



REQUEST FOR PROPOSAL

Public Relations and Brand Communication

Background

Discovery Green Conservancy (DG) seeks a consulting firm with demonstrated skills, experience, and knowledge to conduct media relations and communication services as well as oversee seasonal advertising campaigns to assist DG in maintaining effective communication with media outlets, local and regional communities, and other interested parties. As Discovery Green® approaches its 10th year, the Conservancy has made the decision to shift from a heavy public relations approach of pushing out information to more engaging and interactive marketing to build relationships with every day park goers. With a greater focus on conversation and the need for both a consistent personality and a sustained effort, DG hired a Marketing Manager in March that will work closely with this new firm.

Discovery Green is a 12-acre park created by a public-private partnership between the City of Houston and the non-profit Discovery Green Conservancy. Since opening in April 2008, the park has welcomed more than 12 million visitors. The Discovery Green Conservancy works with hundreds of programming partners to present three dynamic programming seasons each year most of which are FREE and open to the public. As a non-profit organization, the Conservancy raises all the funds needed for the programming that Houstonians enjoy.

Project Scope

DG is seeking a firm to develop and implement a public relations program that preserves the image of *Discovery Green* among identified audiences. The Conservancy would like a seasonal media and advertising plan developed that provides consistent, targeted advertising to DG's intended audience. The plan may include a mix of television, radio, print, online paid search, social media, non-traditional media, and other digital advertising. DG is seeking recommendations that will maximize visibility for its promotions which may include additional creative communications, messaging, and integrated marketing materials.

Primary tasks include:

- Develop a pro-active public relations plan that includes media relations and promotes specific public relation driven events with leadership on messaging and creative content
- Plan, develop, create, produce and implement seasonal advertising programs designed to increase awareness and attendance of DG events
- Support existing annual promotions and events with updated creative and media recommendations
- Provide evaluation and measurement methods to track project effectiveness
- Drive traffic to the DG website and associated social media

- Grow awareness of DG’s non-profit status (to activate a more robust giving culture)
- Proactively identify opportunities for media coverage—locally, regionally, and nationally—and work to facilitate that coverage
- Develop relevant and creative messaging and/or content that can take advantage of current opportunities and events and can be used by DG staff

Media Partnerships

Includes preparing agreements, managing relationships, writing scripts, securing creative, coordinating graphic design, etc. in coordination with Marketing Manager:

- Manage relationships with current year-round media partners:
 - KPRC Channel PSAs
 - Comcast PSAs
 - Univision TV / Radio PSAs
- Develop and manage up to two (2) supplementary media partnerships
- Determine media types to be used and considered that take into consideration: cost efficiency, target ability, reach potential, tactics and creative consideration

Media Relations

Serve as liaison to the news media, research and respond to inquiries, coordinate interviews, draft and distribute news releases, and provide overall media outreach support:

- Write and distribute programming season long lead news releases with additional follow-up including calendar listings and submissions
- Produce engaging copy that promotes DG’s overall messaging to be used on web site and in social media messages
- Write and distribute a monthly release to all media, including strong images of the key events/programs to highlight for that month
- Coordinate interviews/photography needs for any outlets that express interest in interviewing a DG representative
- Conduct targeted pitching for programming seasons and special events and/or initiatives
- Update DG website e-Press kit as needed
- Track/monitor media coverage for seasonal recap reports and weekly press clippings
- Produce recap reports for events that include metrics that have been reported on in prior seasons (focus on impressions and not strictly cash publicity value)
- Act as media liaison for all media related issues regarding DG, including crisis management support on “as-needed” basis
- Write PSAs, provide and/or manage creative images or b-roll for media sponsorships
- Track production and approval process as needed in coordination with Marketing Manager

Advertising

Develop, implement, and manage a seasonal advertising plan based on DG calendar of events within a 20k annual budget:

- Analyze media options and provide media strategy and media buying services (securing the most efficient and advantageous rates available)

- Check and verify insertions, displays, broadcasts or other means used, including providing tear-sheets, logs, or other proof that ads have run
- Provide account services management and coordination sufficient to support the advertising services outlined and manage deadlines
- Draft ad copy when needed
- Include comprehensive post-campaign reports delineating the value and effectiveness of the media buys after each run

Proposal Requirements

Please submit the following in PDF format to Ren Mitchell, Marketing Manager [lauren@discoverygreen.com]:

A. Company Background

1. Name of agency and contact information
2. Basic background information including years of operation
3. List all primary services offered by the agency, excluding those that are subcontracted
4. Describe experience with public relations, media buying, and advertising for non-profit organizations of similar size and/or scope
5. List key personnel that will be assigned to work with DG with a brief biography of each
6. Describe the firm's philosophy and approach for developing public relations programs in the digital age
7. Case studies and sample work that are similar in scope
8. Describe how you measure client satisfaction
9. A list of 3 references

B. Action Plan for Scope of Services

1. Provide a project narrative which describes the company's capabilities and overall approach including strategies for accomplishing the scope, and rationale for the agency's approach
2. Include any rationale for proposing alternative strategies
3. List expectations of resources to be provided by DG
4. Describe how results will be measured
5. State monthly retainer fee to cover requirements as outlined in the scope of work; list services or items considered to be reimbursable expenses outside the retainer (e.g. mailing costs, photography)

Contract Award and Terms

The Discovery Green Conservancy will negotiate final contract terms upon selection. Any contract presented is subject to review by DG staff and its legal counsel. Final approval and contract award will be issued by the Conservancy. The anticipated project start date is July 2017 or such other date as determined by DG.

Consultant Selection

Proposals will be evaluated and scored by DG Staff in its sole discretion based on the following criteria:

- Demonstrated experience and strength of individual(s) to be assigned
- Firm's or individual's understanding of DG programming and end users
- Strategy's fit with DG's values and operations
- Storytelling and brand communication successes
- Fee proposal

DG may or may not choose to conduct telephone or in person interviews. Following proposal scoring, the top ranked firms or individuals, including the staff to be assigned, will be expected to come to DG for an interview. Upon selection of a finalist, DG will enter into contract negotiations. If these negotiations fail, DG will proceed with contract negotiations with the firm scoring second, and so on. Unsuccessful respondents will be notified. Responses to the RFP must be received by noon June 2, 2017.

Questions regarding this RFP are encouraged and may be directed to:

Ren Mitchell-Marketing Manager

lauren@discoverygreen.com

713.800.4711

Discovery Green Conservancy

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