



Request for Proposal

Public Relations
Agency of Record

Issue Date: March 12, 2014

RFP Responses Due: April 4, 2014

RFP Presentation Date: April 14 – May 2, 2014*

**dates subject to change, see enclosed schedule*

RFP Contact: Garrett Graubins, Marketing Director
303.455.5126 x127 / garett@BoaTechnology.com

BOA TECHNOLOGY PR AGENCY OF RECORD RFP

SCOPE & SIZE OF ACCOUNT

Boa Technology Inc., creator of the award-winning Boa Closure System, is looking for a Public Relations Agency of Record to help it to grow national awareness in its primary business categories:

- (1) Golf Footwear
- (2) Snowboard Boots
- (3) Utility / Safety Footwear
- (4) Outdoor Footwear
- (5) Cycling Footwear
- (6) Athletic Footwear (including running, crossfit)

Account size may range between \$50,000 and \$80,000 per year (paid as a monthly retainer), dependent upon results, agency's resource allocation (and sharing of clients by account people), and other anticipated expenses. The retainer will be discussed at the end of each one-year period; a potential increase in retainer will be determined by performance against agreed-upon goals.

No compensation will be available to agencies for administrative expenses incurred while taking part in this process (i.e. travel, time, presentation materials).

TIMETABLE

INITIAL SCREEN PHASE

Release of RFP to Potential Agency Partners: March 17, 2014

RFP Responses Due from Agencies: 5:00 p.m., April 4, 2014

CAPABILITIES PHASE

Selection of Finalist Agencies & Delivery of Assignment: April 11, 2014

Meetings with Finalist Agencies: April 14 – May 2, 2014

AGENCY SELECTION PHASE:

Announcement & Notification: May 16, 2014

SCOPE OF SERVICES

The Public Relations Agency of record will perform a variety of services including but not limited to:

- Coordination of annual national PR plan with overall Boa Technology Marketing Plan and Key Initiatives.
- Execution of campaigns:
 - Writing, producing and disseminating all necessary materials.
- Securing interviews and story placements.
- Finding and submitting award submissions.

- Writing blogs and brainstorming content ideas.
- Continue overall focus on the primary target markets, as stated above.
- Maintenance of the account
 - Weekly meetings/conference calls.
- Staffing select events (e.g., trade shows) as necessary.
- Timely monitoring, reporting and evaluation of media, including monthly metric reports and analysis.

SELECTION CRITERION & PREFERENCES

We will consider the following criterion in reaching a final decision on our new PR AOR:

Agency Size. Our ideal agency partner will be small- to medium-sized.

Agency Experience and Capabilities. This includes team and agency, account representative, references, and proven success. We will give preference to agencies with a strong record of success in building awareness in the digital space amongst Key Influencer (endemic) audiences in most of our categories (golf, utility, outdoor, athletic) and mainstream (non-endemic) in a few (snowboard, cycling). Agencies with experience with ingredient brands and “disruptive technologies” will also get special consideration. Except for rare circumstances, we will not expect the agency to place media buys. Once per year, the agency may be called upon to coordinate a media event attended by journalists, editors, or industry decision makers (the costs of which will be separate from the retainer).

Fees and Agreements. This includes monthly retainer, billing rates beyond retainer, and additional potential costs.

Location of Agency Staff. Agencies in the Denver/Boulder/Colorado Springs market will have an advantage over agencies located in other regions. This is because we appreciate the option of closely collaborating with our partners in person on a regular basis. If an agency outside of the Denver/Boulder/Colorado Springs market is chosen, the agency will be expected to cover their own costs for travel to the Boa offices to service the account.

Potential for Client Conflict. We ask that potential agency partners reference and evaluate our current brand partner list in order to avoid any potential conflicts between our products and partners and current or potential future clients.

INITIAL RESPONSE

Agencies interested in participating must submit a completed RFP response to Garrett Graubins at garett@boatechnology.com by 5 p.m. Mountain Time on April 4, 2014.

PRESENTATION

If selected, the Agency will have the opportunity to make a 90-minute presentation between April 13 and April 27, 2014 (*subject to change). The presentation will be held at the Boa Technology offices in Denver, Colorado.

**Please note that expenses associated with the presentation will be at the cost of the agency and may not be submitted for reimbursement.

Presentation shall include all of the information solicited in this RFP, and any additional data that the respondent deems pertinent to the understanding and evaluation of the proposal. All presentations shall include at minimum:

- Overview of Agency
 - Scope of Services Available
 - Organizational Chart
 - Sample of prior placements / relevant case studies
- Account management and commitment
 - Primary point of contact for account
 - Proposed account team
- Presentation based on RFP submission request
- Account pricing
- Any special interests or unique advantages
- Client list and/or potential conflicts of interest

DISCLAIMER

Boa Technology reserves the right to reject any or all proposals submitted if such election is deemed to be in the best interest of the company. Boa assumes no obligation, no responsibility, and no costs incurred by the responding Agencies prior to the issuance of a contract. Submitted proposals and materials are non-returnable.

*Presentation dates subject to change. Agencies will be notified if selected to present.



BOA TECHNOLOGY INC.
REQUEST FOR PROPOSAL

AGENCY ORGANIZATION OVERVIEW

1. Company Profile
2. List of core competencies and services
3. Experience in high-priority Boa business categories:
 - a. Golf
 - b. Snowboard
 - c. Utility / Safety
 - d. Outdoor
 - e. Cycling
 - f. Athletic (including running and triathlon)
4. Experience relevant to ingredient brands and technologies
5. Geographic location(s)

STRATEGY & DEVELOPMENT

1. Explain why you feel that your agency is best qualified to accept the unique challenge of driving Boa Technology's public relations?
2. Based upon your research of Boa Technology, what do you identify as the greatest challenges facing the company as it relates to public relations?
3. Please identify what you perceive as Boa Technology's value proposition and greatest strengths as they relate to attracting the interest of our target audiences.
4. How do you measure the success of public relations? Which quantitative results would you provide as an indicator of your progress toward helping Boa Technology in achieving its goals?

RELATIVE RELATIONSHIPS

1. Describe your strategic relationships with the following media markets:
 - a. Local
 - b. Regional
 - c. National
2. From the below list, which media channels do you believe that Boa Technology will best benefit from and how will you be able to provide Boa Technology with exposure to these channels?
 - a. Print (newspaper, magazine)
 - b. Television
 - c. Internet
 - d. Social

- e. Events / Experiential
- f. Others

CLIENT PARTNERSHIP

1. What is your client retention rate and who is your longest-running client (in number of years)?
2. How would you describe your firm's culture?
3. Describe your organizations structure and highlight the following:
 - a. Organizational chart
 - b. List of any third party companies or outside contractors that would be involved with our account
 - c. Description of individuals proposed for the account and overview of their relevant experience and years in public relations
 - d. Bios for key individuals

CASE STUDY & REFERENCES

1. Provide at least two case studies that exemplify your success and strengths as a public relations firm.
2. Provide at least three current client references (company name, contact name, address, phone number, e-mail address)

BUDGET & FEES

1. Include your proposed budget and fees, including a detailed list of any specific fees.