

Request for Proposal

2026 Louisville Visitor Guide Printing

Louisville Tourism
401 West Main Street, Suite 2300
Louisville, Kentucky 40202

Purpose

Louisville Tourism is requesting Proposals for the 2026 Louisville Visitor Guide (“Visitor Guide”) printing. Using this Request for Proposal (“RFP”), Louisville Tourism intends to contract with a vendor who will be available to provide the product and service. Louisville Tourism will select and contract with one vendor to provide all products and services described in the Scope of Work. Joint proposals will not be accepted.

Vendors interested in assisting Louisville Tourism with the product and service as defined above must prepare and submit a response in accordance with the Submission Requirements and Procurement Schedule in this RFP. Louisville Tourism will review proposals from those vendors that submit a proposal, which includes all information required to be included as described herein.

Scope of Work

Printing Specifications

Cover Stock:	100# Dull Text (with a light sand UV coating applied to the front and back covers) preferred, but other recommendations are welcome.
Text Stock:	Paper 50# bright white gloss text (A PCW stock) is preferred, but other recommendations are welcome
Pages:	Estimated 96 or 100 pages
Inks:	4/4 – CMYK/CMYK with dull varnish on cover (soy ink is preferred)
Bleeds:	All pages, all sides
Trim Size:	8.375” x 10.875”
Bindery:	Perfect binding is preferred, but saddle stitch is ok based on printer recommendations
Proofs:	Digital proof, color accurate proof. Proofing dates be agreed upon by all parties.
Quantity:	Quotes for 125,000 and 100,000 units
Overruns:	It is the policy of Louisville Tourism to not pay for overruns
Packaging:	Each box must contain a number of guides divisible by 25 with no more than 20lbs per box. Boxes should be labeled “2026 Louisville Visitor Guide” and quantity.
Printing Deadline:	In-hand January 5, 2026
Initial Delivery:	Once printed, an initial delivery of approximately 40,000 guides to multiple local locations is required. Exact list to be provided. Preferred initial delivery method is by printer, not USP/USPS/FedEx.

Procurement Process

Louisville Tourism shall evaluate proposals based on its best interests.

Procurement Schedule

The RFP process commences upon the issuance of this RFP. The steps involved in the procurement process and the anticipated completion dates are as follows:

<u>Procurement Activity</u>	<u>Tentative Date</u>
Issuance of Request for Proposals	Tuesday, September 2, 2025
Deadline to Submit Questions	Tuesday, September 9, 2025
Deadline to Submit Proposals	Wednesday, September 17, 2025
Completion of Evaluation	Monday, September 22, 2025
Notification of Selection	Monday, September 22, 2025

Obtaining Procurement Documents

This RFP packet can be obtained via Louisville Tourism's website at: <https://www.gotolouisville.com/about-us/rfps/>. All addenda, amendments, or written responses to this RFP will only be available through Louisville Tourism's website. Louisville Tourism will not provide or be responsible for verbal responses.

Form of Contract

If selected to provide services, the successful Respondent may be required to execute a formal contract, which includes indemnification, insurance and termination provisions, if applicable, as well as the compensation provisions.

Addenda or Amendments to RFP

During the period provided for the preparation of the responses to the RFP, Louisville Tourism may issue addenda, amendments, or answers to written inquiries. All such addenda, amendments, or answers will be posted/issued as noted in "Obtaining Procurement Documents" herein and shall constitute a part of the RFP. Respondents are encouraged to view the listed website regularly for any issued addenda, amendments or answers, as it is the responsibility of the Respondent to obtain same.

Questions

Any requests for information or other inquiries should be directed in writing to the attention of Michael Fetter, Director of Marketing and Jordan Skora, Marketing Communications Manager, by 5:00 P.M., Eastern Standard Time, Tuesday, September 9 at MFetter@gotolouisville.com and JSkora@gotolouisville.com. Questions will be answered via addenda and posted to Louisville Tourism's website no later than Wednesday, September 10th. Respondents should not contact any other Louisville Tourism representative for information and/or to inquire about the status of this procurement prior to the submission of Proposals.

Proposal Submission Format

Submission

To be given consideration, Respondents must submit the following:

- **One (1) electronic copy** of the proposal, including all attachments

Proposals must be received no later than **Wednesday, September 17th 5:00pm Eastern Standard Time**. Proposals may be submitted via email or hard copy to:

Jordan Skora
Louisville Tourism
401 West Main Street, Suite 2300
Louisville, Kentucky 40202
Phone: 502-397-6050
Email: JSkora@gotolouisville.com

Proposals will not be accepted by facsimile transmission and no more than one Proposal from any Respondent will be considered. **In addition, all Proposals and all related information must be signed by a responsible party with authority to bind the Respondent.**

Proposal Content

Each proposal must conform to the following outline. Response should be as thorough and detailed as possible so that each Respondent's capabilities are properly evaluated as to the provision of Louisville Tourism's required services.

