



4305 Exchange Avenue
Naples, FL 34104



To: Interested Public Relations Service Providers
Date: April 25, 2017
Re: **Request for Proposal – Public and Media Relations**

The Naples Children & Education Foundation (NCEF), founders of the Naples Winter Wine Festival (NWWF), seeks professional public relations services.

Background: The Naples Winter Wine Festival is a premier event, bringing together renowned vintners and chefs with wine enthusiasts and philanthropists for a three-day festival that raises millions of dollars for underprivileged and at-risk children. Every dollar raised under the tent funds the Naples Children & Education Foundation's annual grants and strategic initiatives.

NAPLES WINTER WINE FESTIVAL

The Naples Winter Wine Festival, one of the world's most prestigious charity wine auctions, offers a weekend of unforgettable memories. Guests enjoy world-class wines and food during intimate dinners in private homes, and are invited to bid on once-in-a-lifetime travel and wine experiences during an electrifying live auction. Since its inaugural event in 2001, the NWWF has raised more than \$161 million, making a profound difference in the lives of thousands of children.

NAPLES CHILDREN & EDUCATION FOUNDATION

The Naples Children & Education Foundation, the founding organization of the Naples Winter Wine Festival, is improving the educational, emotional, and health outcomes of underprivileged and at-risk children. Through its annual grants and strategic initiatives, NCEF has impacted over 40 of the most effective nonprofits in the community, providing more than 200,000 children with the services and resources they need to excel. NCEF's unique approach, which emphasizes collaboration between organizations and bridges public and private resources, has become a blueprint for how to transform a community, one issue at a time.

We seek professional public relation services to generate increased awareness of the Naples Winter Wine Festival, the Naples Children & Education Foundation and to associate the two in the public consciousness. Responsive proposals will address the following needs:

Communications strategies – firm must have a proven track record of national placements, a well-honed list of national media (including television networks, as well as newspapers and magazines), can not only implement traditional media relations efforts but also develop new, out-of-the-box strategies (beyond news releases) and a client list to create synergy to increase media coverage for the NWWF and NCEF and its programs, including:

- Position the NWWF as a world-class event and NCEF as a world-class foundation
 - Three days in the best in wine & food; year-round impact for children in need
- Create strategies for securing regional, national and international coverage in addition to local coverage
 - Focus national and international efforts to gain awareness of the Wine Festival and position NWWF as the top international charity wine auction
 - Position NCEF as thought leaders and a world-class foundation
- Develop story angles that highlight the Festival and the Foundation
- Work closely with incoming Trustee committee members and NCEF executive management in developing strategies
- Host media/presentation training for chairs, board and staff as needed or requested
- Develop new strategies for securing local coverage, not just of events but of the successful programs funded by NCEF
- Develop and deliver branding messages to beneficiaries and follow up to assure usage

Media relations – firm must be able to execute traditional media relations campaigns that helps further brand of the NWWF, NCEF and promote its programs, including:

- Maintain comprehensive and up-to-date media lists of reporters
- Expand media list to include reporters at regional, national and international level
- Prepare and distribute press releases or media alerts, assure pick up and monitor placement
- Secure feature article and broadcast placement both nationally and locally
- Conduct local media pitches (ie. *NDN, News-Press, Naples Illustrated, Gulfshore Life, Gulfshore Business*, etc)
- Serving as the primary point of contact managing reactive media inquiries, vetting potential journalists
- Work with vintners, chefs, sommeliers, sponsors and donors to secure media coverage
- Manage media coverage surrounding Vintner Dinner, including scheduling with hosts, media and PR volunteers
- Arrange for interviews of Board Members, Festival Chairs and CEO
- Work with staff and beneficiaries to develop potential media pitches
- Undertake an op-ed development and placement effort with Board Members/CEO as authors; draft op-eds for NCEF representatives
- Assist with management of photographers for events, develop shot list and distribute to media, monitor pick up, provide to staff for distribution
- Create PR guidelines, media check in sheets, key interviewees, charitable background, press credential form, etc.

Administration – firm will be required to undertake a number of administration and management duties, including:

- Providing client weekly/monthly progress reports including all placements and upcoming or pending work
- Providing client management through in-person meetings, conference calls, etc.
- Assist with the coordination of PR volunteers for Festival week
- Manage PR volunteers during the festival week
- Develop content for e-newsletter and distribute on a regular basis
- Develop list of items needed for festival week
- Produce high resolution pdfs of clippings for the NCEF office

Proposals may be submitted in hard copy to the Naples Children & Education Foundation, Attn: Lisa Juliano, Director, Events & Communications, 4305 Exchange Avenue, Naples, FL 34104 or electronically via pdf file to lisa@napleswinefestival.com. NCEF plans to begin assessing proposals no later than May 8, 2017.