

ALPINE TRAVEL & TOURISM

CREATIVE PROMOTION OF THE ADVENTURE, OUTDOORS, AND LOCAL BUSINESS OF ALPINE, WY.

CREATED BY: SAM COOK & PAUL LAVOLD NOVEMBER 2025



THE CREATORS

SAM COOK AND PAUL LAVOLD HAVE LIVED IN ALPINE FOR OVER 15 YEARS. TOGETHER, THEY HAVE 15 YEARS OF EXPERIENCE IN PROFESSIONAL PHOTO AND VIDEO PRODUCTION.

WITH A VARIETY OF CLIENTELE RANGING FROM LIVE EVENT PRODUCTION WITH REDBULL MEDIA HOUSE AND THE NATURAL SELECTION TOUR, TO COMMERCIAL PHOTO AND VIDEO CAMPAIGNS FOR TROUT UNLIMITED, JACKSON HOLE HISTORICAL MUSEUM, SKI-DOO, POLARIS, AND A VARIETY OF LOCAL BUSINESSES THROUGHOUT THE REGION.

THIS PROJECT PROPOSAL FOCUSES ON CONTENT CREATION FOR THE ALPINE TRAVEL AND TOURISM BOARD WITH THE INTENT OF BUILDING A MORE COHESIVE BRAND IMAGE ACROSS SOCIAL MEDIA PLATFORMS BY SPECIFICALLY FOCUSING ON CREATIVE CONTENT AROUND LOCAL BUSINESSES, THE OUTDOORS, AND SURROUNDING ATTRACTIONS.





THE PLAN

CREATIVE MARKETING CONTENT FOR ALPINE TRAVEL AND TOURISM CHANNELS

- VISUALS OF OUTDOOR ACTIVITIES, NATURAL SURROUNDINGS, LOCAL BUSINESSES & EVENTS

CONTENT CREATION WITH A PURPOSE

- THROUGH CREATIVE IMAGERY AND CONSISTENT BRANDING ACROSS DIGITAL CHANNELS, WE CAN SPARK AN INTEREST AND ATTRACT VISITORS FOR THE BENEFIT OF LOCAL BUSINESSES AND RESIDENTS OF ALPINE.



