

NOTICE TO BIDDERS

FASHION INSTITUTE OF TECHNOLOGY MEDIA AND PUBLIC RELATIONS CONSULTANT

RFP # C1241

Sealed RFPs must include the entire package for the above work located on the FIT campus will be received by:

FIT Purchasing Department at its office located at 333 7TH Avenue, 15th Floor, New York, NY 10001-5992 (Tel: 212-217-3630)

Each proposal must be identified, on the outside of the envelope, with the name and address of the proposer and designated as proposal for the project titled above. When a sealed proposal is placed inside another delivery jacket, the proposal delivery jacket must be clearly marked on the outside:

**“RFP ENCLOSED FOR C1241
TO BE OPENED ONLY BY AUTHORIZED OFFICIAL”
“ATTENTION: MARJORIE DUGAS, PURCHASING OFFICE”**

Fashion Institute of Technology will not be responsible for improper delivery of proposals that do not comply with these instructions. Late proposals will be returned unopened.

Only those proposals received at FIT Purchasing Office, on or before December 1 , 2014 , on or before 4:00 PM will be considered.

REQUEST FOR PROPOSAL

Media and Public Relations Consultant Services RFP No. C1241

I. SCHEDULE

RFP Release Date	November 07, 2014
Written questions may be submitted to Purchasing Office via facsimile at 212.217.3631 Attn: Marjorie Dugas. Answers will be provided to all Proposers in a timely manner.	
Last day for receipt of written questions	November 13, 2014
Proposal Due Date	December 01, 2014
Presentation and Interview	December 04, 2014
Selection of Consultant	December 08, 2014
Commencement of Work	Immediately following receipt of Notice to Commence Performance

II. INTRODUCTION AND BACKGROUND

The Division of Communications and External Relations is FIT's centralized unit charged with securing media placements, including coverage of programs, events, experts and leaders, museum exhibitions, and other related stories in top-tier local, national, and global media outlets on all available platforms (print, broadcast, online, video, social media) that raises the profile of the college and supports strategic goals. Daily media activity results in thousands of placements annually (see www.fitnyc.edu/news).

Among a vast number of activities, FIT holds three high-profile annual events that help maintain the college's position as a leading educational institution of creativity and innovation, celebrate its relationships with major figures in the fashion and creative industries, and also generate significant revenue. The primary media/public relations goals for these initiatives are to enhance the image of FIT, The Museum at FIT, and the Couture Council and, therefore, assist in achieving their fundraising objectives. In particular, it is an imperative that the connection between the museum and the college be articulated.

A. The FIT Foundation is a private, non-profit organization, related to the college and serves as its fundraising arm. The special relationship between the college and the Foundation creates valuable opportunities to share knowledge and experience. Foundation directors are leaders and innovators from the fields of design, management, industrial production, labor, merchandising, and the arts.

FIT and FIT Foundation Gala is a black-tie fundraising reception/dinner held each spring to recognize and honor major leaders in the fashion and related industries. Typically located at Cipriani 42nd Street, the annual event benefits the FIT Educational Development Fund, which provides scholarship, technology, and student services support, among other priorities. FIT trustee and Foundation chairman (and former Kohl's president) Dr. Jay H. Baker; Bergdorf Goodman's Linda Fargo; and jewelry designer, philanthropist, and FIT trustee Joan Hornig were honored in 2014. In 2013, George Kaufman (chairman, Kaufman Organization, and FIT trustee), Kay Krill (president and chief executive officer, ANN INC.), and Stefano Tonchi (editor-in-chief, *W* magazine) were honored.

Among those honored in previous years are William P. Lauder, executive chairman, The Estée Lauder Companies Inc. and William T. Dillard III, vice president, Dillard's, Inc. (2012); Thomas M. (Tim) Belk, Jr., chairman and chief executive officer, Belk Inc. and John R. (Johnny) Belk, president and chief operating officer, Belk, Inc. (2011); Terry J. Lundgren, chairman, president, and chief executive officer, Macy's, Inc. (2010); Stephen I. Sadove, chairman and chief executive officer, Saks Incorporated (2009); Roger N. Farah, president, COO and director, Ralph Lauren (2005); Sy Stewart, limited partner, Barington Capital Group, Vera Wang, chairman and CEO, Vera Wang Inc., and Mark Weber, president and COO, Phillips-Van Heusen Corporation (2004); Bill Blass, late CEO of Bill Blass, Ltd., and Liz Smith, newspaper columnist (2003); and Cathleen Black, president, Hearst Magazines and Ronald Frasc, chairman and CEO, Bergdorf Goodman (2000).

