

## **REQUEST FOR PROPOSAL- PR/PUBLICITY**

This is a request for a public relations proposal for Mills Entertainment.

The proposal should outline the costs and strategy for the development of a publicity campaign to launch a theatrical touring (domestic) production featuring a nationally recognized TV host and NY Times Best-selling author. The tour will visit 30-40 US cities from January through April 2018. Publicity is desired in late October through early April to support ticket sales.

We anticipate the publicists' activities would include the following:

- Arranging top-level and relevant national media coverage, including interviews and appearances on national news, talk-shows (daytime and late night), national radio and major print outlets.
- Creating and coordinating special events (i.e. tastemaker/blogger events).
- Booking on national news platforms that will allow both commentary on current events as well as tour coverage.
- Securing local market media coverage including interviews, appearances and calendar placements in local markets in advance of the show's tour stops
- Identifying additional public relations opportunities within the designated budget

The proposal should be based on a project budget of approximately \$10,000- \$14,000 for fees and expenses. The deadline for submission is October 9, 2017. Please submit proposals to: Deborah Mann, Marketing Manager, Mills Entertainment [deborah.mann@millsentertainment.com](mailto:deborah.mann@millsentertainment.com).

### **All proposals should include:**

- Estimate to develop/deliver a publicity campaign.
- Detailed budget and timeline.
- List of proposed team members, including biographies, billing rates and level of participation in the account
- Brief case histories that illustrate ability and experience in booking talent on national platforms.
- List of current and former clients in entertainment or related fields for whom you have worked in a similar vein.
- Explanation of PR firm's billing procedures including rates, mark-ups, etc.
- References

### **All proposals will be evaluated on:**

- Demonstrated expertise in and understanding of the entertainment industry.
- Track record of securing national publicity for past/current clients.
- Understanding of and ability to meet our goals and objectives.
- Firm and personnel qualifications and experience with weight given to experience of account team.
- Ability of proposal to be executed within budget.