COLLABORATION

MONTHLY CONTENT PLAN REVIEW & APPROVAL

-FLEXIBLE CONTENT PLAN SHARED MONTHLY WITH BOARD MEMBERS

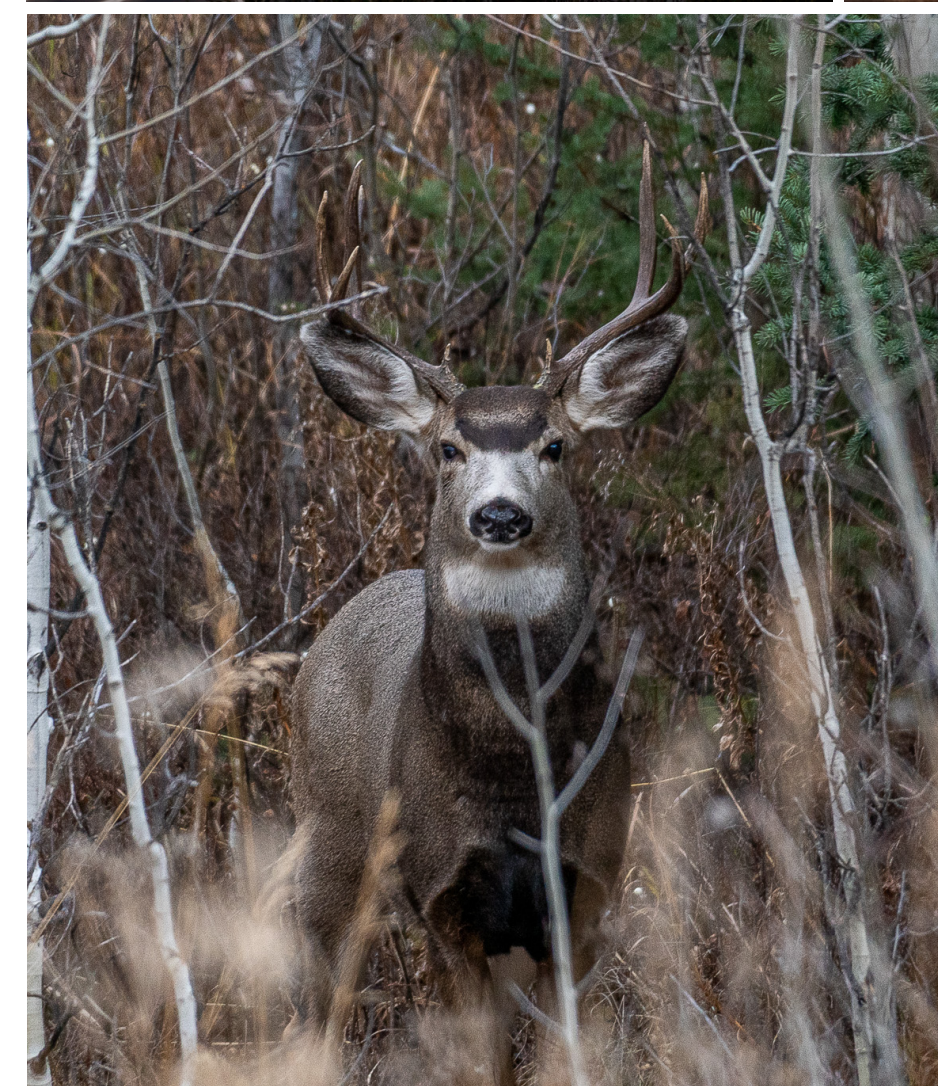
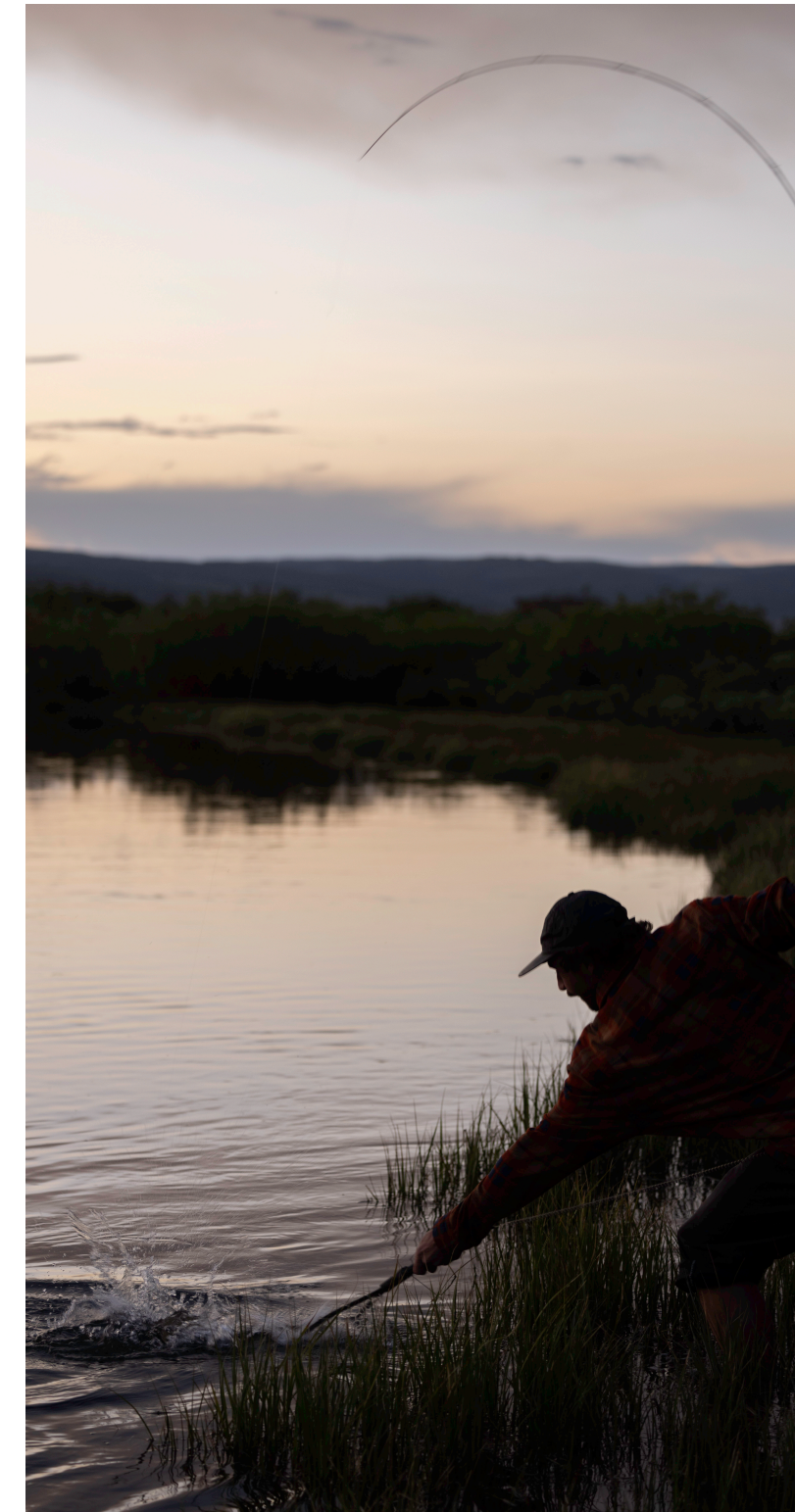
-TAG LINE CAMPAIGN MESSAGING

