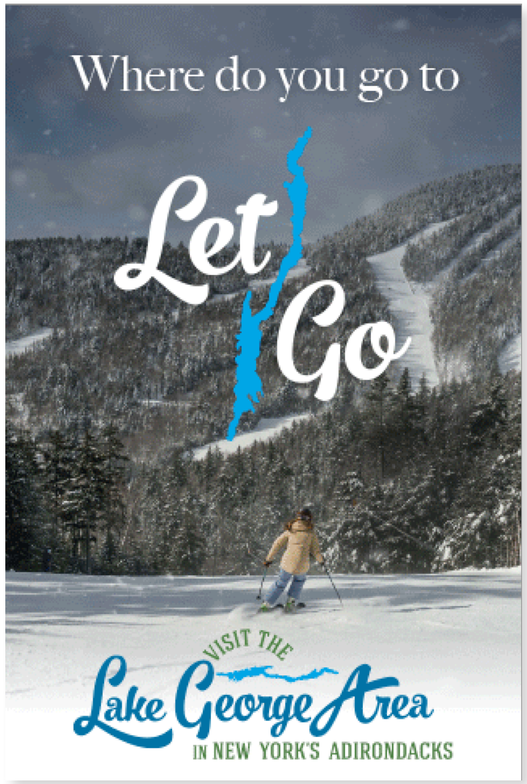


LET GO CAMPAIGN VIDEO

WATCH THE VIDEO

It's an idea uniquely suited to Lake George because the destination delivers on the promise. Here, visitors can trade schedules for spontaneity, notifications for nature, and everyday obligations for experiences that reconnect them with the people and things that matter.

More importantly, **Let Go** gives us more than a campaign line. It provides a strategic and creative lens through which the entire destination can be expressed.









CAMPAIGN EXECUTIONS



PRINT AD



RE-ENERGERIZING NIAGARA COUNTY &

AMERICA'S OLDEST STATE PARK

CLIENT SINCE 2015

NIAGARA FALLS®
USA

BRAND IDENTITY

In 2017 FourthIdea worked closely with the team at Destination Niagara USA to rename and rebrand the region (formerly Niagara USA). The brand identity system and subsequent campaigns have won numerous industry awards and accolades.

OVERVIEW

In 2017, we developed a new brand for Niagara Falls USA that positioned the American Side of the Falls as the more adventurous and immersive one. First, we developed a new identity and tagline "Where Adventure Comes Naturally" to connect all of our campaigns under an umbrella brand message. Then to capture and bring this position to life, FourthIdea utilized a unique POV for all the imagery, letting the viewer "feel" the attraction. It was a departure from the traditional wide shots and added an adventurous element to every piece of marketing communication we created for Niagara Falls USA.

SKILLS UTILIZED:

- **Account Management**
- **Brand Strategy**
- **Media Planning+Buying**
- **Art Direction+Design**
- **Copywriting**
- **Digital Development**
- **Video Production**
- **Video Post-Production**
- **Content Marketing**
- **Social Media Marketing**



ENVIRONMENTAL ADVERTISING



WATCH THE VIDEO



THE OTHER SIDE OF NEW YORK
TIMES SQUARE—WATERFALL BILLBOARD

WATCH THE VIDEO



THE OTHER SIDE OF NEW YORK VIDEO
TIMES SQUARE—WRAPAROUND CORNER BILLBOARD

WATCH THE VIDEO



TRAVEL GUIDE



BRAND ANTHEM VIDEO

WATCH THE VIDEO


BEAUTY BEYOND THE BRINK
NIAGARA FALLS STATE PARK


2023-24 CALENDAR OF EVENTS
LEWISTON GARDENFEST
JUNE 17-18
NIAGARA FALLS BLUES FESTIVAL
SEPT 15-16
NIAGARA CELTIC HERITAGE FESTIVAL
SEPT 16-17
HARVEST & HOPS FESTIVAL
SEPT 23-24
FATIMA SHRINE FESTIVAL OF LIGHTS
NOV 18-JAN 6
OKTOBER-FEST
SEPT 30
JINGLE FALLS USA
NOV-DEC
LEWISTON ART FESTIVAL
AUG 12-13
OLCOTT PIRATE FESTIVAL
JULY 7-9
LOCKPORT OUTDOOR ARTS & CRAFTS FESTIVAL
JUNE 24-25
NORTHWEST JAZZ FESTIVAL
AUG 25-26
NIAGARA COUNTY PEACH FESTIVAL
SEPT 7-10
TOTAL SOLAR ECLIPSE 2024
SAVE THE DATE: APRIL 8, 2024
DISCOVER MORE


Curated.
AN ARTSCAPE STYLE GUIDE


AN ANGLER'S ANGLE
FIND FANTASTIC FISHING ALL YEAR ROUND
FRANK CAMPBELL
HIRE A GUIDE


NIAGARA FALLS USA
THE TRAVEL GUIDE


NIAGARA FALLS USA
THE TRAVEL GUIDE


NIAGARA FALLS USA
THE TRAVEL GUIDE


NIAGARA FALLS USA
THE TRAVEL GUIDE

A DESTINATION IN A LEAGUE OF ITS OWN CAMPAIGN



LONDON WATERLOO STATION

WATCH THE VIDEO



:30 CTV SPOT

WATCH THE VIDEO

CASE STUDIES

RESULTS

$1.082B

YEARLY VISITOR SPEND



4.4M

WEBSITE VIEWS
(8% TRAFFIC INCREASE)



