

Request for Proposal:

MEDIA RELATIONS AND MEDIA PLACEMENTS, INTEGRATED MARKETING COMMUNICATIONS SERVICES

Summary:

The Desert Research Institute (DRI), a world leader in environmental sciences through the application of knowledge and new technologies, seeks to acquire the services of a qualified agency to support its media relations and integrated marketing communications strategy and initiatives.

In addition, DRI seeks to generate measurable awareness and encourage strong national and in-state interest in its Nevada-based research enterprise that advances environmental study, technological development, science education, and policies that impact the long term sustainability of planet Earth.

DRI invites proposals from interested agencies with experience in media relations and media exposure and strategy; content development and visual storytelling; digital engagement strategies and tactics; database marketing and acquisition strategy; and integrated marketing communications strategies.

Timeline:

This RFP is soliciting bids from all interested parties for a 9-month initial contract, with the potential for an additional one-year extension upon performance review.

Budget:

DRI is interested in creative ideas and new approaches that will maximize value spent. Initial 9-month budget should not exceed \$50,000.

Scope of Services:

The following is a general overview of services and work that DRI will expect to be completed through this contract. This scope of services is dynamic and DRI welcomes proposer's recommendations to add items and ideas that will further enhance DRI's ability to promote its endeavors and create increased awareness of its research reputation and expertise.

Media Relations:

- Development of a strategic media-relations plan that significantly elevates the exposure of DRI research, endeavors, and its people.
- Proactively identify opportunities for earned media coverage, both locally and nationally, and work to facilitate that coverage with DRI staff.
- Assistance with story development, creation of visuals, media kits, and pitches.
- Assistance with media interviews and material dissemination to media outlets
- Review and analyze DRI's past media exposure, media and stakeholder databases, and provide recommendations and tactics for improvement.

Integrated Marketing Communications:

- Guidance and recommendations for improving DRI's brand and tagline.
- Development of coordinated marketing strategy for the 2017 DRI Nevada Medal Events, scheduled for April 18 in Reno and April 20 in Las Vegas.
- Guidance and recommendations to improve DRI's external website – www.dri.edu.
- Development of a robust social media strategy to increase public engagement with DRI.

DRI Knowledge Fund Projects:

- Development of a targeted marketing campaign and media coverage plan for the success of DRI's four Nevada Knowledge Fund projects – 1) Applied Innovation Center, 2) WaterStart, 3) Drone Cloud Seeding Project, 4) Drone Agricultural Applications Project.
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Background:

Created in 1959 and with campuses in Reno and Las Vegas, Nevada, DRI is comprised of over 500 employees, which includes approximately 150 principal investigators who conduct research and development in more than 40 scientific fields. Its operating budget of \$50 million is funded through contracts and grants from the government, industry partnerships, state appropriations, investment income, and private philanthropy. DRI faculty members also teach courses and advise students at universities and colleges throughout the Nevada System of Higher Education.

Through its research on the effects of natural and human-induced environmental change and on advancing environmental technologies to assess our changing planet, DRI researchers increase scientific knowledge and understanding of the earth's environment, promoting preservation of diverse ecosystems, advancing responsible resource management, and improving human health and welfare.

Integrated Marketing & Communications (IMC) is the Desert Research Institute's central team of communications, design, creative marketing, public outreach, and website development professionals whose goal is to create passionate and loyal advocates for DRI. Our primary focus is to promote and disseminate DRI and all of its endeavors to internal and external stakeholders; while also supporting DRI faculty, students, and administration with communications and marketing resources and tools.

Through writing and pitching captivating stories about DRI research and activities; creating noticeable marketing materials and compelling websites; and coordinating engaging educational and outreach opportunities – our team focuses on raising stakeholder and public awareness of DRI and providing consistent faculty support with reliable, meaningful communications and marketing.

Our additional foci include enhancing DRI's internal communications, encouraging faculty and student media education and engagement with the public, and managing Institute crisis communications. Our team also provides communications support to the Western Regional Climate Center, DRI's GreenPower Program, and the DRI Foundation.

Issuing Information:

This RFP is issued on behalf of the Desert Research Institute, within the Nevada System of Higher Education. The following individual will serve as the Issuing Officer from the date of release until the contract is awarded. Questions regarding this RFP may be directed to the Issuing Officer.

Justin Broglio, Communications Officer
775-673-7610
justin.broglio@dri.edu

Submission of Bid Proposals:

Proposals are to be submitted to the Issuing Officer via email. Proposals must be submitted on or before 5:00 p.m. on October 15, 2016.

Proposal Requirements:

Proposals must be submitted in PDF format.

Proposal Guidelines:

Proposals should include the following information in the following order:

1. Company/Agency information
 2. Background, history and professional references
 3. Key personnel that will support DRI contract
 4. Narrative that describes how the Company/Agency would complete the proposed Scope of Services.
 5. Narrative and specific work examples that illustrate the Company/Agency's experience related to the Scope of Services and ability to accomplish them.
 6. Budget
 7. Specific performance metrics that Company/Agency will track and recommended measurement plan to showcase success.
 8. *The Why?* – Narrative that explains why Company/Agency is pursuing DRI proposal and Company/Agency's interest in the work that DRI does.
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