



Request for Proposal:
Kentucky Bourbon Trail® Brand Refresh
Kentucky Distillers' Association

ISSUE DATE: November 29, 2022
PROPOSALS DUE: January 10, 2023



Request for Proposal | Overview

RFP: Kentucky Bourbon Trail® Brand Refresh	Proposal Due By: January 10, 2023	Kentucky Distillers' Association
<p>Project Overview:</p> <p>Kentucky Bourbon Trail® brand refresh and digital passport / field guide development</p>		
<p>Project Goals:</p> <ul style="list-style-type: none">● Leverage existing brand equity while expanding the look, feel and messaging with fresh treatments and positioning● Incorporate refreshed branding across all marketing platforms (website, social) and communication touchpoints● Integrate with existing house of brands: KDA & Kentucky Bourbon● Revise style guides and brand guidelines● Develop digital or online passport & field guide program to enhance existing Kentucky Bourbon Trail® tourism program● Develop a rollout plan for launch to coincide with 25th anniversary (January 2024)		
<p>Scope of Work:</p> <p>Brand Refresh</p> <ul style="list-style-type: none">● Reimagine and optimize Kentucky Bourbon Trail® (main brand) and Kentucky Bourbon Trail Craft Tour® (division of main brand) logos● Create four (4) logo extensions for sponsorship levels● Revise style guides and brand guidelines● Provide branding audit across all associated mediums and create assets● Create assets package to share with KBT members, sponsors and media● Establish rollout plan for launch / 25th anniversary event <p>Digital Platform</p> <ul style="list-style-type: none">● Development of digital or online passport and field guide program		

Current Roadblocks and Barriers to Success

- Consensus from KDA Board and Advisory Groups
- Refresh informed by results of the KBT™ Visitor Profile Study currently being conducted by IQS Research (six months of data will be available in Jan '23)

Evaluation Metrics and Criteria

- Previous experience/past performance history
- Samples and/or case studies from previous projects
- Projected costs
- Client support and technical expertise
- Response time and answers to questions in Questions Bidders Must Answer section
- Professional references and/or testimonials preferred

Submission Requirements

- Only bidders who are able to meet all five evaluation metrics and provide all necessary assets should submit a proposal
- Include samples and references with your proposal
- A proposed project timeline/schedule must be included
- A proposed payment schedule must be included
- Proposals must be received via email by EOD January 10, 2023

Project Due By: Oct 2023, Rollout 2024

Budget: Proposal Requested

Contact:
Mandy Ryan

Title: Director of Ky
Bourbon Trail Experiences

Email:
mandy@kybourbon.com

Request for Proposals | Full

Company Background

See end of RFP for an acronym key

The Kentucky Distillers' Association (KDA), a non-profit trade group founded in 1880, represents 83 members, including 52 distilling companies operating 73 locations in 40 counties across the Commonwealth - the most since the glorious Repeal of Prohibition.

Our mission is to protect, promote and elevate the Kentucky Bourbon and distilled spirits industry. The KDA unites distillery and industry members, all working together to strengthen Kentucky's rightful place as the one, true, authentic home for Bourbon.

Bourbon was declared a "distinct product of the United States" in 1964 by Congressional Resolution. Kentucky produces 95 percent of the global supply, a position the KDA works tirelessly to sustain and protect.

In 1999 the KDA created the Kentucky Bourbon Trail® (KBT) tour to welcome visitors with a behind-the-scenes look at the world's most iconic Bourbon brands. In 2012, the Kentucky Bourbon Trail Craft Tour® (KBTCT or Craft Tour) was founded to showcase the burgeoning craft distilling movement.

In 2022, the Kentucky Bourbon Trail is a globally recognized tourist attraction featuring 42 distilleries of all sizes across the state, with additional brands added each year. The distillery destinations offer a variety of experiences from traditional tours to hands-on education and state-of-the-art modern immersive visitor programs.

KDA is the industry leader for legislative action and has worked diligently to facilitate the growth of Bourbon tourism by modernizing archaic and retaliatory laws. In fact, these regulatory changes have allowed the Kentucky Bourbon Trail® program to revolutionize Kentucky tourism.

For the last six years, KBT distilleries have hosted over 1.5 million experiences in their homeplaces annually. The KBT brand has a 91% brand recognition and a 98% positivity rating. Our branding needs to uphold this legacy and move into the modern age, reflecting and welcoming the contemporary Bourbon consumer.

The Kentucky Bourbon Trail® promotes a culture, a community, and a family where all are welcome.

Project Overview

The last Kentucky Bourbon Trail® branding project occurred in 2009, when only six distillery destinations made up the tourism attraction. At that time, a passport program was launched to encourage visitors to make the trek to more than one distillery. In fact, visitors were rewarded with a t-shirt if they completed their passport by visiting all of the destinations.

