



Request for Proposal

Regional Branding & Marketing Campaign

CarolinaWest Regional Economic Development Group



Introduction

CarolinaWest is a regional economic development coalition representing seven counties in Western North Carolina (Buncombe, Haywood, Henderson, Madison, Mitchell, Transylvania, Yancey) and the City of Asheville. The Economic Development Coalition of Asheville-Buncombe County, Asheville Area Chamber of Commerce, Haywood County Chamber of Commerce, Henderson County Partnership for Economic Development, the City of Asheville, the Transylvania Economic Alliance, and the Land of Sky Regional Council are all major partners in this coalition.

We are seeking proposals from qualified marketing firms to develop a comprehensive regional marketing campaign that elevates the profile of the CarolinaWest region and supports business attraction, retention, and investment. The goal of this project is to tell a compelling regional story through branding, content development, and digital marketing and to help refine the CarolinaWest identity.

Background

Western North Carolina is a region of natural beauty, vibrant communities, and strong industry clusters including advanced manufacturing, health sciences, technology, and outdoor recreation. The CarolinaWest region is seeking to stabilize our identity as a great place to live, work, and play in North Carolina in order to compete at a regional level for the overall success of our counties and communities.

Historically, this group has served as a place for information sharing, capacity building, and regional collaboration. As the landscape continues to change in the midst of economic and natural challenges, the CarolinaWest region is looking to create strong, competitive, identity-defining marketing and branding to use as we move through retention and recruitment projects in our region.

CarolinaWest brings together public and private sector leaders from across seven counties and the City of Asheville to align regional economic development priorities. We are launching a regional marketing campaign to promote the region's assets, success stories, and opportunities to site selectors, investors, companies, and talent.

Project Scope

The selected firm will be responsible for the following:

1. **Regional Branding:** Develop a refreshed regional brand for CarolinaWest that can be used across multiple platforms and materials.
2. **Messaging and Storytelling:** Create compelling content and messaging that highlights regional assets, communities, and industry strengths.
3. **Website and Digital Assets:** Update or create a CarolinaWest website and landing pages optimized for site selectors, workforce, and business prospects.
4. **Print and Promotional Materials:** Develop marketing collateral including flyers, brochures, one-pagers, and trade show materials.

Target Audiences

- Site selectors and location advisors
- Business decision-makers
- General public
- Elected officials and funders



Proposal Requirements

Please submit a proposal that includes the following:

- Company Overview: History, team qualifications, and relevant experience with regional marketing or economic development campaigns.
- Project Approach: Proposed methodology, deliverables, timelines, and communication strategy.
- Sample Work: At least 3 examples of similar marketing campaigns or brand development projects.
- References: Contact information for at least three relevant clients.
- Budget: Total project cost with a breakdown of services.

Selection Criteria

Proposals will be evaluated based on:

- Demonstrated experience in place-based marketing or regional branding
- Creativity and alignment with CarolinaWest values
- Quality and relevance of past work
- Ability to meet timeline and deliverables
- Cost-effectiveness

Submission Timeline

Proposals must be submitted by February 13, 2026 to:

Brian White: brian@landofsky.org

Ex-Officio Member, CarolinaWest

About CarolinaWest

CarolinaWest is a regional economic development team representing Buncombe, Haywood, Henderson, Madison, Mitchell, Transylvania, and Yancey counties and the City of Asheville. Our mission is to strengthen the regional economy through collaboration, strategic investment, and shared storytelling that positions Western North Carolina for sustainable growth and prosperity. The group is comprised of representatives from the following entities: the City of Asheville, the Asheville Area Chamber of Commerce and the Economic Development Coalition of Asheville-Buncombe County, the Haywood County Chamber of Commerce, the Henderson County Partnership for Economic Development, Madison County, the Mitchell County Economic Development Commission, the Transylvania Economic Alliance, and Yancey County. The Land of Sky Regional Council serves as a partner and administrator.

Learn more at: carolinawestnc.org