Tunica County Tourism Commission
d.b.a. Tunica Convention & Visitors Bureau

Request for Proposal
Tunica Destination Marketing Campaign
November 11, 2026

Overview

Previously, the State of Mississippi developed multiple rounds of assistance to state Destination Marketing Organizations in the efforts to increase visitors including the CARES Act / Mississippi Tourism Recovery Fund and American Rescue Plan Rounds 1-3.

The tourism marketing funds assisted the state's destinations with an upward trend of visitation to Mississippi. The Tunica CVB completed all ARPA funds. While the state has seen great visitation that has increased year over year, Tunica hasn't been as lucky. We're looking to change visitors' recent opinion that Tunica is a dying market. For the entire ARPA campaign, the theme was You're Always a Winner in Tunica because of everything we have to offer, not just when you're sitting at a slot machine or gaming table.

With a new fiscal year budget approved in September 2026, TCVB has set aside $280,000 for a Spring Key Market campaign for advertising and marketing within its key travel markets.

Objective

This RFP for a comprehensive marketing campaign comes directly from the need to expand Tunica's brand message to show what the destination is today in 2026/2027, not just highlight the past. The campaign should promote Tunica and all its amenities including its casino partners to remain top of mind in the

current primary drive markets. While we aren't just a casino destination with five (5) casinos, they are the main reason that people visit.

Background

Tunica's initial round of ARPA funding in the amount of $1,746,624 was used in two flighted advertising efforts in our key drive markets. The initial effort Tunica Fall 2023 (August-October) campaign was $752,000 with the second effort, Tunica Spring 2024 (March-July) Campaign at approximately $1 million. The second round of ARPA funding totaled $1,307,271 and was spread over the fall of 2024 through fall of 2025 with a heavy focus on sports including SEC, NFL and March Madness.

Please see the attached overview of each campaign and creative produced.

Campaign Overviews
Fall 2023 – ARPA Round 1
https://www.dropbox.com/scl/fo/pz5ikipdwjwil85imilk0/ALcpuWJe3jEkNyW_Q0z7liA?rlkey=1v0h9y3h0led12g17t8s299sh&st=4hhv8p03&dl=0

Spring 2024 – ARPA Round 1
https://www.dropbox.com/scl/fo/o5yne8umcr4txlq9owabc/AE80vX-CJFjKaXUxf327zRY?rlkey=9zhje5fikgqc95ek68224xsim&st=fzxuxrif&dl=0

Fall 2024 – APRA Round 2
https://www.dropbox.com/scl/fo/l7kw4rvd73lae75w0mfsg/ANSdoTdYMQ_In-z8LtWoSp8?rlkey=ul8wa940gxy37bt7syw3e0xir&st=8e8okgaq&dl=0

Spring 2025 – ARPA Round 2
https://www.dropbox.com/scl/fo/g0abf6itggcx6ndzsrsic/AMT6nv04nFfdvlJjFghsgt4?rlkey=pogkhbtjmsmxlupwjtyuezv5k&st=pbmg1y1z&dl=0

Spring 2026
https://www.dropbox.com/scl/fo/8b2pa0infcbtiduulv6mi/AEHRdFjLYAiK3DETUVId8NM?rlkey=v0n8cbzyi3dczcciwducf2mwt&st=g5ths5lb&dl=0

Below are links to all the creative files including TV, radio, outdoor & digital:

Always a Winner 1 –
https://www.dropbox.com/scl/fo/hd1p5igqukoj8vau8wjf9/h?rlkey=fv3qz7hu8yl6r4a37lu0zafs6&st=dhq5bhin&dl=0

Right Side of the River –
https://www.dropbox.com/scl/fo/27jgbtpsje520n0bk6vqf/h?rlkey=eyyoka1k9rgkgp831jfr6xjox&st=ho3z51q1&dl=0

Always a Winner 2 –
https://www.dropbox.com/scl/fo/rky0jz154cw5wb3iiqysc/AHmhbE2AlVopqHDEBmoAXjI?rlkey=oxqet55chhg0kfuictu0xgxqc&st=s5uwfkrw&dl=0

Always a Winner 3 –
https://www.dropbox.com/scl/fo/50pv0pxhawzd7ftnvh67r/ACZV2C7ZBx7rYzQ_zs-HUq0?rlkey=nkksa40y46tioz4eml182fjud&st=jb77enbe&dl=0

Tunica's primary drive markets include Memphis, TN; Nashville, TN; Huntsville, AL; Birmingham, AL; Little Rock, AR; Jackson, TN and Tupelo, MS.

Budgets have previously been allocated as listed (all are averages over the last 5 campaigns and based on percentage of total budget):

Television/Cable	33%
Digital	25%
Outdoor	15%
Radio	10%
Public Relations/Print	2%
Production	15% (communications/media strategy, agency management, creative development, reporting, etc.)

Request for Proposal – Scope of Work

The Tunica Convention and Visitors Bureau (TCVB) is looking to employ an outside agency for the development of a $280,000 comprehensive advertising/marketing campaign aimed at gamblers/tourists within the below markets.

The TCVB expects a comprehensive campaign and strategy to change the current perception of Tunica. Our goal is to increase tourism, drive visitation and position the destination top of mind when potential visitors plan their next getaway. Tunica has five (5) casinos, two (2) award winning golf courses, two (2) museums highlighting the Mississippi River and the Blues, monthly casino promotions, live entertainment, spas, dining and more.

Other than the use of the official Tunica MS logo for brand positioning, there are no creative and/or media mix restrictions related to the proposed campaign. The TCVB is seeking a proposal that both understands our past efforts, where we are today as a destination and builds upon our awareness in key travel markets with innovative advertising and marketing solutions.