$145.71

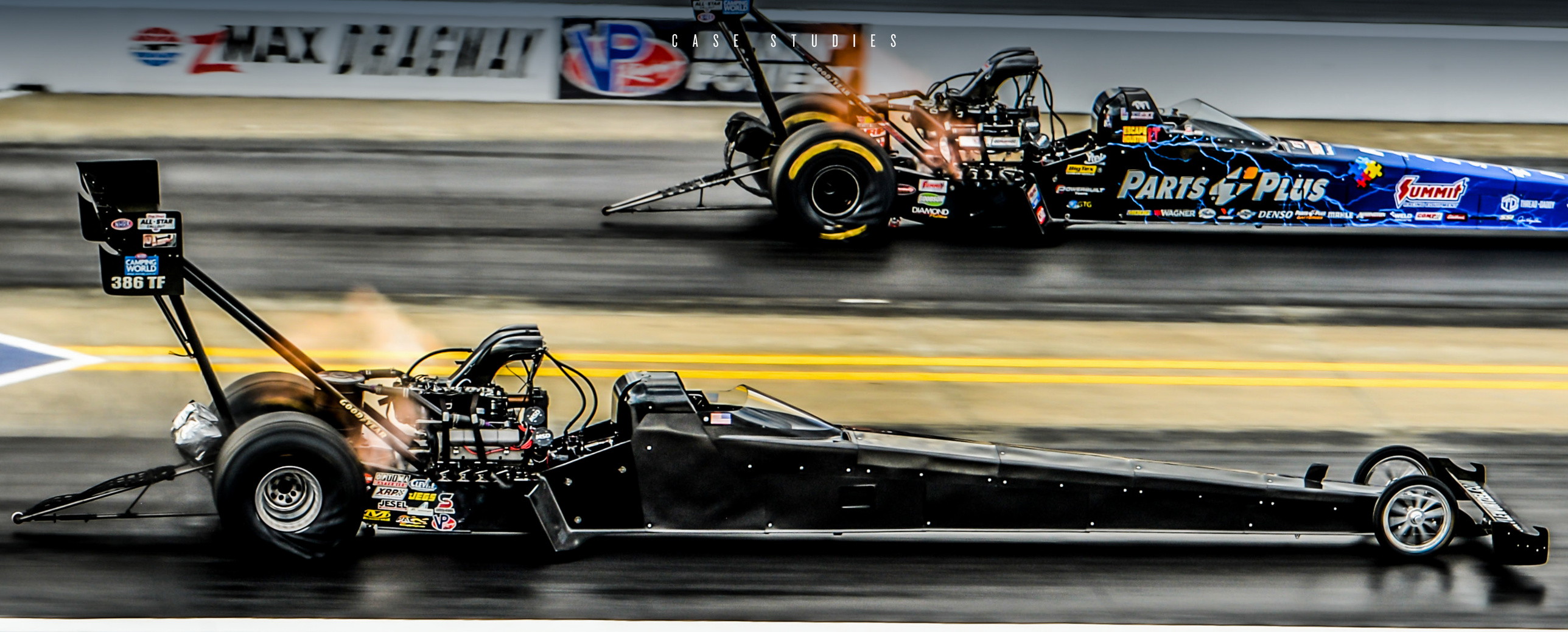
AVERAGE DAILY RATE



$82.51

REVPAR





THE FINISH LINE IS

JUST THE BEGINNING.

EXPLORE CABARRUS COUNTY · NC

THERE'S MORE TO US.

BRAND POSITIONING

For those seeking a destination that they can explore at their own pace, Cabarrus County—widely known for motorsports—embodies America's hometown spirit through five distinctive communities in one destination that are effortless to access and appeal to a diverse range of interests. From a rich history and heritage to a leading-edge culture, Cabarrus County provides an immersive getaway that enriches, delights and inspires a desire to return.

OVERVIEW

Cabarrus County, North Carolina had a need to shift the focus of how it was perceived by the travel audience. As the home of Charlotte Motor Speedway, the County was considered a destination primarily for motorsports enthusiasts. The County felt that this was excluding a larger audience who would enjoy the variety of experiences the region had to offer.

SKILLS UTILIZED:

- **Account Management**
- **Market Research**
- **Brand Strategy**
- **Creative Direction**
- **Brand Identity Development**
  - **Logo, Tagline, Brand Guidelines**
- **Copywriting**
- **Art Direction**
- **Video Production**
- **Still Shoot Supervision**
- **Digital Marketing**
- **Social Media Marketing**
- **Video Post-Production**

DEVELOPMENT OF NEW LOGO AND BRAND IDENTITY SUITE

EXPLORE CABARRUS COUNTY • NC

THERE'S MORE TO US.





BRAND GUIDELINES



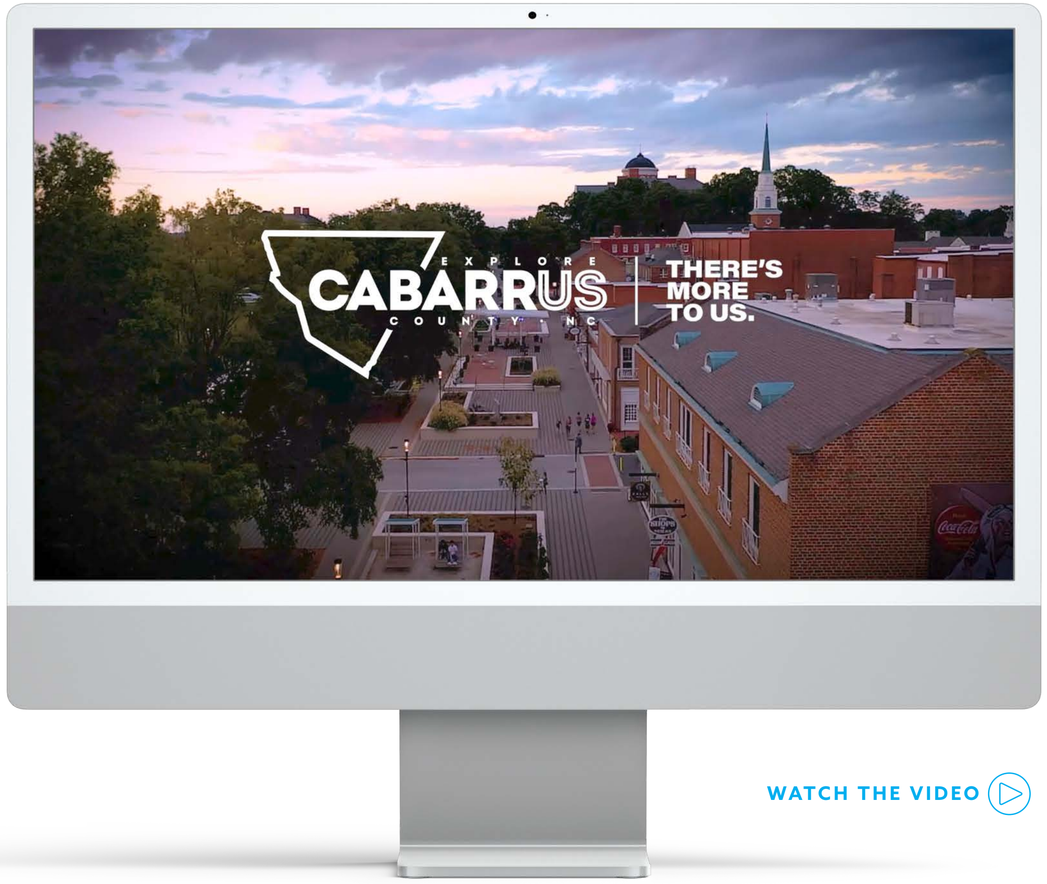
FULL SUITE OF BRANDED ELEMENTS

KEY LEARNING

Travelers want to know what's authentic about a destination. The better they know the vibe of a place, the easier it is for them to see themselves there.



