



**GET INVOLVED** *in your community*

**REQUEST FOR PROPOSALS FOR  
GENERAL COMMUNICATIONS SERVICES**

**PROPOSALS DUE:** June 27, 2018, at 3:00 p.m.



**GET INVOLVED** *in your community*

**INQUIRIES AND PROPOSALS SHOULD BE DIRECTED TO:**

Erin Choy and Samantha Ferrin  
Sunshine State Ball, Co-Chairs  
Junior League of Tallahassee  
[SunshineStateBall@jltallahassee.org](mailto:SunshineStateBall@jltallahassee.org)

**I. OBJECTIVE**

The Junior League of Tallahassee (Customer) is interested in receiving a proposal from qualified vendors that possess a wide range of public relations, communications, and marketing services to support the Junior League in hosting the 2019 Sunshine State Ball.

**II. BACKGROUND**

Since 1960, the Junior League of Tallahassee has served as an organization of women committed to promoting volunteerism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. We have more than 500 members committed to this mission. Our value lies in the synergy these women create when working together to make a difference.

After years of research and thoughtful consideration, the Junior League of Tallahassee is honored to present the Sunshine State Ball on January 11, 2019. This black tie event seeks to bring approximately 500-700 community and state leaders, elected and appointed officials, Junior Leagues of Florida, etc., to participate in this event.

One of the primary objectives of the 2019 Sunshine State Ball is to identify unmet community needs and create solutions to address them. Also, sponsors are interested in supporting Junior League activities to facilitate improvement of the lives of children and families through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. Further, it warrants noting that the Junior League has have a proven track record of ensuring every dollar invested in our organization, and spend with our vendors, produce results with real impact.



## GET INVOLVED *in your community*

### III. TERM

The term of the prospective agreement is anticipated to be about 6 - 7 months, from the date of contract execution until shortly after the event occurs.

### IV. PROPOSAL SUBMISSION; DUE DATE AND TIME

Proposals are due on June 27, 2018, at 3:00 p.m. All proposals shall be submitted by electronic mail in PDF format to [SunshineStateBall@jltallahassee.org](mailto:SunshineStateBall@jltallahassee.org). See section VII. Below for how to organize your proposal.

### V. INQUIRIES

Inquiries concerning this RFP should be emailed to:

Erin Choy and Samantha Ferrin  
Sunshine State Ball, Co-Chairs  
Junior League of Tallahassee  
[SunshineStateBall@jltallahassee.org](mailto:SunshineStateBall@jltallahassee.org)

### VI. SCOPE OF BASIC SERVICES

- A. The Junior League of Tallahassee seeks a communications agency able to provide general communication and public relations services for the 2019 Sunshine State Ball including, but not limited to, the following:
1. Planning, drafting, preparing and distributing communications (i.e., Advertising, Press Releases, Op-Eds, etc.).
  2. Strategy and execution related to the communications campaign.
  3. Technical Writing.
  4. Executing all communications in finished form.
  5. Responsibility for thorough quality control and quality assurance of communications for appearance and consistency with previously approved content.



## GET INVOLVED *in your community*

- B. The Junior League of Tallahassee will look favorably upon proposals by firms that address all of the above areas. Vendors are encouraged to provide additional information about other services which may be offered or provided based on any particular area of expertise. See VII., Section 4 below.

### VII. DELIVERABLES

JLT will reasonably recognize the vendor. Additional deliverables will be determined during the final negotiations with the successful vendor. Offerors are encouraged to visit <http://www.jltallahassee.org/support-us/sponsorship/> to review the JLT Sponsorship Guide.

### VIII. PROPOSAL CONTENTS

Please organize your proposal as follows:

#### **SECTION 1 - Experience and Qualifications**

The Offeror should describe its experience and qualifications including:

1. History of organization, including length of time in business, key personnel, key projects or campaigns.
2. Unique differentiators, strengths, approach to client services, or other special characteristics of the firm.

#### **SECTION 2 - Organization, Size, Structure, and Areas of Expertise**

The Offeror should describe its organization, size, structure, areas of expertise and standard operating procedures, which should include the following:

1. An overview of the demographics of the firm including an organization chart.
2. Description of the proposed team that will be assigned to the the Junior League of Tallahassee account, including resumes.
3. A work flow demonstrating the quality control and quality assurance process that is utilized by the firm to ensure the highest levels of product quality.



**SECTION 3 - Price / Fee Structure**

Provide pricing information and / or all other rates or costs associated with providing the services described herein.

**SECTION 4 – Other Information**

Provide a copy of a proposed master services contract, if any. Also, provide any other information that may be relevant for Customer to consider.

**IX. PROPOSAL REVIEW**

It is the Junior League of Tallahassee’s intent to enter into a written agreement with the successful Offeror. The terms and conditions of the prospective agreement (if any) are subject to negotiation. It is expected that a final decision and selection will be made within two (2) weeks after receipt of proposals, upon conclusion of final negotiations with the successful vendor.

**X. AVAILABILITY**

Work is expected to begin immediately after negotiations are completed with the successful Offeror. Offerors are encouraged to confirm immediate availability with existing resources in their proposal.

**XI. OTHER**

Customer shall not be liable for any costs incurred by a vendor in preparing or producing its response to this RFP. No obligation of any kind is created as a result of Customer issuing this RFP, or Customer reviewing proposals prepared and/or submitted by vendor.

**THE REMAINDER OF THIS PAGE INTENTIONALLY LEFT BLANK.**