REQUEST FOR PROPOSALS #03046

A Time for Heroes (ATFH) 2013 Celebrity Relations Consultant
in support of
ELIZABETH GLASER PEDIATRIC AIDS FOUNDATION ("EGPAF")
1140 Connecticut Avenue, NW, Suite 200
Washington, D.C. 20036

Firm Deadline: March 8, 2013 TIME 5:00 PM Eastern Time

The Elizabeth Glaser Pediatric AIDS Foundation, a non-profit organization, is the world leader in the fight to eliminate pediatric AIDS. Our mission is to prevent pediatric HIV infection and to eliminate pediatric AIDS through research, advocacy, and prevention and treatment programs. For more information, please visit http://www.pedaids.org.

BACKGROUND

A Time for Heroes (ATFH) is the Foundation's signature Los Angeles fundraising event with a 23 year history. The event is a "celebrity picnic" with celebrity heroes attending with their children and activities for major donors and celebrities including sports, arts & crafts, toddler area and a new 1 mile "strollathon" family fundraising walkathon with proceeds benefiting the Foundation's programs.

PURPOSE/SCOPE OF WORK

The ATFH 2013 Celebrity Relations Consultant will work with the Associate Officer, Brand Strategy and Communications to create a celebrity relations strategy to meet the goals of the Foundation for pre-event, event, and post-event celebrity involvement and media coverage for A Time for Heroes, June 2, 2013, Los Angeles, California.

CONSULTANT DELIVERABLES

Pre-event

The Consultant will work with a targeted list developed with the Associate Officer, Brand Strategy and Communications to identify, contact, and confirm TV, film, sports, culinary, personalities to participate in the pre-planning and to act as the faces of the event's sponsored areas including: sports, food, arts and crafts, toddler area, walkathon, entertainment. Consultant will also support the confirmation of celebrity host committee members (1-3), as necessary.

These celebrities must agree to attend the event.

The Consultant will also secure 20+ additional quality celebrity "Heroes," identified from Foundation-approved outreach list, who will attend the event, be recognized as Heroes by wearing special identification (ex: baseball cap).

Working together with Foundation staff and the ATFH Media Relations Consultant, the Consultant will help to coordinate pre-event press interviews, promotions, and marketing opportunities that involve secured talent.

Day of Event
On the day of the event, the Consultant will manage celebrity arrivals and participation; press line (with support of media consultant); and pre-scheduled activities within the event space, including the entertainment portion of the event. Consultant will also coordinate celebrity interview requests with the Foundation and the media relations consultant as well as provide support to Foundation staff for any on-site social media activities that involve celebrities.

Post-event
Consultant will support media and post-event promotion opportunities with Foundation staff and Media Relations Consultant, coordinating interviews and activities with special guests. These include social media activities as well.

Consultant will provide a post-event list of all attending guests, as well as relevant contact information for post-event thank you notes, and relationship-building efforts, and in addition to a one-time strategic post-event outreach to ask if special guests would be interested in ongoing work with Foundation.

CONSULTANT QUALIFICATIONS:

The Consultant (or manager of consultant team) must have 10+ years of experience with celebrity relations in the Los Angeles area and be able to show a successful track record of celebrity engagement with not-for-profits and talent participation in events.

FOUNDATION RESPONSIBILITIES:

The Foundation will work with Consultant and be responsible for overall strategy behind talent involvement in event. The Associate Officer, Brand Strategy and Communications will be main point of contact for Consultant and will host regular meetings with Consultant during contract period.

The Foundation will provide final approval on all asks and outreach before talent outreach begins. Additionally, the Associate Officer, Brand Strategy and Communications should be involved in post-event outreach to talent contacts.

LOGISTICS:

The Consultant will work closely with both the DC and LA offices of the Foundation.

KEY CONTRACT TERMS:

All deliverables provided to the Foundation must be furnished for the use of the Foundation without royalty or any additional fees.

All Materials will be owned exclusively by the Foundation. Consultant will not use or allow the use of the Materials for any purpose other than Consultant's performance of the Contract without the prior written consent of the Foundation.

EVALUATION CRITERIA:

All proposals will be evaluated by the Foundation against the following criteria:

1. Current and past performance with celebrity relations
2. Experience with Foundation events or similar organizations
3. Proposed protocol and approach
4. Cost
5. Availability in the suggested timeframe

INSTRUCTIONS FOR SUBMISSION OF PROPOSAL:

Each proposal must contain:

1. List of current and past clients.
2. Documented experience with Foundation events or similar organizations
3. One (1) page summary of the proposed approach and creative ideas for celebrity engagement
4. Detailed cost structure for a project fee including number of staff assigned and approximate hours per week
5. Estimated time-frame, including any dates you would not be available to work on the assignment.
6. At least 3 professional references with phone and email contact information
7. CV/Resume of consultant(s) or firm's collateral.

PROPOSED TIMELINE:

2/25/13 – Release of RFP

3/6/13– Submission of Inquiries directed to:

Contractual Inquiries: Joy Hallinan, Director of Development, jhallinan@pedaids.org

No phone calls please.

3/8/13- Completed proposals must be delivered electronically by the deadline mentioned on page one to: jhallinan@pedaids.org
with a "cc" to Cathy Colbert, ccolbert@pedaids.org

3/12/13: – Final decision announced and Offerors notified

4/1/13– Contract executed and Services begin
Please note it is our best intent to comply with the above timeline but unavoidable delays may occur.

ADDITIONAL INFORMATION

All proposals and communications must be identified by the unique RFP# reflected on the first page of this document. Failure to comply with this requirement may result in non-consideration of your proposal.

Any proposal not addressing each of the foregoing items could be considered non-responsive.

Late proposals will be rejected without being considered.

This RFP is not an offer to enter into agreement with any party, but rather a request to receive proposals from persons interested in providing the services outlined below. Such proposals shall be considered and treated by the Foundation as offers to enter into an agreement. The Foundation reserves the right to reject all proposals, in whole or in part, and/or enter into negotiations with any party.

The Foundation shall not be obligated for the payment of any sums whatsoever to any recipient of this RFP until and unless a written contract between the parties is executed.

The Elizabeth Glaser Pediatric AIDS Foundation is an Equal Employment Opportunity employer and does not discriminate against any employee or applicant for employment because of age, disability, race, religion, color, national origin, or sex.

As a core value to help achieve our mission, the Foundation embraces a culture of honesty, integrity, and ethical business practices and expects its business partners to do the same. Specifically, our procurement processes are fair and open and allow all vendors/consultants equal opportunity to win our business. We will not tolerate fraud or corruption, including kickbacks, bribes, undisclosed familial or close personal relationships between vendors and Foundation employees, or other unethical practices. If you experience or suspect unethical behavior by a Foundation employee, please contact the Foundation's Vice President, Awards, Compliance & International Operations or the Foundation's Ethics Hotline at www.reportlineweb.com/PedAids/ Any vendor/consultant who attempts to engage, or engages, in corrupt practices with the Foundation will have their proposal disqualified and will not be solicited for future work.