

## **REQUEST FOR PROPOSALS for Public Relations Services**

Contact: Christina Pettit, Marketing Director, [cpettit@cityparksfoundation.org](mailto:cpettit@cityparksfoundation.org)

City Parks Foundation (CPF) is requesting proposals for planning, coordination, implementation and administration of Public Relations services for its arts programs. The purpose of this Request for Proposals (RFP) is to select a qualified vendor to plan, coordinate, and administer Public Relations services to leverage media coverage about CPF, focusing on CityParks Shows, our arts programming, including City Parks SummerStage – New York’s largest free outdoor performing arts festival. The selected vendor will be retained for approximately an 8-month contract (March 2022 - October 2022).

### **ORGANIZATION OVERVIEW**

At City Parks Foundation (CPF), we are dedicated to invigorating and transforming New York City parks into dynamic, vibrant centers of urban life through sports, arts, community building, and education programs for all New Yorkers. Pre-pandemic, our programs -- located in more than 400 parks, recreation centers, and public schools across New York City -- reached 310,000 people each year.

- CityParks Shows brings hundreds of live music, dance and theater performances to communities throughout New York City’s five boroughs. The SummerStage festival presents nearly 70 free performances and benefit concerts each year in parks throughout the city, ranging from American pop, Latin and global music to dance, spoken word and theater. SummerStage Anywhere is our digital festival featuring live streams and original virtual performances. The Swedish Cottage Marionette Theatre, home to one of the last public marionette companies in the US, presents modern takes on classic fairy tales, and the traveling PuppetMobile presents family-friendly puppet shows and workshops outdoors around the city, free of charge.
- CityParks Build engages volunteers, nonprofits, donors, and government partners to support our parks and open spaces through Partnerships for Parks (PfP), a joint program of CPF and NYC Parks, and through grant administration, fiscal sponsorship, and convening open space stewards. We help build the capacity of community partners to care for and advocate for neighborhood parks by fostering collaboration with NYC Parks and providing resources like grants and fiscal sponsorship, workshops on fundraising and marketing, coaching, shared services, volunteer opportunities and connections to a network of other partners to ensure these spaces are dynamic community assets.
- CityParks Learn environmental education programs help students experience the fun of science, while learning about their relationship to the natural world and the ways in which they can protect our natural environment. We provide environmental science programs for elementary, middle and high school students throughout New York City, serving thousands of kids through school-day, afterschool and summer programming, as well as credit-bearing training and paid internships for teenagers.
- CityParks Play activates New York’s neighborhood parks with free sports programs for kids, including tennis, soccer, golf, track & field, and multi sport instruction, as well as fitness classes for seniors. We help New Yorkers stay active and healthy, discover new sports, and make new friends.

Our ethos is simple: *we believe thriving parks mean thriving communities.*

### **CITYPARKS SHOWS BACKGROUND**

This RFP is focused on services for our City Parks Shows platform, including SummerStage, SummerStage Anywhere and The Swedish Cottage Marionette Theatre.

Capital One City Parks Foundation SummerStage is New York's largest free outdoor performing arts festival. In 2022, SummerStage will likely present approximately 50 free concerts in 6-10 parks throughout the five boroughs and another 15-20 ticketed benefit concerts in Central Park. With performances ranging from American pop, Latin, world music, dance, and theater, SummerStage fills a vital niche in New York City's summer arts festival landscape. Since its inception 36 years ago, more than six million people from New York City and around the world have enjoyed SummerStage. In 2020, SummerStage Anywhere was launched in response to the global pandemic, presenting 80 free digital performances, spanning all genres, available to viewers around the world. In 2021, SummerStage returned to parks with a shortened season due to the pandemic and presented 41 shows to audiences of 70K while SummerStage Anywhere hosted an additional 41 digital shows garnering 128,000+ views to date.

The Swedish Cottage Marionette Theatre, home to one of the last public marionette companies in the US, presents modern takes on classic fairy tales, and the traveling PuppetMobile presents family-friendly puppet shows and workshops around the city, free of charge. In a typical year, the cottage hosts two original performances (spring/summer and fall/winter) and one traveling PuppetMobile performance citywide from April - October.

