

REQUEST FOR PROPOSALS (RFP)

Video Production

Deleted: & Content Creation for the 2027 Visit Casper Destination Guide

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Natrona County Travel & Tourism Council

RFP Issue Date: July 1, 2026

Project Budget: \$25,000

Proposal Due Date: August 7, 2026 – 5:00 PM Mountain Time

1. Introduction

Visit Casper – the Natrona County Travel & Tourism Council (“Visit Casper”) invites qualified videographers or production companies to submit proposals to develop high-quality professional video/digital content. The selected partner will bring our brand to life through compelling visual storytelling that inspires travel, highlights Natrona County’s unique character, and resonates with a diverse audience of potential visitors.

Services for this project include collaborative concept development, filming, editing, motion graphics, and final deliverables of one long form video, a :30s cutdown, a :15s cutdown, and select B-roll with all being delivered in vertical and horizontal formats. The creative concept driving this video will be the vocals and lyrics of a song that is yet to be created but will come from a competition inviting local musicians to create a Casper theme song/anthem.

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The selected individual or agency will work closely with Visit Casper’s Director of Marketing & Communications and Creative Manager to ensure all content is original, aligns with Visit Casper’s brand standards, and effectively supports the organization’s marketing, advertising, public relations, and destination development efforts. The selected partner should demonstrate a strong understanding of what Visit Casper does and the ability to create engaging content optimized for a variety of platforms, including social media, digital advertising, websites, and other promotional channels.

2. Organizational Background

Visit Casper is the official destination marketing organization for Natrona County, Wyoming. The organization promotes tourism through strategic marketing, sales initiatives, and community partnerships designed to increase visitation and economic impact.

Visit Casper receives funding through local and state lodging tax revenue and other sources and operates in coordination with local governments, community partners, and the tourism industry.

Visit Casper also provides administrative and financial oversight and for related nonprofit initiatives, including:

5150 Tourism Development

A nonprofit organization that focuses on educational and tourism product development.

Casper Sports Alliance

A nonprofit sports tourism organization focused on fostering and promoting city, county, state, regional, national and international amateur sports competitions and activities in the City of Casper and Natrona County.

3. Scope of Services

The selected individual or agency can expect the following scope of work:

A. Kickoff & Creative Alignment

- Participate in a kickoff meeting with Visit Casper’s Director of Marketing & Communications and Creative Manager to review project goals, timeline, communication expectations, deliverables, and production schedule.

- Gain a clear understanding of Visit Casper’s brand voice, target audiences, strategic priorities, and desired campaign outcomes.
- Collaborate with the Visit Casper team to refine the creative concept, visual approach, storytelling direction, and production plan.
- Review the selected Casper theme song and work with Visit Casper to identify how the song’s lyrics, tone, and messaging will guide the narrative and visual execution of the video content.

B. Video Production and Content Development

- Plan, coordinate, and execute all aspects of video production, including pre-production, booking talent, coordinating film locations, filming, audio capture (as needed), motion graphics, and post-production.
- Capture original, high-quality footage that highlights Natrona County’s attractions, outdoor recreation opportunities, events, communities, and visitor experiences.
- Create compelling visual storytelling that brings the chosen song to life, fueling local civic pride, and inspires travel to the destination.
- Ensure all content aligns with Visit Casper’s brand standards and maintains a consistent visual identity throughout the project.
- Incorporate feedback from the Visit Casper team throughout the production and editing process.
- Provide all necessary equipment, personnel, and production resources required to complete the project on-time and within budget.

C. Revisions, Editing & Final Deliverables

- Deliver rough cuts, revised edits, select B-roll, and final assets on agreed-upon dates throughout the project timeline.
- Refine pacing, graphics, transitions, audio mixing, color correction, and overall storytelling as needed to achieve project objectives.
- Deliver all approved final assets in the required formats and resolutions, along with any agreed-upon project files and supporting materials, including...
 - One (1) long-form video
 - One (1) :30-second cutdown
 - One (1) :15-second cutdown
 - Select B-roll
 - Horizontal and vertical versions of all final deliverables

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4. Term of Contract

Visit Casper anticipates entering into an agreement in August of 2026 with work being completed no later than June 1, 2027.¹

5. Proposal Requirements

Interested individuals or agencies should submit the following:

A. Overview

- Name and contact information
- Year established or years of professional experience
- Business address
- Overview of services offered
- Relevant credentials, certifications and/or licenses

B. Experience and Qualifications

- Experience providing video production and content creation services for
 - Nonprofit organizations
 - Destination marketing organizations or tourism entities
 - Publicly funded organizations or governmental entities
- Description of similar clients served

D. Scope of Services Approach

Provide a description of:

- Your approach to the services outlined in this RFP
- Communication, review and editing processes
- Overview of how you would approach this project knowing the content needed is dependent upon a song that is TBD

E. Fee Proposal

Provide a detailed description of the proposed fee structure including:

¹ Casper Anthem/theme song competition will kick off in July 2026 with final song being selected in September, 2026. Video production planning meetings will commence upon final song selection.

- Estimated total cost
 - Not to exceed \$25,000
- Hourly rates for additional services
- Any other applicable fees

F. References

Please provide 3-5 professional references that can speak to your skills, experience, work ethic, organization and distinct areas of expertise.

6. Evaluation Criteria

Proposals will be evaluated by the Visit Casper CEO, Director of Marketing, and Creative Manager based on the following factors:

- Relevant experience and qualifications
- Understanding of Visit Casper’s needs
- Experience working with nonprofit and publicly funded organizations
- Proposed service approach and responsiveness
- Cost and overall value
- References

Visit Casper reserves the right to request interviews with selected firms prior to making a final decision.