PRIMARY MARKET (TIER 1):	Memphis, TN – Optional creative specific for the market's current competitor just across the river, plus a generic brand message
PRIMARY MARKETS (TIER 2):	Nashville, TN; Huntsville, AL; Birmingham, AL
SECONDARY MARKETS:	Little Rock, AR; Jackson, TN; Tupelo, MS
DEMO:	Adults 21+ (Gamblers/Tourists)
BUDGET:	$280,000
START DATE:	Spring 2027
COMPLEATION DATE:	Spring/Summer 2027

Feel free to review the previous campaign messaging above, as well as review the tunicatravel.com website.

Additional Resources for Review

www.tunicatravel.com

TunicaMS Logo and Guidelines
https://www.dropbox.com/scl/fo/il5u7m140l8n5re5regys/ALUJlYIJBcUKam-54kLYrmA?rlkey=sw1mnpbfd6hbo2kgzxo74rrnx&st=0uojuiu4&dl=0

RFP Timeline:

- Wednesday, November 11 – Public Notice of RFP issued by TCVB
- Wednesday, December 9 – Deadline for agencies to submit questions and schedule a virtual meeting if requested
- Tuesday, December 8 and Thursday, December 10 – Scheduled Virtual Meetings (30 minutes) with potential respondents to answer all questions
- Monday, December 14 – Agency Proposals due by 4:00 pm CST
- Tuesday, December 15 - Wednesday, December 16 – Review & Scoring by TCVB Commission and Directors
- Monday, December 21 – Agency Notification (or additional presentation request)

Submittal Requirements

Your response to this RFP must be submitted in the following format and labeled accordingly:

A. Statement of Qualifications

Provide a written statement of your firm's qualifications for providing the work as described in the Scope of Work.

B. Tourism Experience

Provide a written statement of your involvement in the tourism industry, specifically with DMO clients, industry memberships and resources.

C. Organization, Ownership and Management

1. Name, address and telephone of the entity that will be contracted with and all trade names to be used.
2. Name, address and telephone numbers of the organization's principal officers and other owners.

D. Organization's Structure and Experience

1. Organizational chart of company, including any subcontractors who will work with the TCVB.
2. Total number of employees including full time, part time and contract workers.
3. Short history of the company, especially as it relates to work in the tourism sector.
4. Summary of employees who will work on the account including their name, title, a short summary of their qualifications and their main role in working with the TCVB.
5. Hours of operation that staff will be available and any satellite offices.
6. Experience as it relates to messaging, ad design, and placement strategy. No more than **three** relevant case studies should be provided, including project goals with measurable KPIs and results. Creative work should be included for each case study.

E. Client Information

1. Current clients in declining order of size.
2. Name your two most recent past clients and reason for termination.
3. Name any travel/tourism clients and their current status.

F. Account Gain and Loss

1. Indicate if the agency has had a contract terminated for non-performance over the last five years with either litigation determining the agency at fault or no litigation due to inaction on part of the organization.
2. List of accounts gained over the last two years and why your organization was awarded the work.
3. Three references that are current accounts with contact names, email and phone numbers.

Delivery Requirements

Submittals must be marked "Tunica 2027 Request for Proposals: Advertising Agency Services". Ten (10) hard copies of participating Agency submission and one (1) digital copy to cgarner@tunicatravel.com must be delivered by 4:00 pm, CST, Monday, December 14, 2026 to Chrissy Garner, Tunica CVB, 13625 US Highway 61 North, Tunica Resorts, MS 38664.

Submittals received in any manner not specifically set forth above shall not be accepted or considered.

Submittals received after the deadline will not be considered. It is the responsibility of the respondent to ensure that the submittal is received by the specified deadline. The delivery date and time will be recorded upon receipt. The TCVB will not be responsible for late or incomplete responses due to mistakes or delays of the respondent or carrier used by the respondent or weather delays. A postmark will not be considered proof of timely submission.

Conditions of Participation

1. Submittals in response to this request and respondents' participation in the process shall be at no cost or obligation to the TCVB. The TCVB reserves the right to, at any time, abandon or terminate its efforts to contract for any or all of said services without any obligation to any respondent.
2. Responses to this request and other materials submitted shall become the property of the TCVB and will not be returned.
3. Respondent shall not contact any TCVB personnel or staff after this request has been advertised except to ask questions as specified below under "Respondent Questions." Such contact will be considered cause for disqualification.
4. The TCVB may waive any informalities or minor defects or reject any and all submittals.
5. The TCVB reserves the right to reject any submittal if the evidence submitted by, or investigation of, such respondent demonstrates that such respondent or its subcontractors, in TCVB's opinion, is not properly qualified to carry out the obligations of the Contract or to complete the Work contemplated therein.
6. All applicable laws, ordinances, and the rules and regulations of all governmental authorities having jurisdiction shall apply to the Contract throughout.

Selection Process

Proposals meeting all requirements of the RFP will be evaluated by a review committee and ranked based on the following selection criteria.

- Tourism Industry Experience 20%
- Agency Qualifications/Prior Work 20%
- Proposed Tunica Ad Strategy/Media Breakout 30%
- Initial Tunica Advertising Theme/Creative Strategy 30%

Upon review and final scoring of submitted RFP's, the TCVB Executive Directors, Director of Marketing and its legal representative will begin contract discussion with the selected agency.

Questions

Email or call Chrissy Garner, TCVB Director of Marketing, to schedule an appointment to address any questions regarding this RFP by Wednesday, December 9, 2026 at 5:00 p.m. CST at cgarner@tunicatravel.com or (662) 363-3800. One scheduled 30-minute video appointment will be provided per potential respondent.

A copy of this RFP along with corresponding documents can be found online at the TCVB's destination website tunicatravel.com/rfp26.