



January 9, 2015

**Request for Quote (RFQ)**  
**The Woodlands Discovery Guide & Savings Book**

This serves as a Request for Quote (RFQ) regarding Project Management Services for The Woodlands Discovery Guide & Savings Book 2015 – Spring/Summer and Fall/Winter. This publication is produced by The Woodlands Convention & Visitors Bureau (TWCVB).

The Woodlands Discovery Guide & Savings Book is a promotional piece featuring coupons from merchants in The Woodlands. This advertising opportunity is free for the merchants, and is produced twice a year – Spring/Summer and Fall/Winter.

The Project Management Services include:

- Creative concept – Overall design and art production
- Account servicing and management – Sending out letters to all merchants, managing requests, managing payments
- Photography – Photos used on cover and inside (Can be provided by TWCVB)
- Facebook – Capability to upload coupons to the CVB Facebook page
- Print servicing – Quantity: 12,000

The anticipated timeline is as follows:

**Spring/Summer Edition**

- *Send Out Letters to Merchants:* Thursday, January 22, 2015
- *Deadline for Merchants to Participate:* Thursday, February 5, 2015
- *First Proof Sent to CVB:* Thursday, February 12, 2015
- *Changes Sent to Project Manager:* Friday, February 13, 2015
- *Final Proof Sent to CVB:* Wednesday, February 18, 2015
- *Final Proof Sent to Printer:* Monday, March 16, 2015
- *Delivered to CVB Offices:* Monday, March 30, 2015

**Fall/Winter Edition**

- *Send Out Letters to Merchants:* Tuesday, July 7, 2015
- *Deadline for Merchants to Participate:* Tuesday, August 4, 2015
- *First Proof Sent to CVB:* Friday, August 14, 2015
- *Changes Sent to Project Manager:* Tuesday, August 18, 2015
- *Final Proof Sent to CVB:* Monday, August 24, 2015
- *Final Proof Sent to Printer:* Wednesday, September 2, 2015
- *Delivered to CVB Offices:* Friday, September 25, 2015

Please remit proposal by **Noon on Friday, January 16, 2015** via email,  
[Megan.Lichenstein@thewoodlandscvb.com](mailto:Megan.Lichenstein@thewoodlandscvb.com).

Sincerely,

A handwritten signature in black ink that reads "Megan Lichenstein". The signature is written in a cursive, flowing style.

Megan Lichenstein, Marketing Specialist  
The Woodlands Convention & Visitors Bureau