Today we have 42 brands participating in the KBT program: 18 heritage brands, and 24 craft-sized distilleries. We have thriving hospitality venues including Bourbon-themed hotels, restaurants and retail established in the communities surrounding the distilleries.

The current KBT brand assets are dated and somewhat one-dimensional with limited applications. We need a refreshed look, feel and voice that reflects the actual culture of Kentucky Bourbon: traditional meets innovation; heritage meets modern amenities; scenic pastoral landscapes meet sleek urban facilities. Most importantly, the perception needs to reflect a diverse, vibrant population of informed, sophisticated Bourbon culture fans, from the casually curious to the aficionados.

The refreshed brand assets will need to include extensions suitable for various applications such as signage, digital marketing and merchandise.

Additionally, the passport program must be updated to meet the needs of the modern visitor. Currently, visitors can purchase a physical Bourbon Trail™ Passport & Field Guide book that contains information about Kentucky, Bourbon and the KBT and Craft Tour distillery destinations. Visitors receive a stamp in their book to commemorate each distillery visited. This guide needs to move into the digital age, ideally through an online membership program of some sort where visitors can find information and track which distilleries they have visited.

Finally, a rollout plan to officially launch the new look needs to tie into the 25th anniversary of the Kentucky Bourbon Trail® in January 2024.

Project Goals

- Leverage existing brand equity while expanding the look, feel and messaging with fresh treatments and positioning.
 - Logos have to be able to be scaled very small and very large
 - Branding must include design extensions that can be used in a variety of applications like apparel and merchandise
 - Logos must work well in 1-color for use on highway signage and other applications .
 - Logos must work well together and with the KDA and Kentucky Bourbon logos
- Incorporate refreshed branding across all marketing platforms (website, social) and communication touchpoints
 - Colors, fonts, taglines, design elements must integrate into the existing website and social media platforms,
 - Refreshed assets must also carry through printed and downloadable materials, including the Bourbon Trail™ Passport & Field Guide, KBT brochures, sponsorship deck and media kit
- Integrate with existing house of brands:
 - Kentucky Distillers' Association
 - Kentucky Bourbon
- Revise style guides and brand guidelines
- Develop digital or online passport & field guide program to enhance existing Kentucky Bourbon Trail® tourism program
- Develop a rollout plan for launch to coincide with 25th anniversary (January 2024)

Scope of Work

We are looking for a more modern, versatile and welcoming brand refresh for our Kentucky Bourbon Trail® brand that is representative of the variety of experiences offered by KBT distilleries and reflective of our diverse and passionate Bourbon fandom. Inclusivity of all types of visitors should be paramount while staying true to the established KBT brand.

(1) Brand Refresh

- Reimagine and optimize Kentucky Bourbon Trail® (main brand) & Kentucky Bourbon Trail Craft Tour® logos (division of main brand)
 - Color Palette
 - Typography/font library
 - Illustration Style
 - Tagline (formerly “Where the Spirit Leads You”)
 - Messaging Samples
 - Real-World Examples (website, signage, ads, merchandise)
- Create four (4) logo extensions for:
 - KBT Official Sponsor
 - KBT Official Trailhead Sponsor
 - KBT Official Gateway Sponsor
 - Official Starting Point of the Kentucky Bourbon Trail®
- Revise brand standards and style guide
- Provide branding audit across all associated mediums and create appropriate, updated assets (header graphics, taglines, icons, header typography, etc.), including:
 - Website and social platforms (Facebook, Instagram and Twitter)
 - Bourbon Trail™ Passport & Field Guide, brochures, sponsorship deck, media kit (*see Resource Key at the end*)
 - Environmental assets like pop-up banners and wayfinding signs
- Create assets package to share with KBT members, sponsors and media
- Establish rollout plan for launch / 25th anniversary, early 2024
 - Budget and timeline
 - Press release
 - Promotional assets

(2) Digital Platform

- Development of a digital or online passport & field guide program
 - Based on established program and paperback book
 - Integrate with existing kybourbontrail.com website
 - User portal for visitors to track their progress
 - Smart visitor completion database

Target Deliverable Schedule

We would like to fully launch the brand refresh in conjunction with the KBT's 25th anniversary in early 2024. Once the logo optimization and new brand guidelines are complete, appropriate time will be required to update digital and printed materials, communication touchpoints, and merchandise designs. Additionally, a minimum three month lead time must be allowed for launch event(s) planning.

Final Project Due: October 2023, Rollout in 2024

The expected project completion date is October 2023 with a full rollout in January 2024. If this date needs to be adjusted, please include your readjusted proposed date, as well as your reasoning for shifting the schedule. All proposed date changes will be considered.

