

# DoSomething.org "Vh1 Do Something Awards" Request for Proposal

## I. Objectives

DoSomething.org is seeking an awesome PR Agency to rock DoSomething.org and Vh1's 2011 "Do Something Awards" by providing media support leading up to and into the weeks after the event. This Request for Proposal (RFP) outlines what we do and what we're looking for in an agency.

If your organization wishes to be considered, please submit your proposal to Megan Anhalt ([manhalt@dosomething.org](mailto:manhalt@dosomething.org)) with 'DS Awards RFP' in the subject no later than **December 20, 2010**.

## II. Company Overview

DoSomething.org is one of the largest organizations in the United States that helps young people rock causes they care about. A driving force in creating a culture of volunteerism, DoSomething.org is on track to activate two million young people in 2011. By leveraging the web, television, mobile, and pop culture, DoSomething.org inspires, empowers, and celebrates a generation of doers: teenagers who recognize the need to do something, believe in their ability to get it done, and then take action. Plug in at [www.DoSomething.org](http://www.DoSomething.org).

The Do Something Awards, in partnership with Vh1, is the premiere award platform for young people and social change. Airing LIVE on Vh1 in August, the Do Something Awards represents a high-energy mix of pop culture, entertainment, music, and activism by celebrating young do-gooders, celebrities and organizations that have made a commitment to social change. The core of the program honors 5 amazing young people (under 25) who have contributed to their world in OUSTANDING ways. During the show, one of these young people is awarded \$100K from DoSomething.org to advance their project. We expect top musical guests, celebrity presenters & recipients, and a packed red carpet leading up to the show!

Here is a highlight reel from the 2010 show: <http://www.youtube.com/dosomething1#p/u/3/-tWC29RtsYk>

## Event Timeline

Late January: Kickoff Brainstorm Meeting at Vh1

January – May 22: Advance buzz, 'Do Something Award' Finalist Nominations

Monday, May 23<sup>rd</sup>: DoSomething.org NYC Fundraising Event, Announcement of 'Do Something Award' Nominees

July TBD: Announcement of Celebrity Nominees and Launch of Public Voting

August TBD: The DoSomething Awards, airing LIVE on Vh1, After-party

## III. Scope of Work

DoSomething.org is seeking a public relations agency partner with proven track record for outstanding record of event publicity for both entertainment and charity projects. The agency's overall goal will be to drive buzz and enhance awareness for the Do Something Awards. Responsibilities fall into 3 main categories:

- 1) Publicity: Drive viewership & brand awareness
  - a. Kid Nominees
  - b. Celebrity Nominees
  - c. DoSomething.org and its Do Something Awards program & partnership with Vh1
- 2) Talent: Help elevate brand awareness of DoSomething.org through high profile celebrity participation
  - a. Wrangling celebrities and managing red carpet for May 23<sup>rd</sup> NYC event
  - b. Wrangling celebrities and managing red carpet for LA post-party
  - c. \*NOTE: This does not include talent booking for DO SOMETHING AWARDS show itself
- 3) Event Logistics: Managing the red carpet at the taping with press, credentialing, etc. as well as driving excitement post-show through continued media servicing around photos and stories from the event itself

#### **IV. Agency Selection Criteria**

- Passion: You have to believe in us. We're here to celebrate people who care & use this platform to get even more young people taking action for good. Does this make you hot & sweaty?
- Creativity: Got really wacky, original ideas?
- Enthusiasm: You think this is the coolest thing you will work on all year.
- Experience: A proven track record creating hot brands and media buzz.
- Contacts: An excellent reputation and strong relationships with industry influencers including relevant trade and business press, entertainment bloggers, on-air media contacts, etc.
- No competitive client conflicts.
- Price. We won't have to fire people in order to afford you.
- Client and Press references.

#### **V. Budget & Fees**

Include your proposed budget and fees. List specific fees in detail. Indicate your willingness to consider flexible fee arrangements.

#### **VI. Request for Proposal**

##### **Agency Overview**

- Please provide a description of your agency, including history, philosophy, client lists, etc.
- Examples of successful media campaigns run in the past, including references.
- Describe team structure, bios for publicists who would be on this team.
- Please describe specific examples of successful client programs or campaigns. What made them successful?

##### **Media Relation Plan Overview**

- What is your proposed media plan for each of the 3 areas above? How would you tackle celebrity vs. real life activist elements differently?
- What are 3 specific out-of-the-box ideas for driving buzz for the Awards this year?
- What would you consider homerun media coverage for the DS Awards?
- What are the top 11 media outlets that you think should cover the 2011 Do Something Awards? What should each of their coverage be focused on?