

REQUEST FOR PROPOSAL

FDC ECONOMIC DEVELOPMENT COMMISSION TOURISM MARKETING CAMPAIGN

(Flin Flon, Creighton & Denare Beach)

OVERVIEW

The City of Flin Flon and Town of Creighton invite proposals from qualified vendors to develop and execute a **digital tourism marketing campaign**.

The campaign will promote the region as a northern destination through short-form video content and targeted digital advertising, with the goal of increasing awareness, interest, and future visitation.

SCOPE OF WORK

The selected vendor will:

- Create **4–5 short-form videos (20–25 seconds)**
- Showcase:
 - Outdoor adventure (lakes, fishing, paddling, trails)
 - Northern landscapes and community experiences
- Plan and manage **Meta (Facebook & Instagram) ad campaigns**
- Handle targeting, optimization, and performance tracking
- Provide a final summary report

The City and partners will provide direction, branding, and local support as needed.

DELIVERABLES

- 4–5 completed video assets (vendor may use a mix of provided and newly captured content)
Create and manage ad campaigns
- Submit final report (reach, views, engagement)
- Campaign to run 4 months, consider seasonality approach

BUDGET

Total: \$2,600 CAD

(Inclusive of content creation, ad spend, and campaign management)

PROPOSAL REQUIREMENTS

Please include:

- Relevant experience
 - Brief approach to the project
 - Budget breakdown
 - Timeline
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GOAL OF CAMPAIGN

To increase awareness of Flin Flon, Creighton, and Denare Beach as a travel destination and drive traffic to the regional tourism website.

Specific objectives include:

- Increasing overall awareness and visibility of the region
- Generating interest and curiosity among target audiences
- Driving users to www.discoverflinfloncreighton.ca
- Inspiring future trip planning and visitation

The campaign will run over a four-month period (May – August 2026) and proponents should consider seasonality in their approach, including content, timing, and audience targeting.

TIMELINE

- **Proposal Submission Deadline: April 20th 2026**

We thank all who apply, however please note only the successful vendor will be contacted.

- **Project Start: May 1st 2026**
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SUBMISSION DETAILS

Submit proposals to:

Brooke White - bwhite@flinflon.ca, cc:
tmushosho@flinflon.ca.

Subject: **Tourism Marketing Campaign
Proposal**

Sincerely,

Brooke White

Regional Tourism Officer

FDC Economic Development Commission