SEASONAL CAMPAIGN DIGITAL BANNER AD



WATCH THE VIDEO

BRAND ANTHEM VIDEO


EXPLORE
CABARRUS
COUNTY · NC


CABARRUS
CABARRUS



CASE STUDIES

RESULTS

$697M

YEARLY VISITOR SPEND



45%

INCREASE IN WEBSITE TRAFFIC



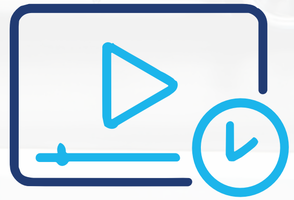
1.79%

CTR FOR META ADS



98.7%

CTV COMPLETION RATE




YOUR BASECAMP
TO THE SEQUOIAS
VISIT
Visalia
CALIFORNIA

VISIT Visalia CALIFORNIA

BRAND POSITIONING

For adventure seekers and cultural explorers yearning for discovery, Visalia is rooted in the true spirit of community, where visitors are invited to share in our deep connection to nature's majesty and cultural richness. Ideally situated among National Parks, Visalia is where travelers rest, rejuvenate, and embrace the soul of exploration that inspired early trailblazers—while enjoying a contemporary city that thrives on hospitality, creativity, and an enduring love of the land.

OVERVIEW

Visalia's greatest strength is its location as the gateway to Sequoia and Kings Canyon National Parks, yet grounded in comfort, culture, and ease. The challenge was to define Visalia not as a pass-through, but as an essential part of the journey.

The "Basecamp to the Sequoias" campaign positioned Visalia as the elevated home base for modern explorers: close to the parks, rich in amenities, and perfectly suited for travelers who want to experience the wild without fully roughing it.

SKILLS UTILIZED:

- **Account Management**
- **Market Research**
- **Brand Strategy**
- **Creative Direction**
- **Brand Identity Development**
  - **Logo, Tagline, Brand Guidelines**
- **Copywriting**
- **Art Direction**
- **Video Production**
- **Still Shoot Supervision**
- **Digital Marketing**
- **Social Media Marketing**
- **Video Post-Production**

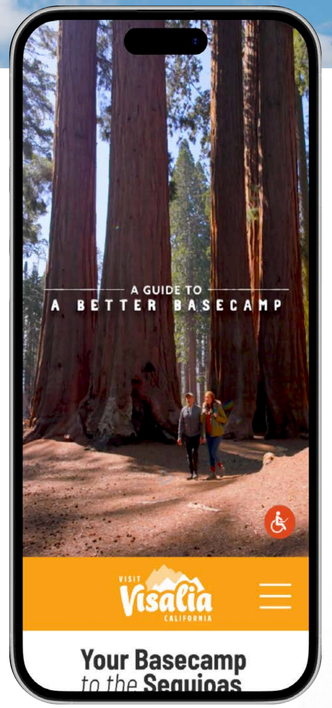


CAMPAIGN BILLBOARD

YOUR BASECAMP *to the*
SEQUOIAS

:30 CTV SPOT

WATCH THE VIDEO



:15 SOCIAL VIDEO

WATCH THE VIDEO



PRINT AD


DESTINATION
DUTCHESS
FINDING THE HEART OF A BRAND.
CLIENT SINCE 2018

DESTINATION
DUTCHESS
HEART OF THE HUDSON VALLEY, NY

DESTINATION
DUTCHESS

DESTINATION
DUTCHESS
HUDSON VALLEY, NY ✦ EST. 1683

OVERVIEW

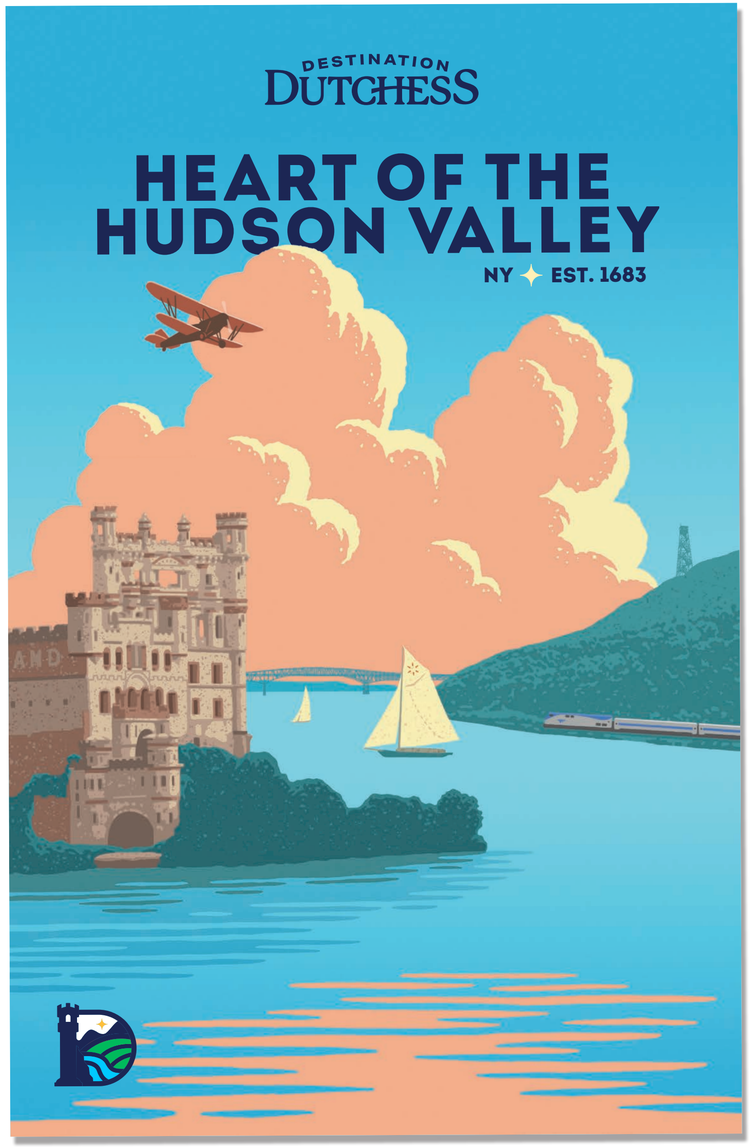
Nestled in the heart of the Hudson Valley, Dutchess County is a destination of rich contrasts: pastoral landscapes and cultural sophistication, deep history and cutting-edge creativity. But while its assets were undeniable, the destination's brand—then known as Dutchess Tourism—no longer reflected the energy, diversity, or emotional resonance of what the county offered. Our agency was engaged to lead a comprehensive rebranding effort: one that would reflect the evolving mindset of travelers and more accurately capture the county's unique identity.