Respondents must provide the following information to be considered responsive. In addition, to expedite evaluation of submittals, the Respondent's information must be organized in the following sequence:

- A. Experience/Past Performance – Respondent must supply samples of (3) similar projects performed within the last five (5) years, including a client reference for each. Respondent must also include a statement authorizing Louisville Tourism to contact Respondent's references in conjunction with the evaluation of Respondent's Proposal.
- B. Respondent Firm – Provide a brief summary of the Respondent's history and experience.
- C. Cost Proposal – Louisville Tourism's goal relating to the Cost Proposal is to obtain an overall view of the Respondent's pricing standards for the Scope of Services outlined herein. Cost proposal should outline the following:
 - Printing cost for each quantity requested inclusive of all specs laid out in the RFP
 - Please provide estimates on both page quantities
 - Initial Delivery cost (*if applicable*)
 - Total cost, inclusive of all services for each printing quantity

Evaluation Process

The appropriate Louisville Tourism personnel will review responses that meet the criteria outlined herein.

All responses should be valid for a 90-day period from the due date of the RFP and should be signed by an individual authorized to bind the firm.

Louisville Tourism reserves the right to reject any and all proposals.

Evaluation Criteria

Louisville Tourism staff will review all Proposals to determine if the Respondent has satisfied the criteria described in this RFP. The following criteria will be considered in selecting the successful Respondents:

1. The ability to provide the requested services, including relevant past experience.
2. Proposed fees and compensation.
3. Quality of responses.
4. Client references.

Special Terms and Conditions

Rights Reserved

All materials submitted to Louisville Tourism in response to this RFP will become the property of Louisville Tourism, which reserves the right at its sole discretion, to use, without limitation, all information, concepts, and data contained therein.

Louisville Tourism reserves the right to reject any and all submittals, to waive any informality or irregularity in any response, and to make an award to the Respondent or Respondents deemed, in the sole discretion of Louisville Tourism, to be the most suitable to Louisville Tourism.

This RFP does not commit Louisville Tourism to award a contract to any Respondent, or to pay any cost incurred in preparation of materials filed in response to this RFP.

This RFP does not commit Louisville Tourism to accept Proposals except as set forth in this RFP.

Louisville Tourism reserves the right to negotiate with any Respondent, to award multiple contracts or portions of the specified services, or to cancel in part or in its entirety this RFP, if it is deemed, in the sole discretion of Louisville Tourism, to be in the best interest of Louisville Tourism.

Equal Employment Opportunity

The Respondent shall agree not to discriminate against any employee or applicant because of race, color, religion, sex, national origin, citizenship status, age, protected disability status, sexual orientation, genetic information, uniformed service and/or Vietnam-era or special disabled veteran.

Code of Conduct

The Respondent shall agree to avoid situations, which could be considered either a conflict of interest, or detrimental to the operation or reputation of Louisville Tourism.

Future Work

Louisville Tourism may, at its discretion, negotiate with the successful Respondent to include further services not identified in this RFP.

Disclosure of Proprietary Information

The Respondent may attempt to restrict the disclosure of proprietary information that is contained in the Proposal by marking each applicable page prominently with the words "Proprietary Information". After either a contract is executed pursuant to the RFP, or all submissions are rejected, if access to documents marked "Proprietary Information" is requested under the Kentucky Open Records Act, Louisville Tourism will notify the Respondent of the request and it shall be the burden of the Respondent to establish that such documents are exempt from disclosure under the law.

Notwithstanding the foregoing, in response to a formal request for information, Louisville Tourism reserves the right to release any documents if Louisville Tourism determines that such information is a public record pursuant to the Kentucky Open Records Act. Louisville Tourism shall have no liability to any Proposer or anyone else for releasing any Proprietary Information of a Proposer.

Laws and Regulations

Louisville Tourism requires that all responses to this RFP, and any contract that may result, be in accordance with all applicable laws, ordinances, rules, and regulations of the Commonwealth of Kentucky, Metro Louisville, and LCVB.

Any contract developed as a result of this RFP shall be governed by the laws of the Commonwealth of Kentucky with venue and jurisdiction in Jefferson County, Kentucky.

Definitions

"Respondent(s)" refers to the interested individual(s) and/or firm(s) that submit a response to this Request for Proposal.

"RFP" refers to this Request for Proposals, including any amendments, supplements or addendums thereto.

"Proposal" refers to the complete responses to this RFP submitted by the Respondent(s).

Overview of Louisville Tourism

Louisville Tourism is a special district under the laws of the Commonwealth of Kentucky and has been established pursuant to provision of 91A.350(1) and 91A.370 of the Kentucky Revised Statutes for the purpose of promoting recreational, convention and tourist activities in Louisville and Jefferson County, Kentucky. Louisville Tourism is governed by a nine-member Board of Commissioners, three of whom are appointed by the Governor and six of whom are appointed by the Mayor. Louisville Tourism has 65 full-time employees and an operating budget of approximately \$25 million.

Louisville Tourism's mission is to enhance Greater Louisville's economy through tourism by positioning and selling the community worldwide, in partnership with the public and private sector, as a premier destination for conventions, trade shows, corporate meetings, group tours, and individual leisure travel. In pursuit of its mission, Louisville Tourism generates increased visitor spending, local tax receipts, and job development.