

ALPINE TRAVEL & TOURISM

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

CREATED BY: SAM COOK & PAUL LAVOLD MARCH 2026



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

CONTENT PLANNING & COORDINATION

A COLLABORATIVE APPROACH ENSURES THE FINAL CONTENT ACCURATELY REPRESENTS ALPINE'S COMMUNITY, BUSINESSES, AND TOURISM EXPERIENCE.

PLANNING & ALIGNMENT

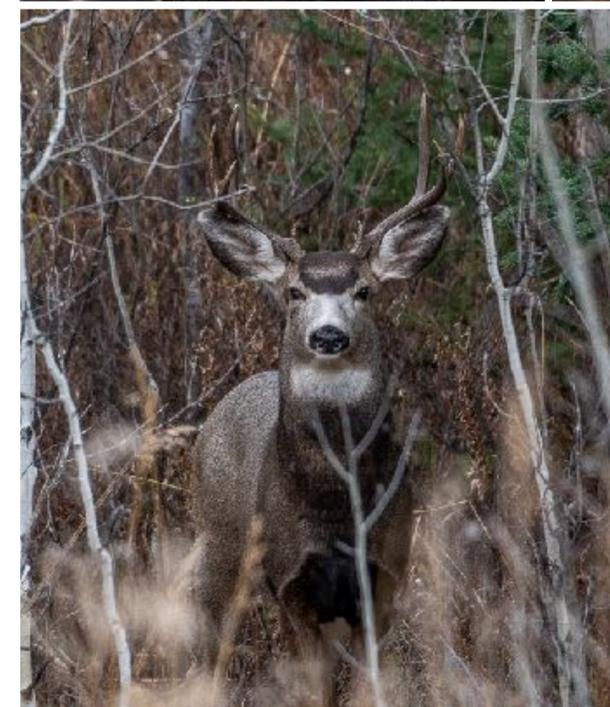
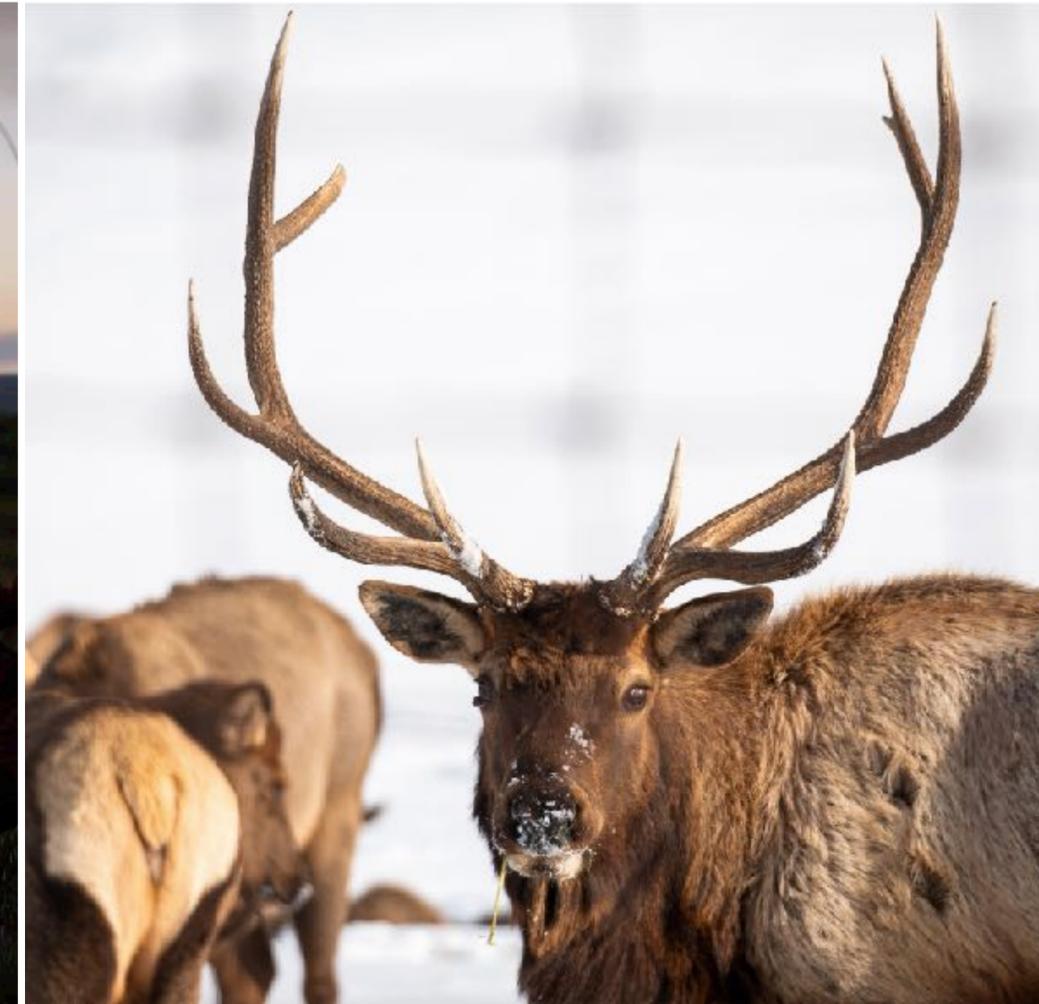
WE WILL WORK CLOSELY WITH VISIT ALPINE TO IDENTIFY SEASONAL PRIORITIES, FEATURED BUSINESSES, AND UPCOMING EVENTS. THIS ENSURES CONTENT ALIGNS WITH TOURISM GOALS AND COMMUNITY INITIATIVES.