Guided by our proprietary brand development process—Research, Strategize, Create, Execute—we collaborated closely with the DMO and its stakeholders to uncover the essence of the destination and bring it to life.

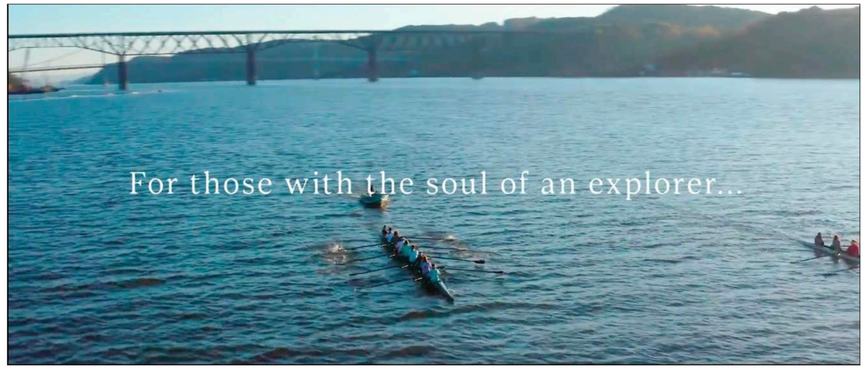
The result is a brand that celebrates both the literal and figurative "heart" of the Hudson Valley—a destination powered by curiosity, elevated by culture, and anchored by the majesty of the river that defines it.

SKILLS UTILIZED:

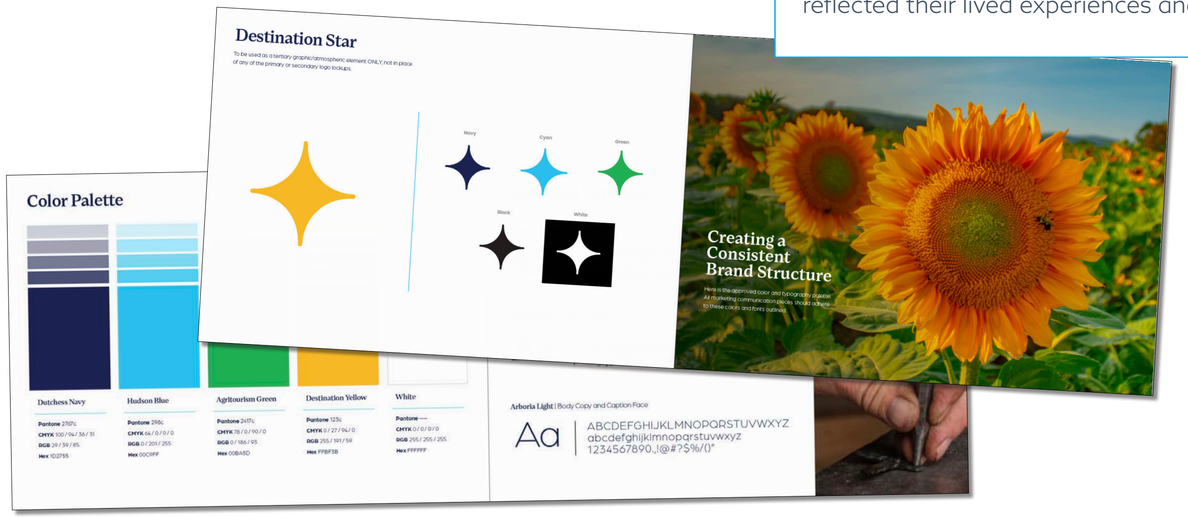
- **Account Management**
- **Primary + Secondary Research**
- **Brand Strategy**
- **Brand Identity**
- **Brand Concept**
- **Brand Guidelines**
- **Creative Direction**
- **Multi-Channel Campaign Development**
- **Copywriting**
- **Art Direction**
- **Video Production Management**
- **Digital Marketing**
- **Print / OOH**
- **Interior Signage**
- **Video Post-Production**
- **Website Design + Development**



BRAND LAUNCH POSTER



Watch our brand launch video here ▶



BRAND GUIDELINES

KEY LEARNING

The most powerful brands aren't imposed—they're embraced. From the very beginning, our process prioritized collaboration with Dutchess County's key stakeholders, including cultural leaders, tourism partners, elected officials, and community members. This collaborative spirit gave the rebrand credibility and momentum. Stakeholders didn't just agree with the new brand—they became its ambassadors, sharing it proudly because it reflected their lived experiences and aspirations.



