

REQUEST FOR PROPOSALS #0107A

MEDIA 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

We are seeking a Media Relations Consultant to work closely with the EGPAF's External Affairs team to support the establishment of new media contacts, secure event media coverage, and position EGPAF as a global leader in the effort to end AIDS in children.

The Media Relations Consultant (hereinafter, "Consultant") will work with EGPAF's External Affairs team to create a media strategy and identify appropriate media outlets to meet the goals of the organization for pre-event, event, and post-event coverage for *A Time for Heroes*. This will include pre-event media outreach and calendar listings, day-of media coverage and press line management, and post-event coverage.

CONSULTANT DELIVERABLES

Pre-event

The Consultant will work with EGPAF's External Affairs team to develop and distribute media advisories, calendar listings, press releases, and proactive media outreach to secure pre-event coverage as well as media attendance at the event. The Consultant will work with EGPAF's External Affairs team on messaging, news hooks, and in-depth profile media opportunities. An outreach list of social media, bloggers, TV, radio, print etc. media outlets will be jointly determined with the consultant. The goal is to generate coverage of the event and promote the overall messaging of EGPAF.

Day of Event

During the event, the Consultant will check-in all media attending the event and coordinate any media interviews. The consultant will also provide support for VIP step and repeat and assist EGPAF's communications staff on-site. The Consultant will direct and manage key day of social media activities, including Facebook Live and Instagram Live, and coordinate with the Celebrity Relations Consultant to encourage celebrity participation and engagement on their own platforms.

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. Consultant will also provide a full report within 2 weeks of the event that includes all media hits/ listings, articles, expressions of interest, and journalist contact information.

MINIMUM REQUIREMENTS:

The Consultant (or manager of consultant team) 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:

EGPAF will work with the Consultant and be responsible for overall strategy behind media involved in the event for photographs, stories, interviews, etc.

The Manager, Media Relations and External Engagement will serve as the main contact for consultant, as well as other key staff. EGPAF will host regular meetings with consultant during contract period. EGPAF will provide final approval on all asks and outreach before media outreach begins. Additionally, the External Affairs team should be involved in post-event outreach to media contacts.

LOGISTICS:

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

The Foundation also has an open **RFP #0106A** available for a Celebrity relations consultant. Applicants with experience managing celebrity 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 \$15,000. 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 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, EGPAF 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 national media relations and special event coverage, including working with global health or HIV/AIDS organizations.	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%
Total		100%

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 with a “cc” to Clare Dougherty, Senior Director, External Affairs, CDougherty@pedaids.org and Meghan Quinn, Manager, Media Relations and External Engagement, mquinn@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 with a “cc” to Clare Dougherty, Senior Director, External Affairs, CDougherty@pedaids.org and Meghan Quinn, Manager, Media Relations and External Engagement, mquinn@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 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 EGPAF 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/. 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.