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## REQUEST FOR QUOTE

To: Public Relations Firms

Date: 9/26/14

Subject: Special Events Public Relations

From: Megan Gamwell

Fax:

Phone:

Number of pages (incl. cover): 3

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The Hillcrest Business Association is seeking bids for Public relations services on behalf of the business community in Hillcrest, San Diego. Please respond to this simple request for quote, by mail or e-mail, before 10/10/14 at 5pm.

### **Existing conditions:**

The Hillcrest Business Association implements many activities to promote the neighborhood of Hillcrest. Media and public relations are a critical part of these activities. The HBA is seeking a public relations firm to assist with promoting the Hillcrest Farmers Market on Sundays throughout the year, Taste of Hillcrest on April 18, 2015, and Hillcrest Taste 'n Tinis on December 11, 2014.

### **Minimum bidding details:**

- The contract is anticipated to be executed upon due consideration by the Hillcrest Business Association board of directors, its staff and any appropriate volunteers. Bidders acknowledge that this process may take a considerable amount of time or may not occur at all.
- Details of the final contract, including fees, will be negotiated and may vary from the elements described in this proposal.
- Bidders are responsible for research relating to the events and activities described.
- Bidders are responsible for completing this form with an estimate that accurately describes the cost to perform the work described below in description of work.
- Bidders are responsible to provide any further detail about their company or experience as would illustrate their competence in performing the tasks described.
- Bidders are to provide a minimum of three (3) references with contact information for clients where similar services were provided.
- Failure to submit responses to any of the above items above may disqualify the bidder from further consideration.
- Bidders are encouraged to attach additional quotes, proposals, suggestions or otherwise that augment this proposal that illustrates creative thinking and enthusiasm for the project.

**Description of work:** Please provide a price quote in the section provided below for the following work:

Contractor agrees to provide the following:

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3737 Fifth Ave. #202, San Diego, CA 92103  
p:(619) 299-3330 f: (619) 299-4230



Create a public relations plan that includes the following activities for Taste of Hillcrest on April 18 and Hillcrest Taste 'n Tinis December 11th:

Display promotions

- Work with HBA staff or third party graphic designer to design all display collateral materials including fliers, day of event signage, posters, tickets and other materials.
- Work with HBA staff to produce and distribute all collateral materials including placement of promotional material in area restaurants, retail, bars, and other locations.
- Where appropriate hang all day of signage in the participating venues and at will call before the event.

Earned Media

- Solicit all local San Diego television news outlets for pre-event news coverage.
- Secure a minimum of five live TV spots for each event pre-event and day of coverage.
- Secure free event listings on television, print, and online event calendars.
- Secure live TV spots, radio spots or radio presence at the event.
- Secure trade radio promotions and distribute tickets to participating radio stations for contest giveaways.
- Work with HBA staff to write and distribute PSA for radio commercials.
- Act as media liaison, generate & distribute press release, PSA's, media alerts.

Public Relations

- Work with HBA staff to write initial Calendar Notice and distribute it to all media.
- Work with HBA staff to write and distribute press releases.
- Work with HBA staff to write media alerts for television stations radio stations and other media outlets.
- Provide a photographer for day of event documentation of activities.

Online Promotion

- Work with websites to ensure the events are featured on websites and feature contest giveaways.
- Disseminate all tickets to online websites for contest giveaways.
- Upload event information to over 100 event web listings.
- Implement Facebook and Twitter campaign to build current "friend" list and promote event.

Advertisement

- Coordinate all paid and unpaid print advertisements within prescribed budget.
- Secure media sponsorship and advertising buys for print, radio and tv.

Events:



- Work with HBA staff on day of event to ensure implementation of all event elements such as distribution of equipment, will-call set up and ticket sales, poster and balloon distribution, and where needed, shuttle signage.

#### Post event activities

- Write thank you cards.
- Coordinate post event de-brief meeting.
- Write a media re-cap for sponsors and client.

Create a public relations plan that includes but is not limited to the following activities for Hillcrest Farmers Market:

#### Public Relations

- Pitch weather remote TV spots from the event.
- Act as media liaison, generate and distribute press release, PSA's and media alerts.
- Work with HBA staff to write Calendar Notice and distribute it to all media.
- Work with HBA staff to write and distribute press releases.
- Work with HBA staff to write media alerts for television stations radio stations and other media outlets.

#### Online Promotion

- Work with HBA staff or third party graphic designer to design all print advertising.
- Produce weekly blog article for "Market Girl" Farmers Market blog.
- Work with websites to ensure the events are featured on websites and feature contest giveaways.
- Upload event information to over 100 event web listings.
- Implement Facebook and Twitter campaign to build current "friend" list and promote event.

#### Events:

- Work with HBA staff to promote a series of events on a regular basis such as children's crafts, visiting chief series or other activities.
- Provide a photographer for day of event documentation of activities.

#### Advertisement

- Work with HBA staff or third party graphic designer to design all print advertising.
- Coordinate all paid and unpaid print advertisements within a prescribed budget.
- Secure media sponsorship and advertising buys for print, radio and TV.

Company name: \_\_\_\_\_ Company contact: \_\_\_\_\_



Quote for services: \_\_\_\_\_

**Additional information:** Please provide any additional information concerning this project in the form of a proposal and attach it to this cover sheet.

Please forward any questions concerning this RFQ to Megan Gamwell at (619) 299-3330  
megan@hillcrestbia.org.