

## Request for Proposal for LifeSpan medicine - PR AGENCY

LifeSpan is requesting proposals for publicists/agencies to develop a program for a major repositioning initiative for its founder and fellow doctors, as well as select services offered. This program will quickly and aggressively promote the company for their focus on prevention and overall health, as well as best practices and differentiate them from traditional medicine. To that end, we seek a program that will boost LifeSpan's recognition as the innovator of the next generation in health care via their staff and programs. By leveraging Dr. Renna's credentials as an author of best-selling books on health and wellness; his professional credentials and his innovative research and discoveries in health and his team's accomplishments, we hope to develop the LifeSpan brand.

Tactics will include:

- Securing high-profile media coverage on Dr. Renna and other doctors on the team as a health and wellness pioneer and innovator and expert
- Booking prestigious public appearances that align with objective for health and prevention
- Securing speaking engagements to national and global audiences, with a special emphasis on medical and health groups
- Working closely with LifeSpan's team to book and secure interviews and other opportunities to aid efforts in strengthening their position as experts in the health and wellness categories in the media
- Place articles in top publications and on blogs and other online media channels promoting programs for health that can feature LifeSpan's programs (i.e. IV Therapy Program, Nutrition Program, Regenerative) and work with review sites for articles

Requirements for consideration are as follows:

1. Must have a proven track record with establishing high profile health and wellness experts.
2. Must have experience booking high profile public appearances, interviews and speaking engagements for health and wellness experts across all media, including but not limited to national, regional and local television, radio, print and web.
3. Must have relevant experience in the beauty, health, medical and wellness industries and rolodex to place media.
4. Must not currently be representing a competing personality or a competitor of LifeSpan
5. Must have an ability to work closely with an internal team to ensure constant and clear communication on all activities for all efforts to be optimally leveraged.

Please include any and all information that showcases you or your firm's unique approach and demonstrates success that are relevant and supports your proposal.

### Selection Criteria

You must contact Alison Watson first to discuss this RFP before submitting.

All proposals will be reviewed by LifeSpan team and contacted for interviews.

At the time of interview, selected individuals/agencies will be expected to present capabilities and a 3+ month plan for achieving goals as stated in the introduction portion of this document. After all individuals/agencies have presented, candidates will be notified if they have been selected to present to LifeSpan's final selection committee.

A decision will be reached and announced within 1 week of final presentation.

The evaluation process is anticipated to take 1-2 weeks from beginning to end with awarded individual/agency notified within 2 weeks of submission to final selection committee.

Awarded agency will be expected to begin work within 24 hours.

Salary: This is a monthly retainer project and we are a small company. Our budget range monthly is \$3000-5000.

The publicist/agency will be reviewed on an ongoing basis to determine work quality and progress toward program goals.

Work will commence immediately following the termination of the selection process.

All proposals and inquiries should be submitted to Alison Watson, <[awatson@lifespanmedicine.com](mailto:awatson@lifespanmedicine.com)> and subject line must read "PR PROPOSAL LIFESPAN".

Proposals must be received no later than Friday, December 11th, 12pm PST, to be considered.

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