The 2015 event will honor Marigay McKee, president of Saks Fifth Avenue, on June 15, 2015.

B. The Museum at FIT, accredited by the American Alliance of Museums, and one of a select group of specialized fashion museums, is the only museum in New York City devoted solely to fashion. Best known for its innovative and award-winning exhibitions, the museum attracts 100,000 visitors annually to its shows, and organizes public programs that are entertaining and educational.

A membership group, The Couture Council helps make it possible for the museum to mount world-class exhibitions, to acquire important objects for its permanent collection, and to organize public programs, such as an annual fashion symposium. The Couture Council accomplishes these goals through membership dues and by organizing fundraising events such as the annual Couture Council Awards Luncheon, which presents a chosen designer with the Couture Council Award for Artistry of Fashion.

Typically held at the David H. Koch Theater at Lincoln Center, the luncheon launches New York's Fall Fashion Week. Previous honorees include Carolina Herrera, Oscar de la Renta, Michael Kors, Karl Lagerfeld, and Valentino. In 2015, the event will be held on September 9.

Additionally, the Couture Council holds membership events throughout the year, such as visits to top designers' ateliers. Up to three of these events need to be publicized.

For further details, see www.fitnyc.edu/3525.

C. FIT's Fashion Design program, which is within the college's School of Art and Design, is a highly respected program. It generally is ranked among the top ten in the world, and first or second in the United States. Students are from New York City and State, from across the country, and from around the world.

The annual runway show, *The Future of Fashion*, held each spring, showcases the capstone designs of approximately 90 students who are about to graduate with a baccalaureate degree. The selection process for inclusion in the show is competitive, and the show itself is a professionally produced production. Designers who act as mentors to students, high-profile judges, and a celebrity host provide added value to the event. Given the stellar reputation and visibility of FIT's Fashion Design program, *The Future of Fashion* runway show – presenting the “best of the best” upcoming design talent – has become a major annual event. (For further details, see www.fitnyc.edu/futureoffashion.)

The Division of Communications and External Relations has had significant success in garnering media attention for *The Future of Fashion*. The 2014 show, held on May 1, received the following publicity:

- A press release posted on PR Newswire (May 9) was picked up by more than 3,600 outlets, including regional affiliates of ABC News, CBS News, NBC News, and Fox News.
- Additional coverage appeared in more than 40 outlets including *Women's Wear Daily*, Teen Vogue.com, Style.com, Papermag.com, Daily Front Row, Fashionista, Style MTV, Refinery29, Fashionista (with a pickup on Elle.com), WGSN, The Daily Beast, *Latin Trends*, Daily Fashion Report, Fashion Reporters, Fashion ModREn, *Body* magazine, and Knit Grandeur.

The 2015 event will be held on Thursday, April 30, 2015.

III. GOALS AND SCOPE OF THE PROJECT

A. FIT is presently seeking the services of a qualified public relations/media relations firm and invites proposals for building on and enhancing media placements for each of these events. The successful firm will lead a collaborative process that will gather necessary information, identify media opportunities, pitch and place stories in media outlets on all platforms, including social media. This assignment may include assistance in planning components of these initiative as they relate to enhancing media coverage opportunities, securing attendance of high-profile individuals, and managing logistics at the event. The oversight for all media and public relations is under the direction of the Division of Communications and External Relations who, together with the consulting firm, will work closely with the organizers of each event:

The gala is produced by The FIT Foundation, under the direction of the Vice President for Development and Executive Director of The FIT Foundation, in concert with a gala committee.

The Couture Council Artistry of Fashion Award Luncheon is produced by The FIT Foundation, The Museum at FIT, and the Couture Council.

The *Future of Fashion* is produced through the Office of the Dean of the School of Art and Design, in affiliation with a production team.

The media relations goal for all three events is not only to expand and enhance the visibility of the particular events, but also to position them within the context of the college's strategic plan and its fundraising efforts.

B. It is expected that work will commence immediately and be completed within one (1) year of Notice to Commence Performance.

C. This Request for Proposal ("RFP") is structured with broad guidelines to encourage competition. Proposers are encouraged to submit such evidence of prior completed projects.

D. Under no circumstances will FIT be liable for any costs incurred by Proposers in preparation and/or production of a Proposal nor for any Work performed prior to the College's written authorization to proceed on Contract.

