

## ***Purpose***

The National Border Patrol Council (NBPC) is the union representing 16,500 Border Patrol Agents at the Department of Homeland Security. The NBPC is soliciting proposals from firms and qualified individuals interested in providing media and public relations services to the Council.

The NBPC is a leading labor organization, engaged at the highest levels with Congress and the Administration on critical issues related to border and national security.

Specifically, the NBPC is looking to establish a long-term partnership with a firm or individual that has a proven strategic communications and public relations track record. This firm will be required to provide strategic consulting and creative services for the NBPC in the following areas:

- Managing and triaging media requests for interviews
- Conducting media training and drafting talking points
- Executing on a proactive media strategy including booking NBPC spokespersons on TV and radio shows
- Coordinating all activities with the NBPC's legislative division
- Website content management and social media
- Crisis management
- Assisting in the production of a weekly podcast/radio show

## ***Proposal package***

To be considered, please provide the proposal package in the following format:

### **Firm Information**

- a. Business structure (corporation, joint venture, partnership)
- b. Submit proof of financial stability – Provide proof of financial stability as evidence by a letter of reference from the bidder's financial institution. Include a contact name and phone number at that institution.
- c. History of the Firm- including number of years it has been in business, present ownership and key management individuals. Describe any anticipated or existing changes in overall corporate management or ownership.
- d. Pending litigation that may have a material impact to the company's financial standing and/or the company's performance on this project, and major disputes, contract defaults, and liens in the last 10 years. A list of open litigation cases in the past 5 years shall be provided if applicable

### **Firm Experience and References**

Briefly describe the Firm or individual's related experience by including the 5 most recent projects completed for clients that highlight proficiency and clearly demonstrate the ability to achieve each category defined within the scope of work and deliverables. Provide samples of media releases and stories resulting from your work. Please include contact information of each of the clients should the NBPC wish to contact them.

**Project Team**

The project team should consist of members with demonstrated knowledge in the industry. Each key member shall be identified and a brief resume for each shall be submitted.

**Approach**

Please describe your Firm's approach to providing the proposed services including proposed industry standard methodologies that shall be employed, high-level timeframes, project team structure, and roles.

**Fee structure**

The NBPC envisions this engagement to be a multi-year monthly retainer.

***Insurance Requirements***

NBPC shall be named as additional insured for its interest on all policies of insurance except Worker's Compensation as regards ongoing operations, products and completed operations and this shall be noted on the face of the Certificate of Insurance.

The firm must agree to maintain and keep in force during the life of this Agreement, with a company or companies authorized to do business for the following insurance policies:

- Automobile Liability \$ 1,000,000 Per Occurrence
- Comprehensive General Liability \$ 1,000,000 Per Occurrence
- Umbrella Liability \$1,000,000
- Errors and Omissions Liability \$1,000,000

***Submittals***

All submittals shall be provided in 8.5" x 11" format with all standard text 12-point font. Each vendor shall submit 1 electronic copy of their proposal to the following email address:

[atrevino@bpunion.org](mailto:atrevino@bpunion.org)

Submissions must be received no later than April 15, 2018. Firm that are down-selected will be interviewed either in person or over the phone in May and June with an expected final decision by July.