



**American Academy of Cosmetic Dentistry Charitable Foundation  
(AACDCF)  
Request for Proposal**

**Give Back a Smile Public Relations**

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## RFP Overview

The American Academy of Cosmetic Dentistry Charitable Foundation plans to invest in public relations services with the goal of increasing national awareness of our available dental services through the Give Back a Smile program. Give Back a Smile restores damaged teeth for adult survivors of domestic or sexual violence who've received dental injuries from the abuse. It is our goal to reach as many eligible applicants to ultimately increase our charitable impact.

The purpose of this Request for Proposal (RFP) is to solicit proposals from PR firms to implement a media campaign.

By submitting a proposal to this RFP, you agree that the terms and conditions of this RFP are incorporated into the resulting contract with AACDCF. Notwithstanding anything to the contrary in the resulting contract, the deliverables, performance requirements and other terms and requirements of this RFP shall apply to the resulting contract.

## About AACDCF

### Mission

The AACDCF assists in rebuilding the smiles and lives of adults who've suffered dental injuries from domestic and sexual violence, through compassionate cosmetic dental services and support programs.

### Vision

Restore a smile, restore a life.

### Background/History of Give Back a Smile

The AACDCF's flagship program, Give Back a Smile was established out of a desire to give something back to the community and was proposed by American Academy of Cosmetic Dentistry Past President Dr. Wynn Okuda. He believed this program could allow all AACD member to share their talents to help survivors of domestic violence who have suffered damage to, or lost, their smiles in an abusive attack from a former intimate partner or spouse.

The official GBAS program was launched May 27, 1999.

### Program Stats

- Since the program's inception, more than 1,700 smiles have been restored nationwide valued at more than \$16 million in donated dental services
- There are currently around 70 people nationwide receiving GBAS smile restorations
- There are around 400 GBAS volunteer dentists who have signed up to participate in the last 3 years

## Scope of Work

The goal of this RFP is to identify PR firms who can secure media coverage within our \$15,000 budget.

## **AACDCF Support**

AACDCF will administratively support the contractor as follows: We will provide requested data/information as needed and imagery of our charity's work (i.e. before and after photos and written testimonials). It may be possible to connect media with program recipients who would provide in person testimonials. Because of the nature of domestic and violence and potential safety concerns, this is not always feasible, however.

## **RFP Procedures**

RFP responses should address the following criteria, which will be carefully assessed during the review process:

- ⑩ Contractor's credentials
- ⑩ Contractor's experience with media pitching
- ⑩ Ability to meet specific deadlines outlined in the RFP and the contract executed between AACDCF and the contractor
- ⑩ Itemized costs for all services provided, including expenses
- ⑩ References applicable to expertise

## **RFP Timeline**

Submission deadline: July 26

Evaluation dates: Early August

Notification date: By August 31

Contract date: November 1, 2018

## **Evaluation Process**

The AACDCF leadership team will review proposals and select based on ability to carryout objectives within our limited budget.

## **AACDCF Contact:**

Please e-mail (preferably in PDF format) responses to (or questions regarding) this RFP to:

Lisa Fitch, CAE

Director, Charitable Foundation

[lisaf@aacd.com](mailto:lisaf@aacd.com)

402 W Wilson Street

Madison, WI 53703

[www.givebackasmile.com](http://www.givebackasmile.com)

## **Request for Proposal**

### **Give Back a Smile Public Relations**

Please provide answers to the following questions in as efficient a manner as possible.

#### **GENERAL COMPANY INFORMATION**

- 1) Provide a brief history of your company, including the number of years your firm has been in business and the number of years of experience in (PR/Media relations).
- 2) Describe your company's mission.
- 3) Provide a brief summary of your company's operations, including your organizational structure.
- 4) How many employees work for your company and how many would be dedicated to this project?
- 5) Provide a partial list of your company's customers and the type of services that you provide them.

#### **EXPERIENCE**

- 6) Describe your company's experience with similar programs/projects.
- 7) Do you currently service any other organizations related to AACDCF?
- 8) Do you offer any feature(s) that might be unique to AACDCF or our stakeholders?
- 9) What distinguishes your company and your products from your competition?

#### **PROJECT - SPECIFIC INFORMATION**

- 10) Provide a detailed description of the work plan for the project. Also, include a list of deliverable end products.
- 11) Describe your process for responding to information requests and re-designs.
- 12) Please provide your proposed fee for the project, as outlined under Scope of Work.
- 13) Please provide an itemized breakdown of fees.

#### **REFERENCES**

- 14) Please list the organization name, contact person and telephone number of three references for similar projects, as well as a brief description of each project.

#### **OTHER**

- 15) Provide any other information that you believe is pertinent to this Request for Proposal.

## CONTRACT REQUIREMENTS

AACD has the following mandatory contractual requirements for the selected vendor. For each requirement, indicate whether you will commit. If not, provide an explanation for your issues or concerns. Vendor will contractually agree to:

- 1) Indemnify, defend and hold harmless AACD.
- 2) Have the agreement governed by the laws of the State of Wisconsin, with venue for any dispute being in Dane County Circuit Court for the State of Wisconsin or in the Federal District Court for the Western District of Wisconsin.
- 3) Guarantee its prices for a period of \_\_\_\_\_ years from the signing of the contract.
- 4) Implement a payment schedule tied to agreed-upon milestones and/or deliverables.
- 5) Be compliant with all applicable federal and Wisconsin state laws, and will provide supporting policy and procedure documentation as requested.
- 6) Implement specific service level agreements for agreed-upon metrics, with financial incentives tied to such metrics.
- 7) Designate a proposed project manager/contact person for the project, who must remain on the project for the duration of the initial contract, unless they are requested to be replaced by AACD or they terminate employment from your organization.
- 8) Allow AACD to reserve the right to request any vendor team member be replaced in the event of individual performance issues.
- 9) Carry \_\_\_\_\_ insurance coverage, with limits of not less than \$\_\_\_\_\_ per occurrence and \$\_\_\_\_\_ in the aggregate for damages.
- 10) Vendor must warrant that the deliverables and services will conform to the requirements of the RFP and the contract, that the deliverables will not infringe any United States patent, copyright or other intellectual property right, and that the deliverables will be fit for their intended purposes and be free from defects in materials, workmanship and design. AACD's approval of designs or specifications or acceptance of deliverables shall not relieve Vendor of its obligations under this warranty.
- 11) Permit AACD to terminate the contract, in whole or in part, upon at least \_\_\_\_ days prior written notice.
- 12) Any limitations on liability shall not apply to: (i) the cost of cover, (ii) claims that Vendor's deliverables violate any intellectual property right of any third party, (iii) claims relating to personal injury, including death; (iv) Vendor's or its employees, agents or subcontractor's violation of Vendor's confidentiality obligations or any privacy law or right; (v) any intentional breach of the contract by Vendor or the gross negligence or willful misconduct of any of its employees, agents or subcontractors; and (vi) to the extent of Vendor's insurance coverage or insurance coverage that Vendor is required to purchase and maintain under the contract.
- 13) Time shall be of the essence to the contract.