



REQUEST FOR PROPOSAL

Statue Cruises or New York Hornblower Hybrid Launch

Background:

Statue Cruises is the National Park Service concessioner of ferry service to the Statue of Liberty National Monument and Ellis Island. The company was awarded the contract in 2007, displacing the established incumbent Circle Line Downtown. A key component of Statue Cruises' winning proposal was the inclusion of a hydrogen-powered vessel. At the time of the proposal, and currently, it will be the first of its kind and the only hydrogen-powered vessel in the United States. There is a small hydrogen-powered vessel in Germany. This vessel will be far larger and more environmentally friendly than that one. Alcatraz Cruises, Statue Cruises' sister company in San Francisco, CA, introduced the Hornblower Hybrid, the nation's first hybrid ferry in December 2008. That vessel has garnered serious media attention and positive public comment. Statue Cruises and Alcatraz Cruises are owned by Hornblower, a 30 year old company based in San Francisco, CA, that has multiple ventures operating vessels in different capacities around the country.

Vessel Background: [Flickr](#); [Respect Our Planet Hybrid Blog](#); [Statue Cruises](#)

Objectives:

The revenue projections for the New York Hornblower Hybrid are strong. It will host 40 public cruises and 88 private charter events. We want to leverage earned media to help promote the events and the yacht as a new venue in New York. Additionally, we want to promote the milestone of the vessel being the first of its kind and a technological breakthrough for both the maritime and green industries. Finally, we want to be recognized for our commitment to the environment.

1. Create a strategic plan for how to effectively communicate this vessel across multiple different audiences and across all media.
2. Make recommendations on the media who should attend any launch events in April 2011 (including a daytime press conference-type of event and an evening event).

3. Create promotions to encourage people to take public cruises on the vessel during the summer and fall of 2011.
4. Launch and make Hornblower Hybrid stand out among a crowded New York Harbor; create hype and attention as an excellent new venue in New York.

Goals:

Publicize the launch and initial sailing season of the New York Hornblower Hybrid. Sell out 40 public cruises and book 88 charter events in 2011.

Management:

Hornblower staff includes a local Marketing Manager in New York City; a Public Relations Manager in San Francisco, who will be main liaison with agency; and a freelance writer who is creating several press releases and is available to create additional releases.

Timeline:

Vessel is currently under construction in Connecticut. Sea trials are scheduled to begin in late March and the vessel will officially launch in April (date TBD). Public relations campaign around the vessel construction progress is underway. Launch and post-launch campaign expected to extend through September 2011. Contract estimated to be six months long.

Submission Process:

Provide a written response to this bid by January 12, 2011. We will evaluate the responses and schedule interviews with selected agencies to occur the week of January 24, 2011.

Award of Project:

The intent is to award the project by February 10, 2011. At that time we will negotiate when work will commence.