



To: Interested Public Relations Service Providers
Date: February 18, 2014
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 Children & Education Foundation supports effective, disciplined charitable programs that significantly improve the physical, emotional and educational lives of underprivileged and at-risk children in Collier County, Florida. NCEF operates through a grant making process in which needs are identified, and a rigorous vetting process awards charities funds raised each year through the Naples Winter Wine Festival. These grants are awarded to 501(c)3 organizations that help fulfill children's needs for food, shelter, healthcare, education and other special requirements.

Since its founding in 2000, NCEF has raised over \$123 million, funding 37 beneficiary organizations and seven strategic initiatives helping to provide a better life for more than 175,000 children. Through NCEF funding, nearly 2.5 million meals have been served to the hungry. In addition, health, dental health and vision services that were previously unavailable are now reality.

Request for Proposal: We seek professional public relation services to generate increased awareness of the NCEF, the NWWF, and to much more strongly associate the two in the public consciousness. Responsive proposals will address the following NCEF needs:

Communications strategies – firm must be able to not only implement traditional media relations efforts but also develop new, out of the box strategies to increase media coverage for NCEF and its programs, including:

- Develop new strategies for securing local coverage, not just of events but of the successful programs funded by NCEF
- Create strategies for securing regional and national coverage in addition to local
- Work closely with incoming festival chairs, PR Chair to the Board, and NCEF CEO in developing strategies
- Create and implement a NCEF Speakers' Bureau
- Write template speech on role of NCEF and its impact for use by NCEF speakers
- Host media/presentation training for chairs, board and staff as needed or requested
- 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 NCEF and promote its programs, including:

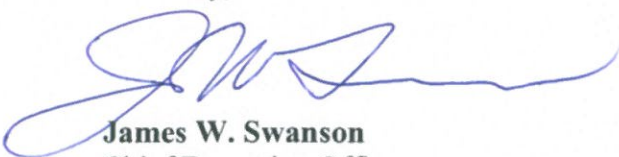
- Maintain comprehensive and up-to-date media lists of reporters who follow work of NCEF
- Expand media list to include reporters at regional and national level
- Prepare and distribute press releases or media alerts, as needed, assure pick up and monitor placement
- Conduct local media pitches (ie. NDN, News-Press, Naples Illustrated, Gulfshore Life, Gulfshore Business, etc)
- Arrange for special interviews of CEO and Board Members
- Arrange for media tours of grantee facilities and briefings on various programs funded by NCEF
- Secure photographers for events, develop shot list and distribute to media, monitor pick up, provide to staff for distribution
- 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
- Work with vintners, chefs, sponsors and donors to secure media coverage
- Manage media coverage surrounding Vintner Dinner, including scheduling with hosts, media and PR volunteers
- 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:

- Coordinate PR volunteers throughout the year
- Manage PR volunteers during the festival week
- Develop content for Constant Contact and distribute on a regular basis
- Develop list of items for festival week
- Update list of community officials for mailings
- Produce high resolution pdfs of clippings for the NCEF office

Proposals may be submitted in hard copy to the Naples Children and Education Foundation, Attn: CEO, 6200 Shirley Street, Naples, FL 34109 or electronically via pdf file to Jim@napleswinefestival.com. NCEF plans to begin assessing proposals no later than April 1, 2014.

Sincerely,



James W. Swanson
Chief Executive Officer
Naples Children & Education Foundation