Existing Roadblocks Or Technical Issues

As a trade association that serves our membership, we must get consensus from our Board and Advisory Groups on all projects. We can schedule check-in meetings to update the appropriate groups on project progress to keep it running smoothly.

Design will be informed by results of the KBT Visitor Profile Study being conducted by IQS Research from July 2022 - June 2023. We will have six months worth of statistically significant data in January. The study is measuring demographic information as well as attitudes and opinions about the Kentucky Bourbon Trail® experience.

Target Budget

Please provide several cost proposals to accomplish the scope outlined above. Separate proposals for the Brand Refresh and the Digital Platform will be accepted. Proposal responses that DO NOT include cost outline will NOT be considered as complete submissions.

The budget must encompass all design, production, hosting and software acquisitions necessary for development and maintenance of the digital platform. Upon completion of the development of the digital platform, the KDA will assume full responsibility for its content, maintenance and administration. Vendors should list any fees associated with technical support. All designs, logos, content, graphics and digital platforms will become the sole property of the KDA.

Evaluation Metrics

The Kentucky Distillers' Association will evaluate bidders and proposals based on the following criteria:

- Previous experience/past performance history
- Samples and/or case studies from previous projects
- Projected costs
- Client support and technical expertise
- Response time and answers to questions in the next section
- Professional references and/or testimonials preferred

Questions Bidders Must Answer To Be Considered

- Is your team familiar with Bourbon tourism and/or Kentucky's Bourbon industry?
- What is your experience with visitor experiences/tourism marketing?
- What is your process for developing a new brand, and how does that differ from refreshing an existing brand?
- Have you previously developed user-interactive digital/online platforms?
- What is your process for client support during a project?
- Why do you want to work with us?

What We're Looking For in Potential Vendors

- Adheres to established timelines
- Works within pre-approved budgets
- Has experience within the Bourbon and/or tourism industry
- Brings a dynamic energy and fresh perspective to the project
- Demonstrates timely and open communication practices
- Relationship oriented
- Has experience developing digital/online platforms for consumer interaction
- Prioritizes inclusivity in every step of the creative process

Submission Requirements & Instructions

Bidders must adhere to the following requirements to be considered:

- Only bidders who are able to meet all five evaluation metrics and provide all necessary assets should submit a proposal
- Include samples and references with your proposal
- A proposed project timeline/schedule must be included and clearly expressed
- A proposed payment schedule must be included and clearly expressed
- Proposals must be received by EOD January 10, 2023; Interested bidders must submit their proposal via email to Mandy Ryan at mandy@kybourbon.com no later than the due date.

Submission Timeline

- Any initial questions must be submitted to Mandy Ryan by December 9, 2022
- All questions will be compiled with answers and distributed to all interested parties by December 15, 2022
- Full proposal must be submitted by EOD January 10, 2023
- Invitations to make virtual presentations will be sent to the top ~25% of submissions by January 17, 2023
 - A standard confidentiality agreement will be required for all agents participating in this round of the project
- It is anticipated that a decision will be made and notifications sent by February 3, 2023

Contact Information

For questions and concerns connected to this RFP, please contact:

Mandy Ryan
Director of Kentucky Bourbon Trail® Experiences
mandy@kybourbon.com

Acronym Key

KBT: Kentucky Bourbon Trail®

KBTCT: Kentucky Bourbon Trail Craft Tour®

KDA: Kentucky Distillers' Association

Resource Key

Websites

- <https://kybourbontrail.com/>
- <https://kybourbon.com/>

Social Media Links

- <https://www.facebook.com/kybourbontrail>
- <https://www.facebook.com/KentuckyBourbonTrailCraftTour>
- <https://www.instagram.com/kentuckybourbontrail/>
- <https://twitter.com/kybourbontrail>

Print Materials

- [Bourbon Trail™ Passport & Field Guide](#)
 - [Cover](#)
 - [Pages](#)
- [Kentucky Bourbon Trail & Craft Tour Brochure & Map](#)

Digital Materials

- Logos
 - [Kentucky Bourbon Trail Logos](#)
 - [Kentucky Bourbon Trail Craft Tour Logo](#)
 - [Sponsor Logos](#)
 - [KDA Logos](#)
 - [Kentucky Bourbon Logos](#)
- [Kentucky Bourbon Trail Brand Standards](#)
- [Kentucky Bourbon Trail Sponsorship Deck, General](#)
- [Kentucky Bourbon Trail Sponsorship Deck, DMO's](#)
- [Kentucky Distillers' Association List of Intellectual Property Marks](#)
- Various Ads
 - [Kentucky Bourbon Trail Ads & Campaigns](#)
 - [Kentucky Bourbon Trail Craft Tour Banner Ads](#)