OUR ASKS:

CREATION & ACCESS FOR VISIT ALPINE, WYOMING CHANNELS (YOUTUBE, FACEBOOK, INSTAGRAM)

LOGO FILES, COLOR PALETTE & FONT INFO.

3RD PARTY CONTENT USE/LICENSING







TARGETED APPROACH

AUTHENTIC STORYTELLING, EMOTIONAL CONNECTIONS, LASTING IMPRESSIONS,
TAILORED MESSAGING, CAPTIVATING VISUALS, FOCUSED DEMOGRAPHICS

DELIVERABLES

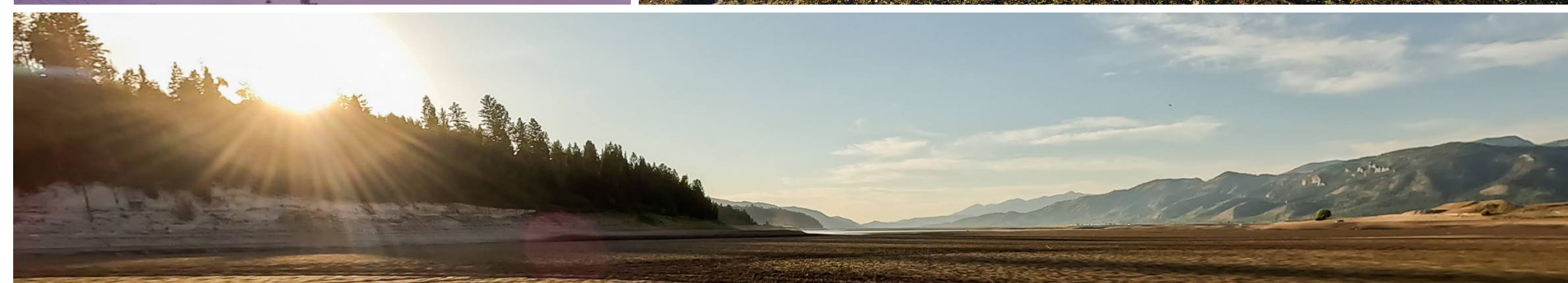
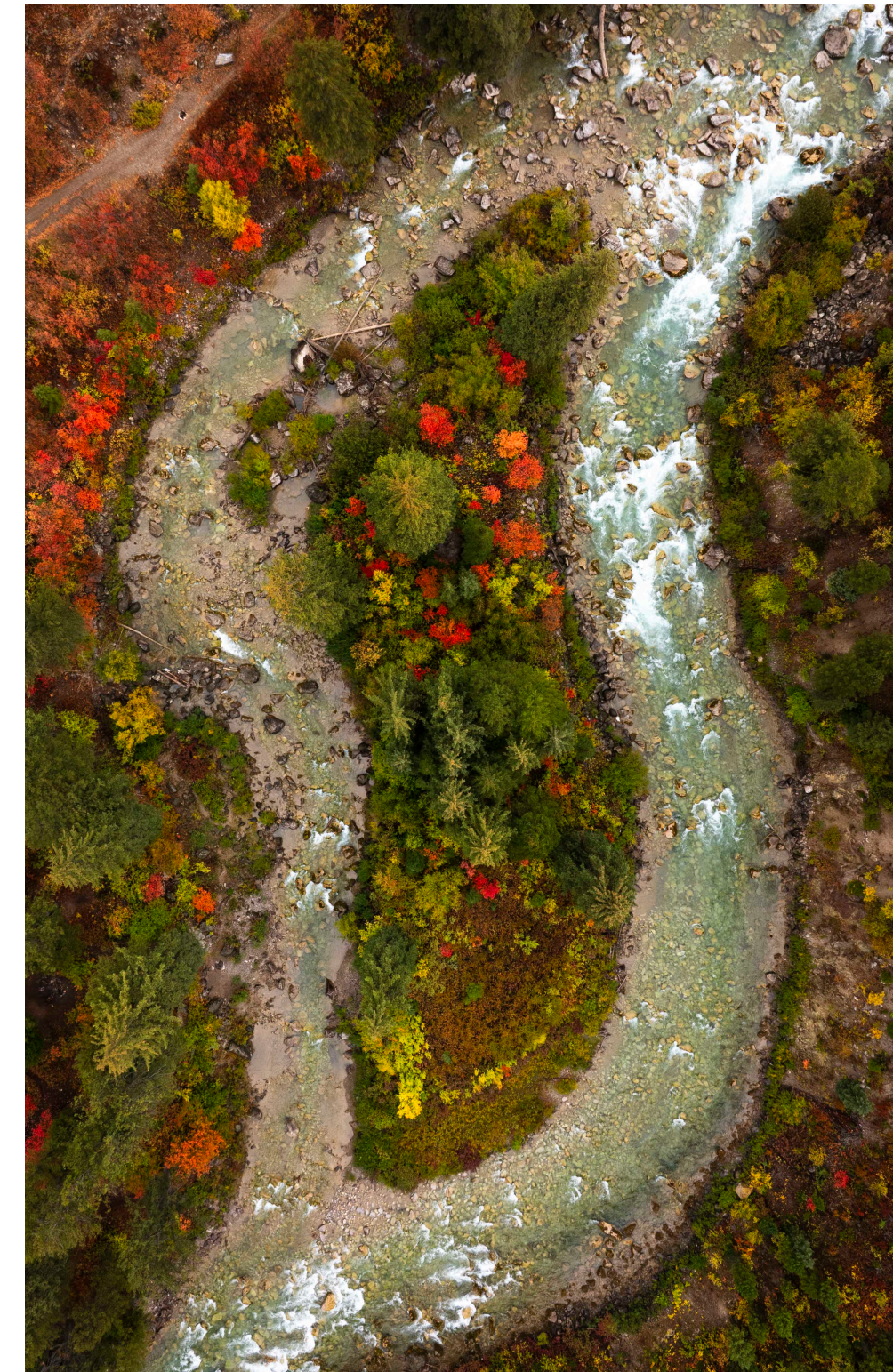
MONTHLY SOCIAL MEDIA POSTS:

INSTAGRAM | FACEBOOK | YOUTUBE

- 1 BUSINESS SPOTLIGHT
- TOURISM DOLLAR GENERATED FOCUS - SHORT VIDEO (YOUTUBE FOCUSED, WITH CROSS-POSTING POTENTIAL, ESPECIALLY FOR BUSINESSES WITH ALREADY STRONG SOCIAL PRESENCE)
- 4 ORIGINAL CONTENT POSTS (CAROUSEL/REELS/PHOTO - IG & FB FOCUS, POSSIBLY YT)

FOCUSED EVENTS:

- **WINTER JUBILEE** (JAN 31ST & FEB 1ST)
 - LEAD-UP PROMOTIONAL POSTS/STORIES, PHOTO CAROUSEL FROM EVENT & 1 MINUTE VIDEO RECAP - ALL CHANNELS)
- **MOUNTAIN DAYS** (JUNE 20TH-22ND)
 - LEAD-UP PROMOTIONAL POSTS/STORIES, PHOTO CAROUSEL FROM EVENT & 1 MINUTE VIDEO RECAP - ALL CHANNELS)
- PROFESSIONALLY CAPTURED, EDITED AND DELIVERED CONTENT.
- MONTHLY PERFORMANCE ANALYTICS
- **\$25,000** UNTIL END OF FISCAL YEAR 25/26





THANK YOU!

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