

REQUEST FOR PROPOSALS (RFP)

Copy Writing Services for the 2027 Visit Casper Destination Guide



Natrona County Travel & Tourism Council

RFP Issue Date: May 11, 2026

Proposal Due Date: June 12, 2026 – 5:00 PM Mountain Time

1. Introduction

Visit Casper – the Natrona County Travel & Tourism Council (“Visit Casper”) invites qualified copy writers to submit proposals to write the 2027 Visit Casper Destination Guide in its entirety.

Visit Casper is a destination marketing organization responsible for promoting Natrona County, Wyoming as a premier visitor destination and stewarding lodging tax investments to support tourism, events, and economic vitality. Visit Casper is seeking a skilled copywriter to develop engaging, on-brand content for the 2027 Destination Guide. The selected partner will bring our brand voice to life by crafting compelling narratives that inspire travel, highlight Natrona County’s unique experiences, and resonate with a diverse audience of potential visitors.

The selected individual/agency will work closely with Visit Casper’s Director of Marketing & Communications and Creative Manager to ensure copy is original, aligns with our brand, and will resonate with our audience.

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 the Director of Marketing & Communications and the Creative Manager to review project goals, timeline, communications expectations, and deliverables
- Gain a clear understanding of Visit Casper’s brand voice, target audiences, strategic priorities, and desired stories
- Collaborate on story ideas and directions

B. Copy Writing & Content Development

- Along with directions provided from the Visit Casper team during the initial kick-off meeting, utilize content from VisitCasper.com as inspiration and reframe it to fit within the goals and content map for the Destination Guide
- Develop engaging written content for the 2027 Destination Guide, including but not limited to: (a) feature stories on local individuals/businesses/experiences, (b) descriptive highlights for things to do in Natrona County, (c) itineraries
- Ensure that the Visit Casper brand voice is consistent throughout all Destination Guide copy
- Translate Natrona County's experiences, landscapes, and community stories into compelling narratives that inspire visitation and local pride
- Provide a total estimated final word count of 7,600 words (this is subject to change and is meant to provide an initial idea for what is needed)
- Incorporate feedback from the Visit Casper team throughout the drafting process

C. Revisions and Edits

- Deliver drafts on time/on agreed upon dates
- Participate in a structured revision process, including multiple rounds of edits based on feedback from the Visit Casper staff (though we intend to follow a set content map, subject matter and/or desired copy length may change at any point in the process)
- Provide one final thorough proofread of all copy, ensuring it is publication ready

4. Term of Contract

Visit Casper anticipates entering into an agreement in July of 2026 through the due date for the final publication ready copy, which is tentatively November 6th, 2026.

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, including any specialization in brand voice, tourism, destination marketing, or travel writing
- Relevant credentials, certifications and/or licenses

B. Experience and Qualifications

- Experience providing copy writing services for
 - Nonprofit organizations
 - Destination marketing organizations or tourism entities
 - Publicly funded organizations or governmental entities
- Description of similar clients served
- Experience following an organization’s brand guidelines/voice

D. Scope of Services Approach

Provide a description of:

- Your approach to providing copy writing services
- Communication, review and editing processes
- Overview of how you would approach utilizing AI (if at all)

E. Fee Proposal

Provide a detailed description of the proposed fee structure including:

- Estimated total cost
- 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
June 12, 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:

May 27, 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	May 15, 2026
Questions Due	May 27, 2026
Proposals Due	June 12, 2026 – 5:00 PM
Proposal Review	Late June, 2026
Selection Announcement	Early July, 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.