7. Proposal Submission

Proposals must be submitted electronically in PDF format no later than:

**5:00 p.m. Mountain Time
August 7, 2026**

Proposals should be submitted to:

Wayne Stewart, Director of Marketing & Communications
Visit Casper – Natrona County Travel & Tourism Council
Email: wayne@visitcasper.com

Late submissions may not be considered.

8. Questions

Questions regarding this RFP must be submitted via email no later than:

July 20, 2026

All questions should be directed to:

Wayne Stewart, Director of Marketing & Communications

Visit Casper

wayne@visitcasper.com

Responses to questions may be shared with all prospective respondents.

9. Reservation of Rights

Visit Casper reserves the right to:

- Reject any or all proposals
- Request additional information from proposers
- Negotiate with selected individuals/agencies
- Award the contract in a manner deemed in the best interest of the organization
- Edit or trim delivered content as needed to fit within the designed guide as needed

Issuance of this RFP does not obligate Visit Casper to award a contract or pay any costs incurred in the preparation of proposals.

10. Anticipated Timeline

Milestone	Date
RFP Issued	July 1, 2026
Questions Due	July 20, 2026
Proposals Due	August 7, 2026 – 5:00 PM
Proposal Review	Mid-August, 2026

Milestone	Date
Selection Announcement	Late August, 2026
Work Commences	August, 2026

11. Public Funds Compliance and Wyoming Joint Powers Act

Visit Casper operates as the Natrona County Travel & Tourism Council, an entity created through an intergovernmental agreement among local governmental bodies under the Wyoming Joint Powers Act (W.S. §16-1-101 through §16-1-109).

As such, Visit Casper administers public funds derived primarily from lodging tax revenues, and its financial management practices must comply with applicable state statutes, intergovernmental agreements, and public accountability standards.

12. Financial Transparency and Records

Because Visit Casper administers public funds, financial records produced in the course of providing services may be subject to public disclosure under the Wyoming Public Records Act (W.S. §16-4-201 through §16-4-205).

13. Conflict of Interest Disclosure

Proposers must disclose any actual or potential conflicts of interest that may exist with Visit Casper, its Board of Directors, staff, or affiliated organizations.

The proposal must include:

- A statement describing any business or personal relationships between the proposed firm and Visit Casper staff, board members, or affiliated nonprofit organizations
- Disclosure of any circumstances that could be perceived as creating a conflict of interest.
- A statement affirming that the firm will immediately disclose any conflicts that arise during the engagement

Visit Casper reserves the right to determine whether any disclosed conflict constitutes a material conflict that may disqualify a proposer.

14. Wyoming Resident Preference

In accordance with applicable Wyoming procurement practices and where proposals are determined to be substantially equal in qualifications, service capability, and cost, **preference may be given to firms that maintain a physical office within the State of Wyoming** and demonstrate familiarity with Wyoming nonprofit and public entity financial compliance requirements.

Proposers should indicate:

- Whether their firm maintains an office within Wyoming
- The location of the office that will provide services to Visit Casper
- Experience working with Wyoming nonprofit organizations, governmental entities, or Joint Powers Boards

15. Independent Contractor Status

The selected firm will serve as an independent contractor and not as an employee or agent of Visit Casper.

The firm shall be solely responsible for:

- Payment of all federal, state, and local taxes
- Compliance with applicable employment laws
- Maintaining professional licensure and certifications required to perform services

16. Proposal Validity

Proposals must remain valid for a minimum of 90 days following the submission deadline to allow Visit Casper sufficient time to review proposals, conduct interviews if necessary, and finalize contract negotiations.

17. Right to Reject Proposals

Visit Casper reserves the right to:

- Reject any or all proposals
- Waive minor irregularities in proposals
- Request clarification or additional information from proposers
- Negotiate terms with the selected firm
- Cancel the RFP process at any time if deemed in the best interest of the organization

Issuance of this RFP does not obligate Visit Casper to award a contract.

18. Indemnification

The selected firm shall agree to indemnify, defend, and hold harmless Visit Casper – the Natrona County Travel & Tourism Council, its board members, officers, employees, agents, and affiliated nonprofit organizations from and against any and all claims, damages, losses, liabilities, and expenses, including reasonable attorney’s fees, arising out of or resulting from the negligent acts, errors, omissions, or willful misconduct of the firm, its employees, agents, or subcontractors in the performance of services under the resulting agreement.

This obligation shall survive termination or completion of the agreement.

Nothing in this provision shall be interpreted as waiving any immunities or protections available to Visit Casper under applicable Wyoming law.

19. Records Retention and Audit Access

Because Visit Casper administers public funds, all financial records created or maintained as part of the services provided under the resulting agreement must be maintained in accordance with applicable recordkeeping standards.

The selected firm shall:

- Maintain all financial records related to services provided to Visit Casper for a minimum of seven (7) years following completion of the engagement, unless a longer period is required by law or audit requirements.
- Provide Visit Casper, its independent auditors, and authorized governmental representatives reasonable access to financial records, documentation, and supporting materials necessary for financial review or audit purposes.
- Cooperate with any financial audit, compliance review, or governmental inquiry related to Visit Casper’s financial management.

All records produced in connection with services may be subject to disclosure under the Wyoming Public Records Act (W.S. §16-4-201 through §16-4-205), except where protected by law.