COMMANDER IN CHEERS

TOAST WITH TINY GEORGE

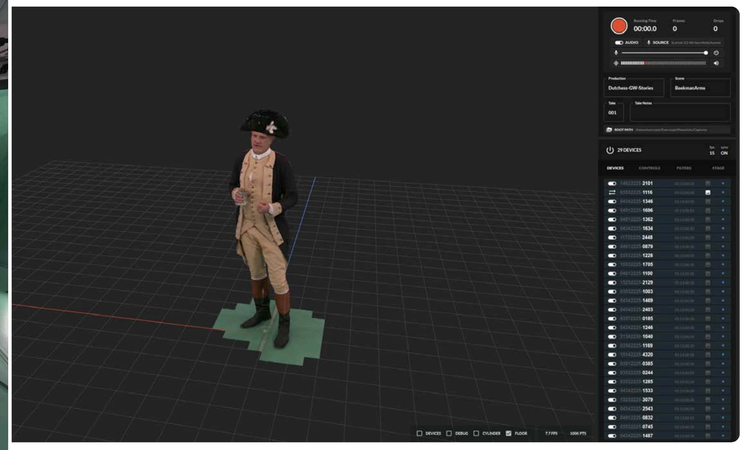
OVERVIEW

Dutchess Tourism, Inc., DMO for Dutchess County in Hudson Valley, NY, has deep roots in America's Revolution. A local legend says that George Washington drank in every tavern in the region during the time he spent there as General of the Continental Army. Working closely with our client and the county historian, we brought these stories to life through a revolutionary program that combined the innovation of Augmented Reality with a cutting-edge volumetric production technique. So, when visitors to area bars and restaurants scan special coasters, a tiny hologram of George Washington appears on the bar to share tall (but true) tales of Dutchess County during the Revolution.

SKILLS UTILIZED:

- **Account Management**
- **Brand Identity**
- **Brand Concept**
- **Creative Direction**
- **Script Writing**
- **Art Direction**
- **Video Production Management**
  - **Casting**
  - **Directing**
- **Video Editing**
- **Print Production**
- **Augmented Reality Programming**



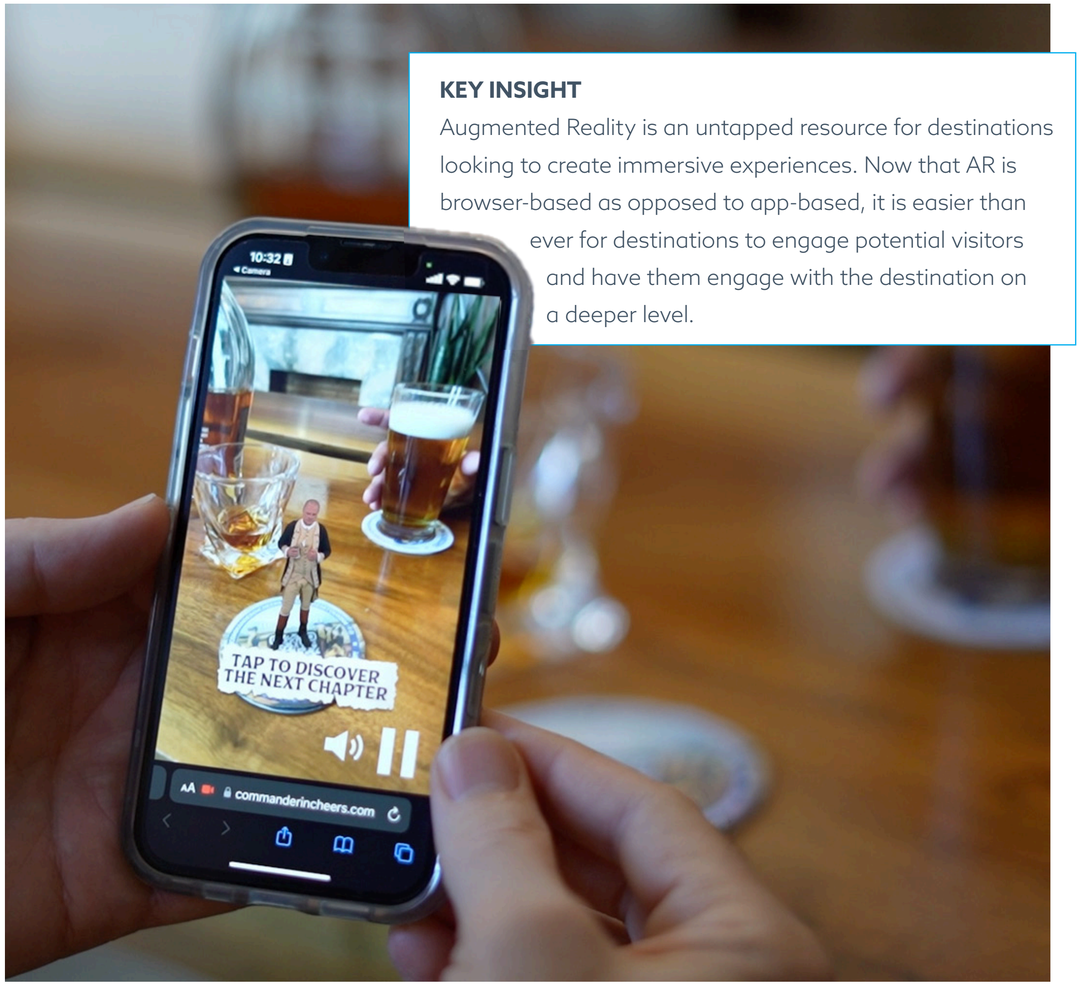


Click here to see how we brought Tiny George to life! ▶



COMMANDER IN CHEERS COASTERS

*USE THIS COASTER AS THE MARKER IMAGE



COMMANDER IN CHEERS AR EXPERIENCE

KEY INSIGHT

Augmented Reality is an untapped resource for destinations looking to create immersive experiences. Now that AR is browser-based as opposed to app-based, it is easier than ever for destinations to engage potential visitors and have them engage with the destination on a deeper level.

PRINT OUT THIS PAGE + SCAN THIS CODE TO VIEW THE EXPERIENCE FOR YOURSELF!*

RESULTS

$756M

YEARLY VISITOR SPEND



9,854

TOURISM RELATED JOBS



9%

OF TOTAL WORKFORCE



$817

ANNUAL TAX SAVINGS PER RESIDENT



MEASUREMENT

Measurement plan

Per RFP Section 2.5, we establish the measurement plan at the beginning of the engagement—not at first reporting. Within the first 30 days we would deliver: defined objectives and KPIs by audience and channel; benchmarks drawn from Visit Aurora's historical performance and category norms; named data sources and owners; a tagging and taxonomy specification; an attribution approach with its assumptions and limits stated plainly; and a reporting cadence agreed in writing.

