

REQUEST FOR PROPOSAL

Nestled at the base of the Hollywood Hills, with sweeping views from downtown to Santa Monica, 1 Hotel West Hollywood opened in July 2019. The 286-room property underwent an extensive, property-wide transformation, which included the addition of new lobby restaurant, 1 Kitchen by Chris Crary and Juniper Tree lounge, as well as rooftop bar Harriet's in partnership with h.wood group. Central to the DNA of 1 Hotels, the hotel's wellness offerings include The Field House in partnership with NYC-based Performix House and FaceGym, a facial workout to enhance the guest experience. Drawing inspiration from the land, sea and abundant sunshine of Southern California, 1 Hotel West Hollywood's conscious design features floor-to-ceiling windows, native greenery, earthy color palettes, reclaimed materials and more – all signatures of 1 Hotels' commitment to environmentally responsible hospitality and best-in-class sustainable architecture. 1 Hotel West Hollywood is LEED Certified SILVER and achieved an Energy Star score of 95, making it one the most energy efficient hotel in Los Angeles.

OVERVIEW

1 Hotel West Hollywood seeks an agency to manage PR strategy. The agency must have expertise in PR, including strategy, content development, community management, influencer marketing, and analytics. Experience with luxury and lifestyle brands is required, and experience with mission-driven brands is advantageous. The selected agency will be retained for a period of one year, with the option to renew if mutually agreed.

COMPANY BACKGROUND

SH HOTELS & RESORTS

SH Hotels & Resorts, an affiliate of global private investment firm Starwood Capital Group, is a hotel brand management company that operates 1 Hotels, a nature-inspired lifestyle brand that launched in 2015 with properties in South Beach and Manhattan; Baccarat Hotels & Resorts, a luxury brand that made its debut in March 2015 with the opening of its flagship property in New York, with projects under development in Doha and Bordeaux; and the newly-opened Treehouse Hotels, with a location in London's Marlyebone neighborhood. Leveraging its marketing, design, operational and technological expertise, SH Hotels & Resorts is the force behind some of the most groundbreaking and dynamic hotel brands in the world. Learn more at shhotelsandresorts.com.

1 HOTELS

As the first mission-driven lifestyle hotel brand inspired by nature, 1 Hotels cultivates the best of conscious design and sustainable architecture with extraordinary comfort and an unrivalled level of service. Explore 1 Hotels at 1hotels.com.

Locations – Brooklyn Bridge, Central Park, South Beach, West Hollywood

Coming Soon – Haitang Bay (Sanya, China), Cabo, Sunnyvale, Hanalei Bay (Kauai), Toronto, Paris, Melbourne

BACCARAT HOTELS

Drawing upon the rich history of the 250-year crystal brand, Baccarat differentiates itself from other luxury hotel brands by its attention to sophisticated design, detail-oriented service and dedication to creating memorable experiences. Discover Baccarat Hotels at baccarathotels.com.
Locations – New York

Coming Soon – Doha, Bordeaux

TREEHOUSE HOTELS

From the team that created 1 Hotels. It's new...and nostalgic. Shedding light...and warmth. Woody...and wild. Treehouse evokes the excitement, anticipation and adventure of climbing up inside your own special place...to make lasting memories. Explore Treehouse at treehousehotels.com.

Our Growth – 18 hotels currently in development to open within the next five years

SCOPE OF WORK

The agency's scope of work will encompass traditional PR including:

- Coordinating agreed upon media coverage including all forms of print media, television and internet
- Supervising the preparation and issuance of press releases, pitch letters and media alerts
- Providing general media interview preparation
- Coordinating and supervising any other activities with contractor
- Responsible for writing of biographies or company backgrounders

PROPOSAL SUBMISSION & REQUIREMENTS

Please submit proposals by Friday, February 14 to Jackie Schwartz, Corporate Director of Marketing, at jschwartz@shhotelsandresorts.com, and include the following:

- Qualifications and Experience – Company history, team background/resumes, list of all capabilities, list of hospitality clients and the specific markets or properties involved, list of other luxury and lifestyle clients and the specific markets or brands/products involved, accolades, and testimonials/references

- Case Studies and Sample Work – Creative, campaigns, reports, and other materials relevant to the RFP objectives
- Personnel/Management – Proposed account team, specifying the account lead as well as the extent to which company principals or senior management will be involved
- Costs – All costs including retainers and anticipated expenses to be billed, itemizing costs for each service within the proposed scope when possible

You may contact Jackie with any questions.

PROPOSAL EVALUATION & PROVISIONS

A contract will be awarded to the party with the most compelling proposal based on experience, services, account team, cost, and other factors. SH Hotels & Resorts assumes no responsibility or liability for costs incurred in the preparation and submission of the proposal by prospective vendors, or any other costs prior to a fully-executed contract. SH Hotels & Resorts reserves the right to award more than one contract or to award no contract from this RFP.

THANK YOU

SH Hotels & Resorts RFP