CONTENT COORDINATION

BUSINESSES AND EVENT ORGANIZERS WILL BE COORDINATED WITH IN ADVANCE TO ENSURE EFFICIENT PRODUCTION, ACCURATE REPRESENTATION, AND OPPORTUNITIES FOR CROSS-PROMOTION.

OUR ASKS

- CREATION & ACCESS FOR VISIT ALPINE **SOCIAL 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 OPTION 1:

SEASONAL DESTINATION CAMPAIGNS

2 CINEMATIC PROMOTIONAL VIDEOS

SUMMER + WINTER

- 30-SECOND CINEMATIC DESTINATION VIDEO PER SEASON
 - DELIVERED IN HORIZONTAL AND VERTICAL FORMATS
 - DESIGNED FOR DIGITAL ADS, BROADCAST, WEBSITES, AND OUT-OF-HOME PLACEMENTS
- THESE VIDEOS BECOME CORNERSTONE PROMOTIONAL ASSETS SHOWCASING ALPINE AS A YEAR-ROUND DESTINATION.

MONTHLY SOCIAL MEDIA CONTENT

PLATFORMS: INSTAGRAM · FACEBOOK · YOUTUBE

EVERY MONTH:

• 4 ORIGINAL POSTS

(REELS · CAROUSELS · PHOTO CONTENT)

• 1 BUSINESS SPOTLIGHT

TOURISM-DRIVEN BUSINESS FEATURE, A SHORT VIDEO + PHOTO SET, DESIGNED FOR CROSS-POSTING BETWEEN VISIT ALPINE AND FEATURED BUSINESSES

