

## **REQUEST FOR PROPOSALS #0106A**

### **CELEBRITY RELATIONS CONSULTANT**

in support of  
ELIZABETH GLASER PEDIATRIC AIDS FOUNDATION (EGPAF)  
1140 Connecticut Avenue, NW, Suite 200  
Washington, D.C. 20036

**Firm Deadline: Wednesday, July 26, 2017**

The Elizabeth Glaser Pediatric AIDS Foundation (EGPAF), 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* Los Angeles (Sunday, October 29, 2017 at Smashbox Studios, Culver City, CA)

For over 25 years EGPAF has held its signature family festival and fundraising event, *A Time for Heroes* in Los Angeles, CA. This event brings together children and families to celebrate and support EGPAF's mission to end AIDS in children worldwide. This small, exclusive family fundraiser will feature a variety of sports and games, arts and crafts, food and drink, and musical entertainment, combined with opportunities for guests to learn about EGPAF's work.

### **PURPOSE/SCOPE OF WORK**

The Celebrity Relations Consultant (individual or agency) (hereinafter, "Consultant") will work with the Manager, Media Relations and External Engagement and other dedicated team members to create a celebrity relations strategy to meet EGPAF's goals for pre-event, event, and post-event celebrity involvement at *A Time for Heroes* 2017, as well as limited non-event celebrity engagement for 2017. This would include leveraging current celebrity supporter relationships to build additional promotional opportunities, such as celebrity auctions, or maximize other key promotional opportunities as appropriate.

### **CONSULTANT DELIVERABLES**

#### **Pre-event**

The Consultant will work with dedicated EGPAF team members to develop a targeted list and strategy to identify, contact, and confirm high quality TV, film, sports, music personalities, and appropriate social media influencers to attend, promote, and participate in the event.

Promotion activities include selecting confirmed celebrities to lend their name to event invitations and other promotional materials, as well as facilitating celebrity participation in social media (including but not restricted to helping coordinate and conduct Instagram/Facebook Live interviews/red carpet moments), traditional media, and other activities to help drive ticket sales and awareness prior to the event.

Celebrities attending are also asked to participate by lending an hour of their time during the event to serve as the faces of the event's sponsored activity areas including: sports, food, arts and crafts, and entertainment. Consultant will coordinate the matching and scheduling of celebrity participation at these areas.

Working together with EGPAF staff and the event Media Relations Consultant, the Consultant will help to coordinate pre-event press interviews, social media, other promotions, and marketing opportunities that involve secured talent. The Consultant will also provide regular progress reports on celebrity outreach and other engagement activities.

### **Day of Event**

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

### **Post-event**

Consultant will support post-event media and promotion opportunities with EGPAF 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. Consultant will also perform a one-time strategic post-event outreach to identify any celebrities who demonstrated interest in ongoing work or engagement with EGPAF during the event or any part of the pre-event outreach. It is critical that a dedicated EGPAF team member be involved in all post-event communication.

### **Other opportunities**

Consultant will collaborate with EGPAF staff to develop and implement realistic time-bound celebrity engagement opportunities outside of the event – including through celebrity auctions, maximize other key promotional opportunities as appropriate.

### **MINIMUM REQUIREMENTS:**

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:**

EGPAF will work closely with the Consultant and be responsible for overall strategy behind talent involvement in event. Manager, Media Relations and External Engagement will be the main point of contact for Consultant (with support from other key staff) and will host regular meetings with Consultant during contract period.

EGPAF will provide final approval on all asks and outreach before talent outreach begins. Additionally, the EGPAF External Affairs team should be involved in post-event outreach to

talent and/or their representatives.

**LOGISTICS:**

A Consultant based in the Los Angeles area is preferred. The Consultant will work closely with both the DC and LA offices of EGPAF.

EGPAF also has an open **RFP #0107A** available for a Media Relations Consultant. Applicants with experience managing event media relations outreach and strategy may respond to both RFPs. EGPAF is also open to considering a combined budget that aligns with the budgets outlined for both RFPs, however bidders must respond to each RFP separately. See specific budget details below.

**KEY CONTRACT TERMS:**

The anticipated contract type is firm fixed price. Unless stated otherwise in the statement of the work, the Consultant is responsible for providing equipment and/or supplies required to perform the services.