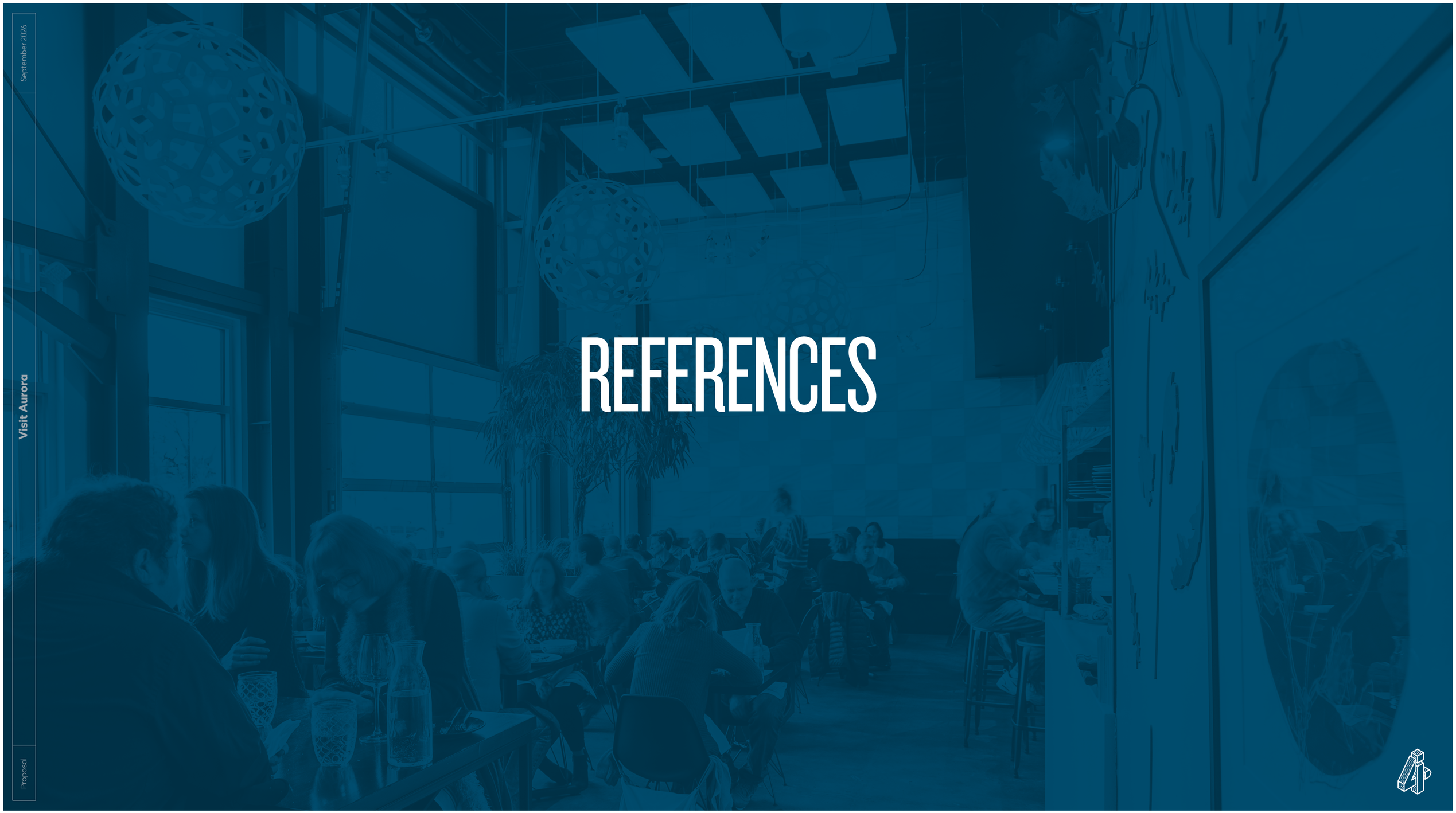
What we measure:

- **Business outcomes:** room nights, occupancy and ADR movement in Aurora's set, group room-block bookings, lead volume and conversion for the sales team, visitor spending, and economic impact
- **Media performance:** reach and frequency by audience and geography, cost per qualified visitor, ROAS, channel-level efficiency, and in-flight reallocation impact
- **Earned media:** outcome-based measures tied to stated objectives—placement quality, message pull-through, audience relevance, and referral behavior. Not advertising value equivalency, per the RFP's explicit direction
- **Creative learning:** what performed, against which audience, in which environment, and what that changes next quarter
- **Web and engagement:** qualified traffic, planning-intent actions, partner referral behavior, and guide requests

Platforms

Our practice works fluently in the destination measurement ecosystem—**Zartico-style attribution, Datafy, ADARA, Key Data, STR/CoStar, Symphony, Tourism Economics, and GA4**—and integrates with CRM, CDP, and programmatic infrastructure including Salesforce, BlueConic, Crowdriff, and DV360.





REFERENCES

REFERENCES



John Percy, CDME

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Destination Niagara USA
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Melaine Rottkamp, CDME

President & Chief Executive Officer
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Heather Bagshaw

Director of Tourism
Warren County
(518) 761-7653
bagshawh@warrencountyny.gov

SUBCONTRACTORS, TECHNOLOGY & AI

Per RFP Section 3.6.

