

# RFP for Public Relations Services

## Overview

This is a request for a public relations proposal for Football Ventures, Corporation.

The proposal should incorporate the development of a comprehensive public relations plan. At the core of the plan should be the creation and implementation of a media relations and relationship building strategy with appropriate centers of media influence for public companies that deal with the industries of finance, sport and technology. The purpose of the plan is to integrate with and support the overall corporate marketing for Football Ventures and its business divisions.

There will be several unique opportunities for Football Ventures in 2012.

We anticipate these activities would include the following:

- Company will be publicly listed on the OTC and looking to move to the BIG BOARD over the next 12-18 months.
- MAJOR brand relationships with our digital service with the BIGGEST clubs in the world!
- An acquisition of a 100+ year old Football Club and stadium in the UK
- An acquisition of a 20+ year old club in the USA and MAJOR rebranding
- An acquisition of a grassroots company in Asia with KEY marketing rights in China with the government

We would expect the following services:

- Arranging national and global media coverage include interviews and appearances
- Identifying and training key spokespersons from our company
- Identifying key organizations to which our personnel should belong
- Identifying and assisting with placing our personnel on appropriate boards and initiatives
- Creating and coordinating special media events (subject to budget approvals)
- Identifying additional possibilities for speaking engagements and appearances
- Identifying additional, non-traditional public relations opportunities within the proposed budget
- Close coordination with the Investor Relations firm representing Football Ventures

The deadline for submitting this proposal is October 31, 2012. Address the proposal to: [pr@footballventures.com](mailto:pr@footballventures.com). The proposal should be based on a yearly budget of fees and expenses to meet our goals. The annual budget should include all anticipated monthly fees.

We are soliciting proposals from approximately several firms. Upon review of submissions, we will interview three (3) firms.

### All proposals should include:

- Recommended key strategic initiatives, primary program elements and evaluation criteria
- Estimate to develop and execute a public relations plan at 6, 12 and 18 month intervals

- Detailed budget and timeline tied to each 6-month window
- List of proposed team members, including biographies, billing rates and level of participation in the account
- Brief case histories that illustrate ability and experience working with public companies within finance, sport and technology industries
- List of current and former clients in this space or related fields for whom you have worked in a similar vein, including independent contractors
- Clear explanation of PR firm's billing procedures including rates, mark-ups, etc.
- List of at least five references for work performed within the past four years

**All proposals will be evaluated on:**

- Demonstrated expertise in and understanding of public companies within the finance, sport and technology industries
- Understanding of and ability to meet our goals and objectives of fast-moving growth and aggressive media coverage
- Firm and personnel qualifications and experience with weight given to experience of account team.
- Ability of proposal to be executed within budget and time line
- Strength of the firm's ability to both develop a strategic plan and relentlessly execute against the plan
- Ability of the firm's process for measuring success (use of metrics) and communicating with client

## About Us

Football Ventures is a US-based company that invests in various sectors of the football (soccer) industry including, but not limited to, the Professional (teams and venues), Developmental (digital consumer products) and Grassroots (global youth development) areas of the game. In addition, from time to time Football Ventures launches its own or closely held football business initiatives. The company is based in historic Charleston, South Carolina and invests in various projects globally.

## Our customers

We work with some of the top global football and corporate brands in the world through our professional, developmental (mainly digital) and grassroots initiatives.

Due to the global and diverse business model, we have competition from various sectors large and small around the world.

## Prior media exposure.

To date the company has had virtually no media exposure by design, but will need to initiate regular, international media coverage as it is in the process of becoming a publicly listed company and will have several transactions and acquisitions over the next 3-12 months and will become a more complex company over the next 1-10 years.

## Our key initiatives, unique selling propositions and potential messages:

Football Ventures seeks to become the dominant, global, football platform over a 10-year period.

**Example:**

- We acquire professional clubs in distress and rebuild value through football and commercial experience
- We have a unique global business model (integrating grassroots, digital and professional)
- Our qualified experts are industry leaders We provide unique digital platform solutions to the top clubs and commercial brands globally
- We have tremendous opportunities in global grassroots, mainly in Asia
- Though a fairly new company, we have over 100 years in combined industry experience

## Business/public relations priorities:

We are seeking to create a consistent stream of global press (television, internet, print) coverage through public announcements/events social/digital media and other mediums to secure and enhance our coverage on an ongoing basis. As a public company, we need to build awareness of the company within the financial community and within the sports and technology industries based on the merits of our business activities and operations.

**Example goals achieved through comprehensive PR activities:**

- Build investor confidence and trust in our business
- Position our company and people as experts in the field
- Help us bring credibility to the industry sectors not regularly recognized but highly valuable
- Build public interest in and awareness of our company
- Cultivate diverse markets demographically and psychographically
- Raise brand awareness through unique platforms, which could include philanthropic activities and sponsorships
- Attract, retain and motivate employees

## Questions

Please email [pr@footballventures.com](mailto:pr@footballventures.com) if you need additional information or have any questions no later than October 26, 2012.