

REQUEST FOR PROPOSAL FOR PUBLIC AND MEDIA RELATIONS SERVICES

February 25, 2016

The Colorado River Indian Tribes (CRIT) is requesting the submission of proposals for qualified individuals or firms to perform public and media relations services.

I. DETAILS:

The Colorado River Indian Tribes (CRIT) is a federally recognized Indian Tribe with almost 300,000 acres of reservation lands located in both California and Arizona. CRIT's Tribal Offices are located in Parker, AZ with several enterprises located throughout the reservation. CRIT Human Resources serves all government departments and all enterprises, except for the Tribe's casino. For additional information about CRIT's history and enterprises, please visit <http://www.crit-nsn.gov/>.

II. SCOPE OF SERVICES

The Scope of Work is designed to encourage aggressive, proactive media outreach to increase visibility for CRIT, its events, activities and enterprises. It will include, but not be limited to:

1. Executing targeted public relations campaigns to generate feature articles, event listings, and related publicity for events, promotions, and destination activities/amenities, targeting publicity in print, TV, radio and online outlets.
2. Writing, formatting (with photos) and distributing press releases to print, online, broadcast media.
3. Conducting personal follow-up on outreach via phone, email and mail.
4. Tracking coverage and measuring overall efforts, delivering regular written reports (including estimated number of impressions and media value)
5. Track and respond to stories in the media that might benefit from a response from CRIT.
6. Sending media clips on a regular basis; tracking coverage and measuring efforts.
7. Proactively identify opportunities for media coverage, both locally and regionally, and work to facilitate that coverage.
8. Schedule media interviews for Tribal Council and tribal employees (as identified by Tribal Council) to promote CRIT.

III. PROPOSAL REQUIREMENTS

Proposal content should include:

- 1) Cover letter: a letter signed by an officer of the firm, company or corporation, binding the firm/company/corporation to all comments made in the proposal. Include a primary contact person for the proposal.
- 2) Documentation of the relative experience and qualifications of the proposing organization as it applies to the Scope of Services outlined in Section II.
- 3) The resumes and detailed information on the proposed staff's experience and qualifications that will be utilized.
- 4) A client listing of other governmental organizations or private firms for which the public and media relations services have been provided within the past 3 years. Provide a brief description of the audit services performed including contact information. The supply of contact information by the proposer is authorization for CRIT to perform reference checks.
- 5) A price proposal.

IV. SPECIAL CONDITIONS

The successful individual/firm shall be required to comply with the following:

- 1) Enter into a professional services agreement wherein the choice of forum for any disputes shall be the Tribal Court of the Colorado River Indian Tribes.
- 2) Confirm compliance with all CRIT laws, including but not limited to, the Business and Professions Code.
- 3) CRIT reserves the right to apply CRIT Tribal Member and Indian Preference in the selection of an individual/firm.

V. SUBMISSION REQUIREMENTS

- 1) All submissions and any questions pertaining to this RFP shall be directed to:

Colorado River Indian Tribes
Office of the Attorney General
Attn. Rebecca A. Loudbear, Attorney General

26600 Mohave Rd.
Parker, AZ 85344
Rebecca.loudbear@crit-nsn.gov
Phone: (928) 669-1271

- 2) All individuals/firms responding to this RFP shall provide one (1) original and twelve (12) copies of all required documents and their proposal to provide Public and media relations services.
- 3) Proposals must be received within forty-five (45) days of the date of this RFP. Proposals received after the selection of the individual/firm shall not be considered, though they may be retained for purposes of consideration in subsequent years at the discretion of CRIT.

VI. SELECTION

- 1) CRIT reserves the right to reject any and all proposals with or without cause and extend the time for submission of proposals without notice.
- 2) CRIT Tribal Council may require an in-person interview with the individual/firm, to take place at CRIT Tribal Offices. The purpose of the interview would be to discuss a submitted proposal to further ascertain and clarify the qualifications and ability to perform the scope of services, gather additional information, and potentially negotiate proposed rates and fees or other agreement terms. The interview will be at the expense of the individual/firm.
- 3) There is no deadline for selection of an individual/firm but those not selected from this RFP process will be so notified.