SIGNATURE EVENT COVERAGE

JULY 4TH – 250TH CELEBRATION

WINTER JUBILEE 2027

MOUNTAIN DAYS 2027

- PROMOTIONAL POSTS AND STORIES
- SOCIAL MEDIA PHOTO CAROUSEL
- 2-3 MINUTE CINEMATIC RECAP VIDEO

PERFORMANCE REPORTING

MONTHLY ANALYTICS

- ENGAGEMENT METRICS
- REACH AND IMPRESSIONS
- AUDIENCE GROWTH
- TOP PERFORMING CONTENT INSIGHTS

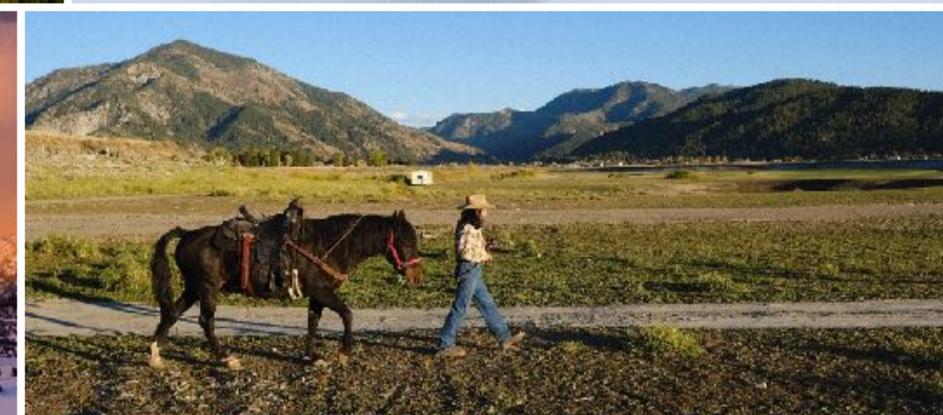
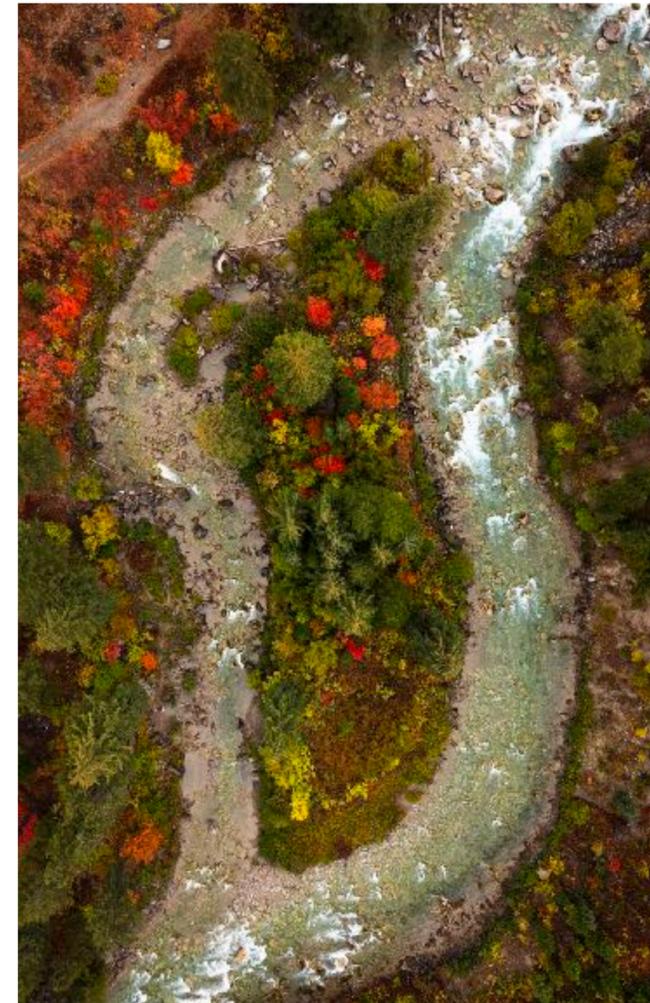
INVESTMENT

\$50,000

CAMPAIGN THROUGH FISCAL YEAR 2026–2027

OPTIONAL PARTNERSHIP COST SHARING WITH THE TOWN OF ALPINE

ADDITIONAL EVENT COVERAGE ADD-ON \$5000



DELIVERABLES OPTION 2:

FOCUSED EVENT PHOTOS AND VIDEOS

JULY 4TH – 250TH CELEBRATION

WINTER JUBILEE 2027

MOUNTAIN DAYS 2027

- PROMOTIONAL POSTS AND STORIES
- SOCIAL MEDIA PHOTO CAROUSEL
- 2-3 MINUTE CINEMATIC RECAP VIDEO

PROFESSIONAL PRODUCTION

ALL CONTENT IS:

- PROFESSIONALLY CAPTURED, EDITED AND DELIVERED CONTENT
- OPTIMIZED FOR ADVERTISING, SOCIAL MEDIA GROWTH, AND LONG-TERM TOURISM PROMOTION.

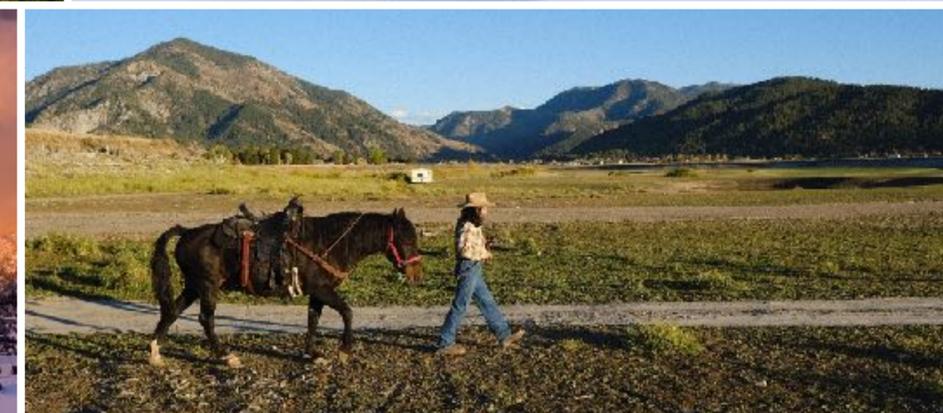
INVESTMENT

\$20,000

CAMPAIGN THROUGH **FISCAL YEAR 2026-2027**

OPTIONAL PARTNERSHIP COST SHARING WITH THE TOWN OF ALPINE

ADDITIONAL EVENT COVERAGE ADD-ON \$5000



An aerial photograph of a winter landscape. In the foreground, a large, frozen lake with a cracked, blue-tinged surface stretches across the bottom. The middle ground shows a snow-covered valley with a small town, a runway, and a lake. In the background, a range of mountains is silhouetted against a twilight sky with soft, pinkish light on the peaks. A semi-transparent grey box is overlaid on the left side of the image, containing white text.

THANK YOU!

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