

REVISED
REQUEST FOR PROPOSALS #0142A

**CELEBRITY RELATIONS CONSULTANT
2020 CAMPAIGN TO END PEDIATRIC AIDS**

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

Firm Deadline: January 17, 2018

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

After more than 30 years of the HIV pandemic, the world may soon witness the birth of an AIDS-free generation. To date new infections in children have been reduced by 70 percent worldwide. With the right investment, the world can effectively end AIDS in children by 2020 if we continue to build momentum in preventing mother-to-child HIV transmission and expanding treatment to HIV-infected children.

To raise awareness of this historic moment while also raising critical resources, in March 2018 (date TBD) EGPAF is launching a high-profile campaign focused on this 2020 goal. The campaign will spotlight celebrities wearing T-shirts featuring an image by Keith Haring, paired with EGPAF's "AIDS-free Generation" tagline. EGPAF is forming a Celebrity Host Committee to help drive awareness and engagement, gathering celebrities for a potential group photo and related digital campaign promoting celebrity photo or video "selfies" to launch an "AIDS-free Generation" campaign featuring the branded t-shirts.

Through a coordinated social media activation, participants will promote their photos or videos across their social media channels—creating visibility and buzz around the 2020 campaign.

PURPOSE/SCOPE OF WORK

The Celebrity Relations Consultant (individual or agency) (hereinafter, "Consultant") will work with the Senior Director, External Affairs; Manager, Media Relations and External Engagement; and other dedicated team members to engage key celebrities for a potential photo shoot of 10-20 celebrities (to be scheduled dependent on the number of celebrities able to take part) and a related high-visibility promotional social media campaign. This will include leveraging past and current EGPAF celebrity supporter relationships to raise the profile of this campaign and drive traffic to EGPAF's website.

CONSULTANT DELIVERABLES

Pre-Event

The Consultant will work with dedicated EGPAF team members to review and agree upon a targeted list and strategy to identify, contact, and confirm high quality TV, film, sports, and music personalities.

Promotional activities include coordinating 10-20 targeted celebrities attendance at a potential photoshoot event, as well as facilitating celebrity participation in social media campaign featuring Haring branded T-shirts and other digital activities to help drive visibility and awareness of the campaign and 2020 goals.

Working together with EGPAF staff and key external contacts, the Consultant will help to coordinate pre-event promotion, 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 Potential Photoshoot

On the day of the event, the Consultant will manage celebrity arrivals, and guide celebrity participation in the photo shoot. Consultant will also coordinate media interview requests with EGPAF, as well as provide support to EGPAF staff for any on-site behind the scenes social media activities that involve celebrities.

Digital Campaign

Consultant will help support efforts to raise visibility through a coordinated celebrity “selfie” social media campaign featuring Haring branded T-shirts and other digital activities to help drive awareness of the campaign and 2020 goals. Throughout the social media campaign, the consultant will facilitate connections with targeted celebrities to support the digital campaign efforts by posting “selfies” on their digital platforms.

Post Photoshoot and Digital Campaign

Consultant will support post-activation promotion opportunities with EGPAF staff.

Consultant will provide a post-event list of all celebrities who participated, as well as relevant contact information for post-activation 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 New York/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. Senior Director, External Affairs and 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 New York or Los Angeles area is preferred. The Consultant will work closely with both the DC and LA offices of EGPAF.

KEY CONTRACT TERMS:

The anticipated contract type is firm fixed daily rate 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.

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, 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 contact 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 days, 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 in March or April 2018 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:

Friday, January 5th, 2018: Re-Release of RFP

Tuesday, January 9th, 2018: Submission of Contractual and Technical Inquiries to: Cathy Colbert, Senior Awards and Compliance Officer, at ccolbert@pedaids.org, with a “cc” to Clare Dougherty, Senior Director, External Affairs at cdougherty@pedaids.org and Meghan Quinn, Manager, Media Relations & External Engagement at mquinn@pedaids.org

No phone calls please.

Wednesday, January 10th, 2018: Question and Answer Response Document posted on EGPAF website at <http://www.pedaids.org/pages/contracing-opportunities>.

Wednesday, January 17th, 2018: Completed proposals must be delivered electronically by the deadline mentioned on page one to: Cathy Colbert, Senior Awards and Compliance Officer, Awards & Compliance at ccolbert@pedaids.org with a “cc” to Clare Dougherty, Senior Director, External Affairs, cdougherty@pedaids.org and Meghan Quinn, Manager, Media Relations & External Engagement, mquinn@pedaids.org

Monday, January 22nd, 2018: Final decision announced and Offerors notified.

Wednesday, January 24th, 2018: 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@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.