

**Nevada's 150th Commemoration Request for Public Relations/Communications
Qualifications (RFQ)**

Overview

Nevada will celebrate its 150th birthday with a year-long, state-wide Sesquicentennial Commemoration beginning on October 31 (Nevada Day), 2013 and continuing to October 31, 2014. The Governor has established a 150th Birthday Planning Committee (Committee) to help lay the groundwork for this significant event. Public Relations and social media will be the primary communications vehicles used to build awareness and excitement for the Celebration as well as to encourage participation by locals and tourists alike to enjoy the various events, history and initiatives that will commemorate Nevada's 150th.

The selection of a public relations firm will be judged in two phases:

- Request for qualifications written proposal outlining the expertise by your firm and demonstrating your firm would meet all of the needs/requirements set forth by the Nevada 150th planning committee.
- Of the proposals submitted, three agencies will be selected to make an in-person presentation and provide a written proposal to the full planning committee where one agency will be awarded the contract.

Agency Selection Time Schedule

January 2, 2013	Request for qualifications (RFQ) issued
January 11, 2013, 5pm PST	Deadline for questions about the RFQ
January 16, 2013, 5pm PST	Answers provided to all respondents
January 22, 2013, 5pm PST	Responses due
January 25, 2013	Planning Committee reviews and ranks proposals
February 2013 (expected)	Top three agencies present in-person proposal to full Committee; Statewide Commission awards contract
March 2013 (expected)	PR agency commences work
December 31, 2014	Contract concludes

PUBLIC RELATIONS

As the key strategic driver for this account, the PR agency will drive the overall strategy and provide the key day-to-day contact with the (Committee) and Staff. The PR agency will serve as the key account manager ensuring program cohesion and consistent message delivery across all channels.

Objectives

- Develop and ensure consistent and compelling overarching messages and specific messaging for each target audience;
- Generate significant media coverage in traditional and social media outlets, ensuring appropriate message inclusion, to generate buzz/excitement leading up to/through the celebration, to commemorate Nevada's history and to garner participation in all events and initiatives;
- Educate all key stakeholder groups on the value of Nevada's 150th to generate participation and enthusiasm for the Commemoration;

SCOPE OF WORK

The following Scope of Work is based on achieving the goals of the (Committee) and identifying deliverables for various programs. The (Committee) and forthcoming Staff Executive Director will work with the contracted agency to identify implement and evaluate the most effective mix for these campaigns.

Any Agency participating in the RFQ process must:

- Primarily reside in Nevada
- Demonstrate its capabilities and effectiveness to promote the Commemoration's events and initiatives as well as the State's history statewide as well as its ability to garner positive and comprehensive media coverage throughout the State of Nevada including Southern Nevada, Northern Nevada and all rural counties as well as nationally to help promote Nevada's tourism;
- Provide three (3) examples/case studies of how your Agency is equipped to promote the Statewide celebration locally and nationally;
- If your agency does not have statewide expertise and resources, you may partner or retain another firm within this proposal to assist you in these efforts. That partnership must be explained in detail within the proposal you submit.

Activities

The selected Agency will provide a strategic direction and program execution for Nevada's 150th full planning committee within the areas of:

Strategic Planning – contribute to the overall strategic direction as identified by Nevada's 150th planning committee and develop, execute and provide measurement for the public relations portion of the plan.

Brand Education – create awareness, drive buzz, build pride for and drive attendance and participation for all aspects of the Commemoration including events, history and initiatives.

Media Relations – generate significant media coverage in local, national as well as International (where appropriate) consumer and trade traditional and digital media outlets.

Social Media Strategy and Programming – develop a social media strategy that incorporates the most appropriate channels and provides insights that help the Commemoration maximize each channel. Drive the conversation about the Commemoration through ongoing, dynamic activity on social media channels.

Online Press Room – work with the digital team to develop and maintain the Commemoration's Press Room.

Public Affairs – develop an educational program targeted at legislators that helps raise awareness of the economic impact and value of tourism and cultural affairs.

Education – Educate key stakeholders/target audiences on the upcoming Commemoration to generate involvement and excitement for the celebration

Collateral Materials (e.g. brochures, signage, ads, etc) - The Commemoration will require development and production of some collateral materials. The Agency must have in-house capabilities or partner with a qualified and committee-approved Nevada-based design firm to provide services as needed.

Media Planning/Buying services - The Committee may seek to promote aspects of the Commemoration through traditional and non-traditional media outlets. The Agency must have the in-house capabilities or partner with a qualified and committee-approved Nevada-based media planning/buying contractor.

Account Administration

- Provide administration for identified subcontractors;
- Develop campaign ROI reports;
- Attend Nevada 150th planning committee meetings

ACCOUNT MANAGEMENT/PERSONNEL ASSIGNED TO THE ACCOUNT

Nevada's 150th planning committee is requesting a senior level account team to manage this project. Specifically describe the account team, by name and position that would be assigned to the account including biographies of each employee assigned to this account. (Nevada's 150th planning committee must be informed of any staffing changes prior to their occurrence.)

Company background/history and why Agency is qualified to provide the services described in this RFP. Limit response to no more than five (5) pages.

Length of time Agency has been providing services described in this RFQ to the public and/or private sector. Please provide a brief description.

COMPANY BACKGROUND AND REFERENCES AGENCY INFORMATION

Agency must provide a company profile in the table format below.