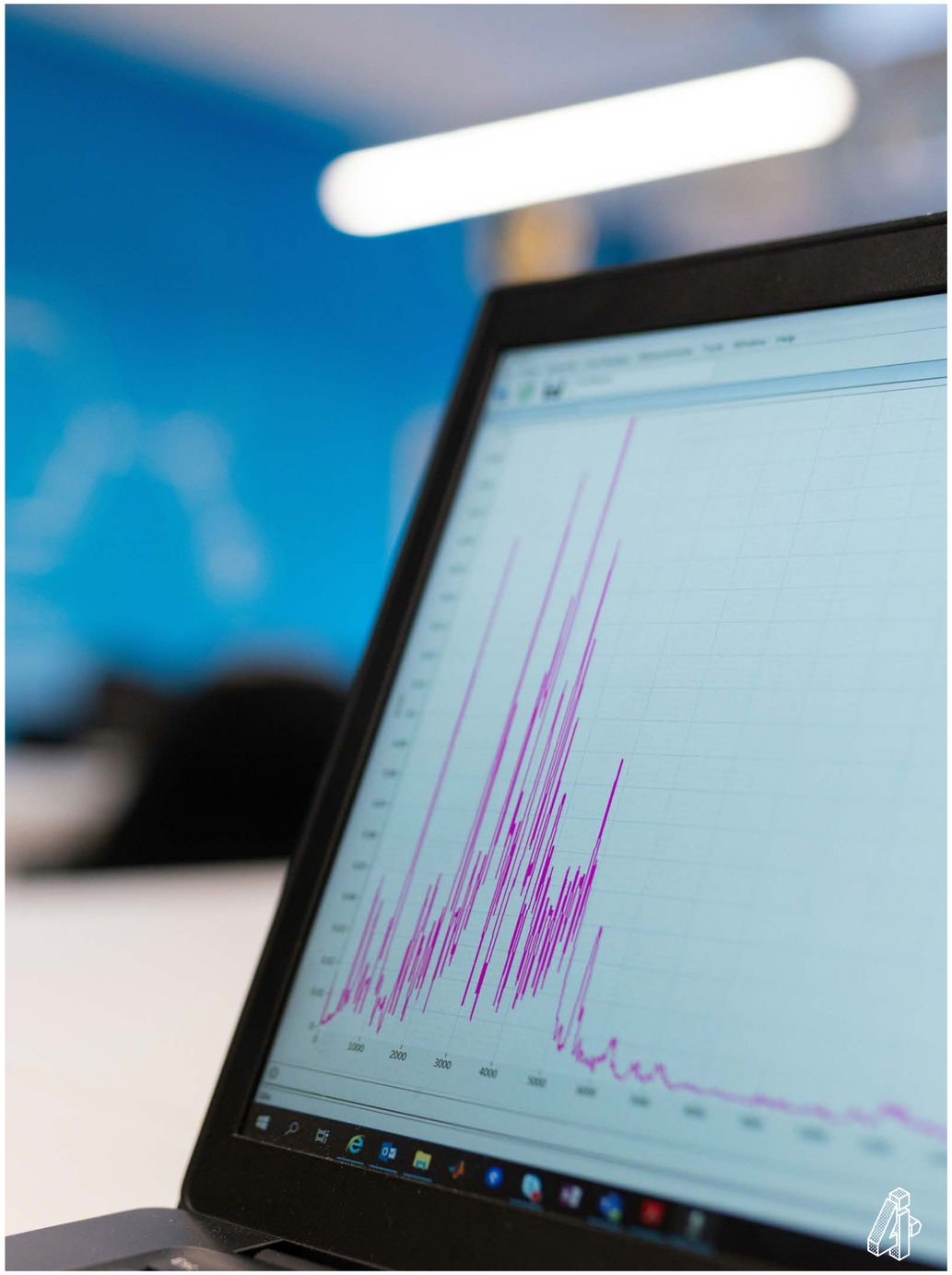
Subcontractors and partner firms

- **JSB Media**—Parkland, FL. Media strategy, planning, buying, trafficking, reconciliation, attribution, and reporting. Named partner firm; work performed under FourthIdea's contract with unified account leadership, a single workflow, and consolidated reporting. Related costs and any markups disclosed in Section 11.
- **Benhaim Public Relations—**FL. Earned-media strategy and execution, media relations, strategic partnership advisement, thought leadership, awards and speaking opportunities, media hosting, social media influencer management and PR measurement.
- **Freelance production specialists**—engaged as needed for photography, video, motion, and event capture, contracted under FourthIdea and managed by the named account team. Costs passed through at documented rates



Platforms, tools, and ownership on termination

Research, measurement, and media platforms used in service of this account are licensed by FourthIdea and JSB Media, not by Visit Aurora, and carry no cost to Visit Aurora beyond what is disclosed in the budget. Accounts, properties, and data created specifically for Visit Aurora—ad accounts, analytics properties, dashboards, tag configurations, asset libraries, and audience segments—are established in Visit Aurora's name where the platform allows, and are transferred in full on termination, along with a documented handoff of configurations and historical data.