E. Bid Security, Performance and Payment Bond are NOT required for this RFP.

IV. OVERVIEW OF THE COLLEGE

A. The Fashion Institute of Technology, a community college of art and design, business and technology of the State University of New York, has an enrollment of approximately 10,000 students; approximately 6,500 students study full time and another 3,500 take classes part time. FIT offers career-based education built on a strong foundation of unsurpassed professional connections to a wide range of design and business industries. Founded in 1944 with non-degree programs in fashion design and production, FIT became an AAS degree-granting community college of SUNY in 1951. In 1975, FIT became the first community college in the U.S. to offer bachelor's degrees and in 1986 introduced master's degree offerings. Today, the college offers nearly 50 programs leading to the AAS, BFA, BS, MA, MFA, and MPS degrees. FIT majors span a wide variety of business and design professions—from computer animation and interactive media to advertising and marketing communications, toy design to international trade and marketing, and interior design to cosmetics and fragrance marketing.

B. In addition, FIT infuses every major with a comprehensive liberal arts education, providing our students with a global perspective, the capability to communicate effectively, and the ability to think critically. FIT is uniquely committed to blending a premier educational experience with a career-focused curriculum.

C. FIT counts among its alumni such luminaries as Michael Kors, Nanette Lepore, and Calvin Klein, as well as successful and talented professionals in advertising, packaging, television, the design fields, merchandising, manufacturing, public relations, retailing, and more. The college offers extensive international study options, an honors program for academically talented students, and relevant internships. More than one-third of the college's interns are hired by their sponsor companies into full-time jobs upon graduation and FIT's Career and Internship Center boasts a placement rate of nearly 80 percent for AAS graduates and 90 percent for bachelor's degree graduates, with approximately 95% of those jobs in New York City.

D. The college's location allows it to take advantage of the city's vast resources in the marketing, retail, technology, fashion, design, communications, and advertising industries. FIT draws its faculty from the ranks of business and design professionals, and the college utilizes the city's museums, showrooms, production facilities, and design studios as an extended campus. Located in Chelsea, FIT's facilities are comprised of a ten-building complex containing classrooms, computer labs, and studios that reflect the most advanced educational and industry practices. The campus also includes the Gladys Marcus Library and The Museum at FIT, whose holdings contain one of the most important collections of textiles, apparel, and accessories in the world. Four residence halls serve approximately 2,350 students. FIT students come not only from New York City's greater metropolitan area, but also from across the nation and all over the world.

V. PROPOSER REQUIREMENTS

All Proposers shall meet the following requirements and furnish all necessary information with the Proposal. **Submit six (6) complete copies of your Proposal.** Failure to comply with these requirements shall be grounds for rejection of your Proposal. FIT reserves the right to determine that a Proposer has substantially met all the requirements of the RFP and/or to ask for additional information. Those items for which Proposers have or assert proprietary rights, or which must, under prior Contract, remain confidential, shall be clearly indicated. Submission of Proposal shall be deemed to grant the College the right to utilize submissions in any way, with or without prior notice. Absent affirmative assertion, the College reserves such right to use.

Proposals shall be submitted on or before December 1, 2014, 4:00 p.m. to:

**MARJORIE DUGAS
PURCHASING AGENT
FASHION INSTITUTE OF TECHNOLOGY
PURCHASING DEPARTMENT
333 7TH Avenue, 15th FLOOR
NEW YORK, NY 10001**

Envelopes should clearly be marked:

MEDIA AND PUBLIC RELATIONS CONSULTANT SERVICES

Request for Proposal No. C1241

Proposal Due Date on or before December 1, 2014, 4:00 P.M.

At no time shall the Firm, its agents or representatives or contracted personnel contact or otherwise communicate with FIT personnel without prior arrangement with the FIT Purchasing Agent, for the purposes of negotiating, modifying, changing or interpreting the Proposal or specifications. Any changes, modifications, or interpretations must be handled by one source uniformly for all Firms.

Questions shall be submitted in writing to the attention of the Purchasing Office via facsimile number 212-217-3631, Att: Marjorie Dugas, on or before 11/13/2014, no later than 4:00 P.M. Answers will be provided in a timely manner.

If it becomes necessary to revise any part of this RFP, addenda will be supplied to all firms receiving this RFP.

All Proposals submitted in response to this RFP shall become the property of FIT and a matter of public record. The Firm must identify, in writing, all copyrighted materials, trade secrets or other proprietary that it claims is exempt from disclosure. Any Firm claiming such an exemption must also state in its Proposal that the Firm agrees to hold harmless, indemnify and defend FIT and its agents, officials and employees in any action or claim brought against

FIT for its refusal to disclose such materials, trade secrets or other proprietary information to any party making a request thereof. Any Firm failing to include such a statement shall be deemed to have waived its right to exemption to disclosure.

