

## **DUNGEON OF DOOM (CHICAGO) 2017 SEASON - PUBLIC RELATIONS FIRM RFP**

### **Introduction**

Dungeon of Doom via agency Fearworm Hauntvertising is seeking proposals for services in media relations for promotion of its 2017 season in the Chicago and Milwaukee markets. The proposal should incorporate the development of a public relations plan to promote this haunted attraction in traditional and digital media, and to build excitement for the season with a pre-opening media event.

After 20 years in business, Dungeon of Doom has earned its legendary reputation as the most bone-chilling, best haunted attraction in the Greater Chicago area. It is located at 600 29<sup>th</sup> Street in Zion, IL, 60099. This is in the northern Chicago area, but it draws attendees from both the Chicago and Milwaukee markets and everywhere in between. Learn more about the event at [www.dungeonofdoom.com](http://www.dungeonofdoom.com).

By requesting a proposal for professional services in public relations, we want to successfully promote our haunted attraction to the media, influencers, and online, giving Dungeon of Doom the recognition it deserves.

### **Scope of Work**

This unique opportunity is to help build upon a successful, best-in-class event. We anticipate the activities surrounding the promotional efforts of the 2017 season to include:

- Developing overall strategy and messaging in tandem with Fearworm
- Creating press materials
- Arranging local and regional media coverage, including stories, interviews, and other coverage that align with the audiences we want to reach via websites, blogs, social media, newspapers, magazines, radio, television or other appropriate media. We are not soliciting a PR firm to handle social media management, but do desire coverage across any channel possible.
- Build recognition with bloggers and other influencers online
- Solicit online and printed listings on all appropriate sites locally and nationally. This includes “Best Bets” type listings or other event listings locally, as well as any industry-specific listings.
- Promote an opening night “Press Night,” inviting local media and influencers to build “buzz” for the opening of the attraction
- Manage interviews or media opportunities throughout the Halloween season
- Manage coverage and promotions we receive through our paid media avenues

**Proposal should include:**

- Recommended program elements and evaluation criteria for public relations program.
- Estimate to develop a strategy based on scope of work, not to exceed \$3,000 for the season.
- Detailed budget and timeline
- Agency history and accolades
- List of proposed team members, including biographies
- Brief case histories that illustrate ability and experience in event marketing in Chicago and/or Milwaukee
- List of current and former clients in the event industry
- References

The proposal should be based on a flat fee for the season, running from prep-time in August through the end of October.

Please include:

- Billing policies and procedures
- Explanation of how retainer hours will be used as related to the scope of work
- Break out of agency time, out-of-pocket expenses and any agency mark-ups
- Weekly and/or monthly reports that will be provided
- Your location (we highly prefer a firm local to the area)

**Proposal will be evaluated on:**

- Demonstrated expertise in and understanding of event marketing in the Chicago and Milwaukee markets.
- Understanding of and ability to meet our goals and objectives
- Firm and personnel qualifications and experience with weight given to experience of account team in our areas of interest
- Ability of proposal to be executed within the budget

The deadline for submitting this proposal is July 28, 2017 at 5:00PM CST. Address the proposal to: Ernest Corder, Fearworm, [ernest@fearworm.com](mailto:ernest@fearworm.com). Upon review of submissions, we will interview a select number of firms within the first week of August.

**Questions**

Please contact Ernest Corder if you need additional information or have any questions no later than 7/27/17. [ernest@fearworm.com](mailto:ernest@fearworm.com).

**Our Agency**

Fearworm Hauntvertising is the first and largest advertising agency in the country focused solely on haunted attractions and events. Learn more at [www.fearworm.com](http://www.fearworm.com).