The total available budget is up to \$20,000. The Consultant must propose their best offer on a fixed daily rate. The Consultant is also responsible for outlining costs related to travel; EGPAF will separately reimburse the Consultant for the cost of air or ground travel, lodging, and per diem for travel outside the assigned city. Offerors providing a fee lower than the budget for quality services will receive special consideration.

All deliverables provided to EGPAF must be furnished for its' the use without royalty or any additional fees.

All Materials will be owned exclusively by EGPAF. 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 EGPAF.

Should the agreed delivery or completion dates not be met in the case of fault of the Consultant, the Foundation shall be entitled to demand payment of late delivery penalties amounting to 0.1% of the value of the late deliverables/services per started week of delay up to a maximum amount of 5% of the entire value of the contract.

**EVALUATION CRITERIA AND SUBMISSION REQUIREMENTS:**

EGPAF will accept the proposal that presents the best value. All proposals will be evaluated against the following Evaluation Criteria. Each proposal must contain the items listed in the Submission Requirements column in the following chart. Please submit your Submission Requirements in the order that they appear below.

Evaluation Criteria	Submission Requirements	Weight
1. Past performance with celebrity relations for non-profits.	1. 3 professional references from similar past projects with phone and email contract information and one or more examples of prior similar work.	20%

2. Consultant's proposed process and approach to meet our needs efficiently.	2. A maximum 5-page written proposal outlining a proposed approach, creative ideas and timeline for implementation.	25%
3. Timeframe of implementation.	3. Estimated hours, timeframe with deliverables, final delivery date. Include any dates that you would not be available to work on this assignment. Availability to attend the event on Oct. 29 is required.	20%
4. Total fixed price.	4. Total fixed price for all activities.	15%
5. Qualifications of proposed individuals.	5. CVs/Resumes of proposed individuals to work on this project.	20%
<b>Total</b>		<b>100%</b>

**PROPOSED TIMELINE:**

**Monday, July 17, 2017** Re-Release of RFP

**Thursday, July 20, 2017:** Submission of Contractual and Technical Inquiries: Cathy Colbert, Senior Awards and Compliance Officer, [CColbert@pedaids.org](mailto:CColbert@pedaids.org) with a "cc" to Clare Dougherty, Senior Director, External Affairs, [CDougherty@pedaids.org](mailto:CDougherty@pedaids.org) and Meghan Quinn, Manager, Media Relations and External Engagement, [mguinn@pedaids.org](mailto:mguinn@pedaids.org)

No phone calls please.

**Friday, July 21, 2017:** Question and Answer Response Document posted on EGPAF website at <http://www.pedaids.org/pages/contracting-opportunities>.

**Wednesday, July 26, 2017:** Completed proposals must be delivered electronically by the deadline mentioned on page one to: Cathy Colbert, Senior Awards and Compliance Officer, [CColbert@pedaids.org](mailto:CColbert@pedaids.org) with a "cc" to Clare Dougherty, Senior Director, External Affairs, [CDougherty@pedaids.org](mailto:CDougherty@pedaids.org) and Meghan Quinn, Manager, Media Relations and External Engagement, [mguinn@pedaids.org](mailto:mguinn@pedaids.org)

**Friday, August 4, 2017:** Final decision announced and Offerors notified

**Wednesday, August 9, 2017:** 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. Any exceptions to the requirements or terms of the RFP must be noted in the proposal. EGPAF reserves the right to consider any exceptions to the RFP to be non-responsive.

Late proposals may 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. EGPAF reserves the right to reject all proposals, in whole or in part, enter into negotiations with any party, and/or award multiple contracts.

EGPAF 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.

Equal Opportunity Notice. The Elizabeth Glaser Pediatric AIDS Foundation is an Equal Employment Opportunity employer and represents that all qualified bidders will receive consideration without regard to race, color, religion, sex, or national origin.

**ETHICAL BEHAVIOR:**

As a core value to help achieve our mission, EGPAF 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 Doug Horner, Vice President, Awards, Compliance & International Operations, at [dhorner\[at\]pedaids.org](mailto:dhorner[at]pedaids.org) or EGPAF's Ethics Hotline at [www.reportlineweb.com/PedAids/](http://www.reportlineweb.com/PedAids/). Any vendor/consultant who attempts to engage, or engages, in corrupt practices with EGPAF will have their proposal disqualified and will not be solicited for future work.