

# Public Relations Request for Proposal

## Objectives

The Canadian Clay & Glass Gallery, The Kitchener-Waterloo Art Gallery, The Kitchener-Waterloo Symphony and THEMUSEUM are collaborating on a public relations campaign to help change perceptions about their social value to the community as well as their collective positive economic impact. A secondary priority is to generally raise awareness outside of the community.

## Deliverables

The group is seeking proposals from a public relations specialist or company to develop a strategic plan to meet these objectives both in and out of market as follows:

- Interviewing the individual organizations and the group as a whole.
- Creation of Key Messages.
- Press release development, circulation and follow-up.
- Arrange interviews for traditional and social media.
- Maintenance strategy.

## Key in-market audiences:

- Politicians
- Funders
- Corporations
- General Public
- Staff and Volunteers

## Key out of market audiences:

- General public

## Timing

- Spring and summer – Gathering of information and development of strategy to be delivered no later than June 30, 2017.
- Mid fall through late winter – Execution.

## Project Budget

Not to exceed \$13,500 including all third party costs (Canada Wire Service etc.) and taxes.

## Submitting your Proposal

Those interested may submit an emailed proposal to Kari Hueber at [khueber@kwsymphony.on.ca](mailto:khueber@kwsymphony.on.ca) with the following information no later than Wednesday, May 10, 2017:

- Qualifications and list of relevant clients.
- Names and experience of those involved in the execution and strategic development.
- A detailed budget including all external costs.

To ensure consistency, a joint 45 minute conference call to answer all questions will be conducted Wednesday, April 26<sup>th</sup> at 10:00am. For those interested in continuing, relevant documents from each group will be made available.

Presentations by those selected as a short list will take place the week of May 15.

Kari Hueber, Director of Audience Engagement, KWS

Shirley Madill, Executive Director, KWAG

David Marskell, CEO, THEMUSEUM

Katherine Ronzio, Manager of Marketing & Communications, The Clay & Glass