A. Proposer shall include, with the Proposal:

1. Proposer shall have been in the public relation/media relations business for a minimum of five (5) years immediately prior to the date of this RFP. Proposer shall submit proof with the RFP. Proposer shall demonstrate financial viability, as evidenced by documents such as financial statements, balance sheets and income and expenditure statements for the prior two (2) fiscal years.
2. A listing of senior staff, with their names and titles, and indicate the engagement-in-charge partners(s) to be used if Proposer is awarded this Contract. For each listing, indicate that person's background, qualifications and experience. Proposer shall also include the qualifications and experience of any other professional staff that would be assigned to this project.
3. An overview of how your firm operates including, but not limited to:
 - i. How you collaborate with clients
 - ii. The firm's particular strengths
 - iii. The firm's structure, reporting lines, and teams
4. Brief description of how your firm will come to understand the challenges and opportunities as they relate to these projects.
5. Detailed information regarding Proposer's qualifications providing the full range of similar services outlined in the scope of work section that they have provided for any clients. This information shall include:
 - i. Indicators of client results as a consequence of services provided including any quantitative data.
 - ii. List with the name, address, telephone, email, and contact person for no fewer than three current clients for whom you are doing similar work.
6. Sample of media plans, social media plans, and other related documents that demonstrate strategy in achieving placement goals in fashion, culture, and society mediums.
7. News clips and/or reports that support media and social media plan results.
8. A description of value-added services, special pricing, or other business arrangements for our consideration to support consideration of your firm for this assignment.

B. Proposer may also include:

1. Any further information concerning your company or its abilities that would add to FIT's assessment of your firm, including relevant experience with educational, cultural, and/or other relevant clients.
2. A description of similar, specialized work performed for non-profit organizations, higher education, creative or cultural institutions, and/or fashion, design or related businesses.

VI. FEE STRUCTURE

The three events should be priced separately. Proposer shall include a payment schedule, including all expenses and other costs that are added to the basic fees. The schedule should list in priority order each activity that the proposer recommends should be undertaken in order to meet the goals and the price associated with each activity. Fee proposals should include but not be limited to the following:

1. A detailed breakdown of the total cost of services, if applicable, to the types of services required by this assignment, including a statement for reimbursement of expenses and disbursements.
2. A proposed billing schedule.
3. A breakdown of the staff and job titles of those who will be assigned to these projects and their billable rates, and the amount of time assigned.
4. A list of services that are performed by the firm.

VII. ADDITIONAL SERVICES

FIT may request Additional Services on an as-needed basis for Work outside the scope of this Contract. Consultant shall perform Additional Services only at the specific written request of FIT. Additional Services shall be provided at the Billing Rate per Hour. Proposer shall attach a billing rate per hour for each person listed in Part V, Section A (2).

VIII. AVAILABLE DATA

- A. Proposers should use FIT's website, fitnyc.edu, which provides a wealth of relevant information.
- B. We would also expect firms to become familiar with other similar institutions' fundraising events, fashion shows, and resulting media and social media.

- C. For further relevant information about the college and the events referenced in this Request for Proposal (RFP):
1. Selected press releases, media advisories, and other materials from past events, use this link:
https://www.dropbox.com/sh/knac18nqxblbxq4/AAB_Y0jkyjWoWXufkZAWXoW7a?dl=0
 2. www.fitnyc.edu/strategicplan

IX. EVALUATION OF PROPOSALS

- A. A duly selected committee will use the following criteria to evaluate those proposals, which meet the requirements of these specifications.
1. Ability to meet all mandatory requirements of this RFP 20%
 2. Proposer's experience and qualifications including:
 - a. Company's reputation, client references, and financial stability 25%
 - b. Specific expertise in developing secondary story ideas
 - c. Ability to draw high-profile individuals to these events
 - d. Special-event planning and management
 3. Price, including value added 30%
 4. Interview and presentation 25%
- B. FIT reserves the right to award the Contract to the Proposer with the highest scores on criteria one (1) through three (3) or to interview up to three of the Proposers with the highest scores on criteria one (1) through three (3). In the latter case, FIT will award the Contract to the Proposer with the highest score on criteria one (1) through four (4).