Question	Response
Company name:	
Ownership (sole proprietor, partnership, etc.):	
State of incorporation:	
Date of incorporation:	
# of years in business:	
List of top officers:	
Location of company headquarters:	
Location(s) of the company offices:	
Location(s) of the office that will provide the services described in this RFP:	
Number of employees locally with the expertise to support the requirements identified in this RFP:	
Current client roster with scope of work/services provided to them	
Location(s) from which employees will be assigned for this project:	

Agencies participating in the RFQ, must be registered and licensed by the State of Nevada, Secretary of State’s Office.

Question	Response
Nevada Business License Number:	
Legal Entity Name:	

Has the Agency ever been engaged under contract by any State of Nevada agency?

Yes		No	
-----	--	----	--

If “Yes”, complete the following table for each State agency for whom the work was performed. Table can be duplicated for each contract being identified.

Question	Response
-----------------	-----------------

Question	Response
Name of State agency:	
State agency contact name:	
Dates when services were performed:	
Type of duties performed:	
Total dollar value of the contract:	

Are you now or have you been within the last two (2) years an employee of the State of Nevada, or any of its agencies, departments, or divisions?

Yes		No	
-----	--	----	--

If “Yes”, please explain when the employee is planning to render services, while on annual leave, compensatory time, or on their own time?

If you employ (a) any person who is a current employee of an agency of the State of Nevada, or (b) any person who has been an employee of an agency of the State of Nevada within the past two (2) years, and if such person will be performing or producing the services which you will be contracted to provide under this contract, you must disclose the identity of each such person in your response to this RFQ, and specify the services that each person will be expected to perform.

Disclosure of any significant prior or ongoing contract failures, contract breaches, civil or criminal litigation in which the vendor has been alleged to be liable or held liable in a matter involving a contract with the State of Nevada or any other governmental entity. Any pending claim or litigation occurring within the past six (6) years which may adversely affect the vendor’s ability to perform or fulfill its obligations if a contract is awarded as a result of this RFP must also be disclosed.

Yes		No	
-----	--	----	--

If “Yes”, please provide the following information. Table can be duplicated for each issue being identified.

Question	Response
Date of alleged contract failure or breach:	
Parties involved:	
Description of the contract failure, contract breach, or litigation, including the products or services involved:	
Amount in controversy:	
Resolution or current status of	

Question	Response	
the dispute:		
If the matter has resulted in a court case:	Court	Case Number
Status of the litigation:		

Upon contract award, the successful Agency *must* provide the Certificate of Insurance identifying the coverages to be specified upon awarding of contract.

SUBCONTRACTOR INFORMATION

Does this proposal include the use of subcontractors? If “Yes”, identify specific subcontractors and the specific requirements of this RFP for which each proposed subcontractor will perform services.

The Planning Committee, on behalf of the Statewide Commission, reserves the right to reject the use of any particular subcontractor at any point before the conclusion of the project.

BUSINESS REFERENCES

Agency should provide three (3) business references from similar projects performed for private, state and/or large local government clients within the last three (3) years.

Agency must provide the following information for every business reference provided by the vendor and/or subcontractor:

Company

Primary Contact including address, phone number and email address

- Brief description of project/contract and description of services performed
- Original project/contract start and end dates
- Was the project/contract completed within or under the original budget/cost proposal and if not, why?

COST

Agency must provide a recommendation for prices for all costs associated with the responsibilities and related services. As a non-profit Commemoration with limited funds, we are seeking a PR Agency willing to offer discounted goods and services and will give special consideration during the RFQ process to those Agencies willing to discount goods and services.

INSTRUCTIONS FOR SUBMISSION

Proposals must be addressed to Mary Ann McAuliffe, Interim Executive Director, and must be received electronically, faxed, or hand-delivered by 5:00 pm PST on January 22, 2013.

Email address: mamcauliffe@nevada150.org

Fax address: Mary Ann McAuliffe, Interim Executive Director
c/o Nevada Division of Museums and History
775.687.6159

Delivery address: Mary Ann McAuliffe, Interim Executive Director
Nevada Department of Tourism and Cultural Affairs
401 North Carson Street
Carson City, Nevada 89701

Questions about this RFP must be provided in writing to Mary Ann McAuliffe, Interim Executive Director, no later than 5:00 pm PST on January 11, 2013. Written questions may be emailed or faxed at the addresses noted above. Questions must include an email address for response.

One written response will encompass the answers to all of the submitted questions and will be emailed at 5:00 pm PST on January 16, 2013. If a potential respondent wishes to receive the responses, but does not wish to submit a question, the respondent must request the responses no later than 5:00 pm PST on January 11, 2013. The request must specify an email address to which the responses may be directed and must be submitted to Mary Ann McAuliffe, Interim Executive Director, at the addresses noted above.

Proposals may be mailed, but must arrive in the Carson City office no later than 5:00 pm PST on January 22, 2013. Regardless of postmark, any proposals received after that deadline will not be considered.

Additional Information and Conditions

Issuance of this RFP does not commit the Planning Committee, the Statewide Commission, or any other agency or organization to award a contract.

The Planning Committee will not pay or reimburse any costs incurred in the preparation of proposals responding to this RFP.

The Planning Committee reserves the right to reject any or all proposals and re-advertise.

All proposals become the property of the Planning Committee.

Upon contract award, the successful Respondent must provide the Certificate of Insurance identifying the coverages to be specified upon awarding of contract.