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### **REQUEST FOR PROPOSALS**

Public Relations Consultant

### **ABOUT US**

We are seeking a Public Relations Consultant with a strong track record. This professional will assist a broad national coalition jointly hosting the first ever “Disability Power and Pride Inaugural Ball,” to be held on Sunday, January 18, 2009 from 7pm until midnight at the National Press Club.

Our coalition of cross-generational individuals and organizations represents the more than 50 million people with disabilities in the United States.

### **SCOPE OF WORK**

We seek public relations consultancy, preferably through a politically savvy public affairs/media/public relations firm with a history of working with nonprofits, the disability community and other civil rights groups, to develop and implement PR, communications and media strategies that increase the public’s awareness of our event; enhance the event’s image among key stakeholders (i.e. members of the disability community, members of Congress, disability advocates, the media; and mainstream society); and maximize media opportunities in local, regional, state, national and international media markets.

### **RESPONSIBILITIES**

1. Media Relations: Develop and maintain effective relationships with reporters and media representatives in traditional and new media outlets; prepare media plan, news releases, press kit, and press lists; maintain a media database; prepare selected spokespersons for media interviews as necessary; provide PR consult to senior members of the event committee as needed; attend weekly Media Committee planning teleconferences.
2. Event Support: Assist event planners with all aspects of logistics, including press conference, staging, and dissemination of collateral materials.
3. Collateral Development: Assist in the preparation and distribution of print and web-based materials (i.e. one-pagers, media kits, web copy, etc.) to key stakeholders.



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## **CONTRACT PERIOD**

The contract would be effective immediately, with an end date of January 23, 2009. Based on performance and event impact, opportunities for contract extension may be possible on a no-bid basis.

## **PROPOSAL REQUIREMENTS**

Bid proposals must provide a narrative that conveys understanding of the objectives of the RFP and the nature of the work, and ability to successfully complete the work described in the Scope of Work section.

The bid proposal must also include: a proposed media awareness plan with start and end dates; proposed budget that includes price quotation based on hourly rates and number of hours; a timeframe for project completion; and a specific description of deliverable items and delivery dates.

The proposal should be submitted with a cover letter that includes the name of the project manager who will serve as the primary point of contact. It should be no more than five pages in length, submitted on 8 ½ by 11 size paper with one inch margins, double-spaced, numbered pages, and in 12-point font. A two-page Curriculum Vitae of up to three firm personnel and examples of capabilities and creativity may be included as an attachment.

## **SELECTION CRITERIA**

The review committee will evaluate each proposal and, at their discretion, will select one firm to complete the work specified in the Scope of Work section.

Please develop the narrative description to the following sequence of criteria below. The maximum score for each criterion is indicated in parentheses. Additional points will be awarded to applicants that can meet the criterion for special consideration.

1. Qualifications and experience of staff (30 points): This section of the proposal identifies the project team that will complete the work. The relevant previous experience of the firm shall be described, including dates and names of clients, as well as the applicable qualifications of each individual that will be assigned to the project. Please identify a project manager who will serve as the primary point of contact for this effort.



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- Special consideration: Describe your firm's professional experience with and knowledge of the disability community.
  - Special consideration: Describe your firm's professional experience with and knowledge of nonprofit and civil rights organizations.
2. Proposed strategies (40 points): Please submit a scope of work that details how and when the PR, communications and media strategies will be implemented and completed. The scope should assume a three-week project timeline, starting immediately.
  3. Relationships with media (20 points): Please list the media outlets for which your firm has a relationship with, including: radio, print, national media outlets, social media, Internet, cable, news services). Please provide examples of your work with no less than 10 outlets.
  4. Proposed budget (10 points): A budget should be provided that includes each of the three responsibilities outlined above (media relations, event support, and collateral development). The proposed budget should include price quotation based on hourly rates and number of hours.

### **SUBMISSION DEADLINE**

Due to the short timeline, all proposals must be submitted by email in pdf form to Marcie Roth, Chairman of the Event Media Committee, at [marcier@bellatlantic.net](mailto:marcier@bellatlantic.net), no later than Monday, December 29 at 5:00 PM ET.

Applicants will be notified if selected.

### **ADDITIONAL INFORMATION**

For any questions related to this proposal, please contact Marcie Roth at [marcier@bellatlantic.net](mailto:marcier@bellatlantic.net). For more information on the event, please visit [www.disabilitypowerandpride.org](http://www.disabilitypowerandpride.org). Please note the web site is still under development.