X. TERM

- A. The term of the Contract shall begin upon written Notice to Commence performance.
1. FIT shall have the option to renew Contract in its best interest for three (3) additional one (1) year periods at the same terms and conditions. If FIT elects to renew Contract, the Purchasing Office shall provide notice to Consultant a minimum of ninety (90) days prior to the expiration date of Contract or such renewal year. Failure to notify Consultant within this time period shall not operate as a waiver of FIT's right to renew Contract. Within ten (10) days of receiving such notice, Consultant shall submit a sworn renewal to FIT.

2. In addition to any other termination or cancellation rights reserved by the College elsewhere in this Contract, FIT shall have the right to suspend, abandon or terminate Contract for any reason, and such action shall in no event be deemed a breach of Contract. In any of these events, FIT shall make *pro rata* settlement with Consultant based upon the Work performed up to and including the date of such suspension, abandonment or termination, as verified by audit.
3. In the event that Contract is so suspended, abandoned or terminated, Consultant shall make available to FIT all records, documents and data pertaining to the Deliverables [as defined in Section XII below] within ten (10) days after such termination.

XI. SCOPE OF SERVICES

The successful bidder will undertake the following, which includes but is not limited to:

- Gain a comprehensive understanding of each of these initiatives as well as the college's strategic plan
- Develop a media plan with timeline and deadlines that includes all platforms (e.g., print, video, social media)
- Identify media opportunities and story concepts, including ideas that go beyond previous efforts
- Draft media collateral (e.g. pitches, releases, advisories)
- Develop media lists
- Pitch media and actively seek coverage
- Gather and report all coverage
- Submit a post-event report of all coverage and evaluation/recommendations for further enhancement of media coverage in subsequent years

XII. DELIVERABLES

- A. Media Plan
- B. Press releases, media advisories, pitches, and other written collateral (ongoing, as needed with scope of overall timeline)
- C. Media lists
- D. Media coverage (ongoing upon immediate receipt by consultant)
- E. Final report

Specific timelines for each event will be developed after assignment of contract.

XIII. CONFIDENTIALITY

Consultant acknowledges that FIT possesses certain confidential information that constitutes a valuable and unique asset. As used herein, the term “confidential information” includes all information and materials belonging to, used by or in the possession of FIT relating to its students, services, technology, financial information, business strategies and marketing plans, but shall not include a) information that was already within the public domain at the time the information is acquired by Consultant or b) information that subsequently becomes public through no act or omission of Consultant. Consultant agrees that all confidential information is and shall continue to be the exclusive property of FIT, whether or not prepared in whole or in part by Consultant and whether or not disclosed to Consultant. Consultant shall not use or disclose in any manner any confidential information of FIT except in the course of providing services pursuant to the Contract.

XIV. COPYRIGHT

All copyrightable works (including but not limited to, reports, compilations of data, software, pictorials or graphics) created or prepared by Consultant in the course of his work shall be "works for hire" (as that term is defined in the copyright laws of the United States) for FIT and all copyright rights therein are expressly intended to be wholly owned and the copyright to be held by FIT. To the extent that any such copyrightable works may not, by operation of law, be works for hire, Consultant hereby assigns to FIT the ownership of copyright in such items and FIT shall have the right to obtain and hold in its own name copyrights, registrations and similar protection which may be available in such items. Consultant agrees to give FIT or its designee all assistance reasonably required to perfect such rights. Consultant represents and warrants that he is sole author of any and all such materials, and that they are original works not subject to any prior agreement, lien or other rights. Consultant further warrants that the materials do not contain libelous, plagiarized, injurious or other unlawful matter, and that they do not infringe on the copyright or violate any other right of any person or party whatsoever. Consultant shall indemnify and hold FIT harmless against any and all claims, damages or expenses, including, but not limited to, attorney's fees arising out of a breach of such warranties.

PROPOSAL ANALYSIS SHEET FOLLOWS

PROPOSAL ANALYSIS SHEET

**MEDIA AND PUBLIC RELATIONS CONSULTANT
RFP NO C1241**

Description		Cost
FIT and FIT Foundation Gala		\$ _____
Couture Council Awards Luncheon		\$ _____
Future of Fashion		\$ _____
Grand Total:		\$ _____
Additional Services	Rate Per Hour	\$ _____

Proposer: _____

(Print or Type Company/Partnership/Individual Name)

By: _____

(Signature of Authorized Representative)

Name: _____

(Print or Type Name of Representative)

Title: _____

(Print or Type Title of Representative)

Telephone: _____

Facsimile: _____

Federal ID #: _____

E-mail: _____

Date: _____

IMPORTANT: This proposal analysis page is the only pricing format acceptable. Firms must submit pricing using this form. FIT will not accept proposal responses on any other form.