

REQUEST FOR PROPOSALS #_03047

ATFH 2013 Media 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 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 Media Relations Consultant will work with the Foundation’s Media and Editorial Services team to create a media strategy and identify the appropriate media outlets to meet the goals of the Foundation for pre-event, event, and post-event coverage for A Time for Heroes, June 2, 2013, Los Angeles, California. The Consultant will work with the Celebrity Relations Consultant via Foundation staff members to be updated on newsworthy celebrity and entertainer participation.

CONSULTANT DELIVERABLES

Pre-event

The Consultant will work with the Foundation’s Media and Editorial Services team on a media advisory and press release to pitch the media for pre-event coverage as well as media attendance at the event. The Consultant will work with the team on messaging, news hooks and in-depth profile media opportunities. The Consultant will work to secure calendar listings leading up to the event and creative placements including possibly a recipe contest for kids that will result in a cooking demonstration of the winning recipe by a top chef at the event. An outreach list of social media, bloggers, TV, radio, print etc. media outlets will be jointly determined with the Consultant. The goal is to expand coverage from the 2012 and 2011 events to more closely align with the Foundation’s current media relations and donor engagement goals.

Day of Event

During the event, the Consultant will check-in all press attending the event and coordinate any

interview requests. The Consultant will also provide support to Foundation communications staff for any on-site social media programs. Example: Facebook message from attending kids with their photo with celebrity or mascot for their friends to text to give etc.

Post-Event

The Consultant will follow-up with any media who were not able to attend and field any additional event-related media requests post event. For example, there may be follow-up opportunities to highlight kids who are continuing to raise funds for EGPAF.

CONSULTANT QUALIFICATIONS:

The Consultant must have 10+ years of experience with media relations in the Los Angeles area and be able to show a successful track record of media placements for not-for-profits and events.

FOUNDATION RESPONSIBILITIES:

The Foundation will work with consultant and be responsible for overall strategy behind media involved in event for photographs, stories, interviews, and media sponsorships. The Media and Editorial Services Team will appoint a main 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 media outreach begins. Additionally, the Media Relations and Editorial Services team should be involved in post-event outreach to media contacts.

LOGISTICS:

The Consultant will work closely with the DC office 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. Past performance with Los Angeles media relations and event coverage
2. Experience with EGPAF 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. Documented experience of past performance with Los Angeles media relations and event coverage along with a list of current and past clients.
2. Experience with EGPAF events or similar organizations
3. One (1) page summary of the proposed approach and creative ideas for media exposure
4. Detailed cost structure for a project fee with cost breakdown for the number of staff members assigned and approximate weekly hours devoted to project
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.