## **PR SUMMARY**

The prospective vendor replying to this RFP will be a firm, company or corporation possessing relevant experience and expertise in the performing arts field. Supporting documentation must thoroughly describe how the vendor has supplied expertise for similar contracts and work related to planning, coordination, and implementation of Public Relations, and how the vendor would approach the projects outlined in the Scope of Work. A proven experience in live events, arts and especially music public relations is recommended.

Priorities include promoting:

1. Capital One City Parks Foundation SummerStage
  - a. Including but not limited to season announcement, weekly show promotion, pre/post show reviews, previews & listings in all applicable local and neighborhood press, onsite show press attendance, onsite show management of check in and press pit in Central Park and citywide free performances in all 5 boroughs, support for benefit performances and arts profiles & larger longform stories on SummerStage (season takes place from May-October).
2. Capital One City Parks Foundation SummerStage Anywhere
  - a. Including but not limited to show announcements, live stream show promotion, pre/post show reviews, previews & listings and larger longform stories on SummerStage Anywhere (season takes place year round).
3. Charlie Parker Jazz Festival
  - a. Including but not limited to festival announcement, show promotion, pre/post show reviews, previews & listings, press attendance, onsite show management of check in and press pit at

- citywide performances, arts profiles & larger longform stories about the Charlie Parker Jazz Festival (shows take place in late August in Harlem and the East Village).
4. Swedish Cottage Marionette Theatre
    - a. Including but not limited to show announcements (2 shows annually, year-round), ongoing show profiles, reviews & listings, press attendance, profiles on the SCMT, and larger longform stories about the Swedish Cottage Marionette Theatre (the cottage is open year round).
  5. PuppetMobile
    - a. Including but not limited to show announcements (1 show annually from May - Oct), ongoing show profiles including local listings and coverage in neighborhoods promoting the traveling show (show may be presented in three languages - English, Spanish and Mandarin), reviews & listings, press attendance, profiles on the PuppetMobile, and larger longform stories about the PuppetMobile (shows take place from May - October).
  6. City Parks Foundation Gala
    - a. Including but not limited to support of annual City Parks Foundation Gala at SummerStage (gala announcement, honoree, special guests & programming updates, press attendance (society press, music press and top tier NY/national outlets), management of check-in and onsite press. (Gala will take place in late September/early October.)
  7. Special Events
    - a. Including but not limited to support of additional arts performances and special benefit events public relations support, such as SummerStage 2022 season opening night party

## **Scope of Work**

The Scope of Work is designed to encourage media outreach to increase visibility for the arts programming within City Parks Foundation. It will include but not be limited to the following:

1. Institutional PR: quarterly strategic communications and PR plan: executing custom targeted pitches to generate feature articles and related publicity, targeting national print, TV, radio and digital outlets on the SummerStage and Swedish Cottage Marionette Theatre overall brand.
2. Executing targeted public relations campaigns to generate feature articles, event listings, and related publicity for specific shows and events, targeting publicity in print, TV, radio and digital outlets.
3. Writing, formatting (with photos) and distributing press releases to print, online, broadcast media.
4. Composing targeted pitches and conducting personal follow-up on outreach.
5. Coordinating messaging with CPF, programming partners, artist managers and arranging media interviews.
6. Onsite presence at press check-in for special events and SummerStage, including managing press check in, photo pit, media interviews onsite - all performances in Central Park and citywide.
7. Accompanying CPF staff and/or SummerStage artists to studios or other locations for booked interviews as needed, providing appropriate prep materials and talking points in advance.
8. Tracking coverage and measuring overall efforts, delivering weekly reports and comprehensive reports monthly (including links, estimated number of impressions and media value).
9. Sending media clips on a regular basis; tracking coverage and measuring efforts.

## **Proposal Requirements**



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The proposal should stress the vendor's ability to provide the services outlined in the Scope of Work. Please provide a projected timeline and sample media coverage with a detailed description of your approach in addition to projected costs based on the Scope of Work.

Please email proposals to Christina Pettit, Marketing Director, [cpettit@cityparksfoundation.org](mailto:cpettit@cityparksfoundation.org) with 'CityParks Shows Public Relations RFP' in the subject line by December 1, 2021.