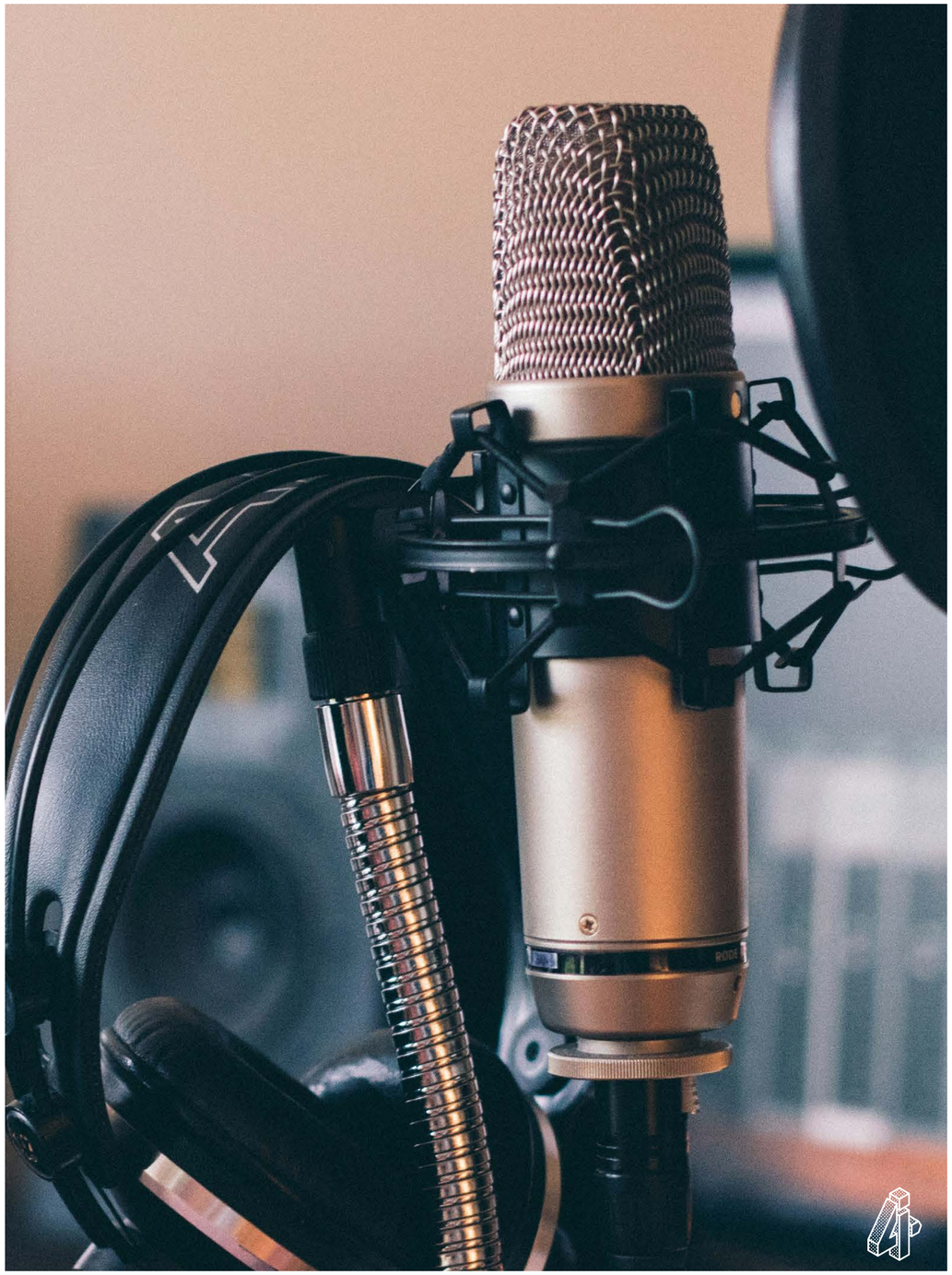


Responsible use of generative AI

Our position: AI is a tool, not a replacement for human creativity.

We use generative and automated tools where they make the work better or faster without compromising originality, accuracy, or rights—primarily in research synthesis, data analysis, media modeling, and early-stage exploration. We do not use them to generate finished creative that is presented as original human work, and we do not use them in place of judgment.

- **Human review.** Every AI-assisted output is reviewed, edited, and approved by a named human owner before it reaches Visit Aurora. Accountability for accuracy sits with a person, not a system.
- **Confidentiality.** Visit Aurora's proprietary data, unreleased plans, partner information, and performance figures are not entered into consumer or non-enterprise AI tools, and are not used to train third-party models.
- **Rights management.** We do not deploy AI-generated imagery, video, voice, or music in produced work without disclosure and written approval, and we maintain provenance documentation for any such asset. We do not generate imagery depicting real people or real Aurora locations in ways that misrepresent them.
- **Disclosure.** Where AI materially contributed to a deliverable, we say so, unprompted.



BUDGET

STAY RESOURCEFUL

FourthIdea reconciles agency hours against budget monthly. Each active job is tracked on its own line, with hours posted to the month they were worked and a running total billed to date. Those lines roll up to a monthly total shown beside the budgeted hours for that period, so both the monthly variance and the year-to-date position are visible in one view. Hours naturally vary month-to-month as campaigns move through production, and the annual budget is built to absorb that pacing. The monthly view keeps both teams current on where the year stands, so any adjustment to scope or allocation is a planning decision made well in advance rather than a surprise at invoice. Every hour invoiced traces back to a named job and the month it was worked.



BUDGET AND COMPENSATION

CORE BUDGET BY CATEGORY

All costs are estimated on FourthIdea's retainer rate of **$152.25/hour**.

	Amount	%
Working Media (Paid Placement)	**$445,000**	55.6%
Agency Compensation (Fees & Retainers)	**$339,600**	42.4%
Creative & Production (in-core)	**$2,400**	0.7%
PR Program Support (in-core)	**$2,000**	0.3%
Research, Data & Technology	**$2,000**	0.2%
Other / Contingency Reserve	**$5,000**	0.6%
Total	**$796,000**	100%

AGENCY COMPENSATION BREAKDOWN

Blended rate of **$152.25/hour**.

	Monthly Fee	Annual Total
FourthIdea (Lead Agency)	**$12,000**	$144,000
JSB Media	**$8,000**	$96,000
Benhaim Public Relations	**$8,300**	$99,600
Total	**$28,300**	**$339,600**



BUDGET AND COMPENSATION

OPTIONAL OUT-OF-POCKET COSTS FOR DISCUSSION

	Estimate/ Maximum	Notes
PR Third-Party Expense Pool (Max)	**$25,000**	Paid creator partnerships & usage rights, writer & industry association memberships, participation in select industry conferences, etc.
Media & Creator Travel and Hospitality Budget (Max)	**20,000**	Hosting media for press trips, FAM tours, etc.
Production & Shoot Costs (FourthIdea) For ballparking purposes, a typical shoot day (inclusive of all out-of-pocket costs) ranges from $25,000-35,000	**$25,000–$35,000**	Photography/video production costs fall outside the core budget and will be estimated after initial meetings and a needs assessment with the client—consistent with RFP Sec. 2.4's guidance to flag anticipated third-party production, rights and licensing costs (stock, talent, music sync/licensing, etc.) as they are identified.
Total Optional Costs (excl. TBD production)	**$45,000**	



TERMS AND EXCEPTIONS

STAY COMPLIANT

Per RFP Section 3.4: identify tourism/destination or directly competitive accounts served within the past 24 months and explain conflict-management procedures.

Disclosure

- The $800,000 agency-managed budget is inclusive of working media, agency compensation, PR, creative development and production, research and technology, and approved pass-through costs, per RFP Section 1.4.
- Visit Aurora will provide access to existing visitor research, historical campaign performance, partner data, brand assets, and photography and video libraries during onboarding.
- Visit Aurora will designate a primary internal contact with authority to approve creative, media, and budget within agreed thresholds.
- Reasonable review and approval turnaround on creative and media recommendations, so that in-flight optimization windows are not lost to process.
- Travel costs for on-site presence are [included in / billed against] the agency budget as described in Section 11.
- The engagement covers the 2027 program year with renewal or extension by mutual negotiation, per RFP Section 1.3.

Exclusions and dependencies

- Costs of third-party talent, music, stock, and licensing renewals beyond the initially specified term.
- Non-cancellable media obligations once placed, subject to the cancellation terms disclosed in Section 11.
- Website hosting, platform licensing, or software subscriptions held directly by Visit Aurora.
- Insurance and legal
- [PLACEHOLDER]—general liability, professional liability/E&O, workers' compensation, and cyber coverage levels to be inserted from current certificates.

Intellectual property

- We note and appreciate RFP Section 3.7. Concepts and materials created specifically for this selection process remain FourthIdea's property. Ownership and licensing of work created after award will be addressed in the final contract, and we anticipate a customary structure in which work product transfers to Visit Aurora upon full payment, with the agency retaining the right to display the work for portfolio and award purposes.

thank you!

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