



New York
Public
Library

**New York Public Library
Request for Proposal**

Public Relations Firm

**Issue Date: July 27, 2018
Due Date: August 17, 2018**

RFP STRUCTURE

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1.0 LIBRARY OVERVIEW

The New York Public Library (NYPL) has been a major resource for New York City and the world since its founding in 1895. The organization includes 4 non-circulating research centers focusing on the humanities and social sciences, the performing arts, black history and culture, and business and industry, and 88 lending branches across Manhattan, the Bronx and Staten Island. More than 18 million people enter its doors every year, over seven million people visit its website from at least two hundred countries each year, and public schools throughout the City rely on its delivered and online programs and services. In addition to providing free and open access to books, computers, materials, digital media, coordinated lesson plans, and much more, NYPL hosts an astonishing array of classes and events, and presents exhibits ranging from small pop-ups, to major installations, to virtual exhibitions on the web.

2.0 SCOPE OF SERVICES

The New York Public Library's Communications Department is soliciting proposals from Public Relations (PR) firms that can help NYPL promote and organize press for the top tier events held at the Stephen A. Schwarzman Building on Fifth Avenue. NYPL's fundraising events are critical to the success of the organization. They are an inter-departmental priority, as they bring millions of dollars of important funding to NYPL each year. Press coverage of these events is key: it creates "buzz" that makes people want to buy tickets; it elevates the event; it pleases guests; and it positions NYPL as an exciting organization and worthwhile cause. This proposal will cover the PR efforts for NYPL's iconic Library Lions Gala on November 6, 2018 with the potential of handling three additional events in early 2019.

2.1 NYPL's Requirements

The winning firm must have extensive special events experience, with experience in non-profits being a plus. The firm will be responsible for the following public relations efforts for the Library Lions Gala:

- a) Manage all press outreach, media credentials, listings, and interview opportunities in advance of and post the events.
- b) Develop story ideas to secure key placements in advance.
- c) Meet weekly (via phone) with NYPL's in-house media team to ensure press coverage fits within NYPL's overall strategy and message.
- d) Manage day-of press logistics (including press pen and red carpet for Library Lions gala).
- e) Handle circulation of coverage, distribution of event photos, and post-event release.

3.0 RFP PROCESS CONDITIONS

The firm accepts and agrees to adhere to the following conditions:

- a) NYPL reserves the right to qualify, accept, or reject any or all firms as deemed to be in the best interest of the library.
- b) NYPL reserves the right to accept or reject any or all proposals and to waive any irregularities or technicalities in the RFP and in any proposal as deemed to be in the best interests of the library.
- c) NYPL reserves the right to negotiate any alterations to bid specifications due to oversight or error.
- d) NYPL reserves the right to accept or reject any exception taken by the firm to the terms and conditions of this RFP.

- e) NYPL reserves the right to seek clarification, in writing, from firms about areas of their RFP response during the evaluation process.
- f) NYPL will not pay for any information requested herein, nor will it be liable for any costs incurred by the firm in preparing a proposal.
- g) NYPL reserves the right to contract for a project that is not the lowest in price, provided that, in the sole judgment of the library, the project offered under the higher bid has additional value or function which justifies the difference in price.
- h) All proposals become the property of NYPL and will not be returned to the firm.

4.0 PROPOSAL REQUIREMENTS

Each firm responding to this request shall submit a cover letter signed by a person with authority to bind your firm along with a copy of this RFP document with detailed answers to all questions listed in sections below.

- a) **Mission**- Provide your firm's mission statement
- b) **Your Structure and Capacity** - Describe the size and scope of your firm detailing the number and focus of your employees
- c) **Qualifications and Experience** - Provide an explanation of your firm's areas of expertise and describe projects completed with specific reference to other not-for-profit clients
- d) **Biographies of Key Personnel** - Provide the biographies of key executives and account personnel who will be assigned to work on this project
- e) **Price** – Please provide detailed pricing. NYPL would like to see optional breakdown of optional services. This pricing should include at a minimum a per-event pricing structure based on the NYPL requirements outlined in section 2.1. Please include any ad hoc costs that may be applicable.
- f) **Case Study** - Please tell us about a similar project in size and scope successfully completed by your firm. It is not necessary to reveal the name of your client, but please specify the industry.
- g) **References** - Please provide 2 - 3 reference clients. Ideally, at least one should be a non-profit organization for whom you completed a project comparable to this one. Required information:
 - a. Organization or firm
 - b. Contact person (full name)
 - c. Role and title
 - d. Contact email

Please Note: Proposals must remain in effect and subject to acceptance by NYPL for one hundred eighty (180) days after the Deadline of Proposals.

5.0 BUSINESS QUESTIONS

- 5.1 How long has your firm been in business and in what state is it incorporated? Please attach a copy of your firm's incorporation certificate.
- 5.2 Please provide an overview of your firm, its structure, including Organization Charts, names and titles of all officers and date and place of incorporation.

- 5.3 Indicate membership in trade associations, professional accreditations and certifications, or special licenses that your firm holds.
- 5.4 Is your firm privately owned or publicly traded?
- 5.5 If your firm was involved in reorganization, acquisition, or mergers in the last 3 years, please explain.
- 5.6 Has your firm ever been involved in litigation with a customer or supplier?
- 5.7 What percentage of your overall business would this contract represent?

6.0 FINANCIAL QUESTIONS

- 6.1 Provide a financial statement including the past two (2) years audited statements. The name of the auditor or certifier should be clearly indicated. If privately owned, provide banking information and contact.
- 6.2 Please provide your payment terms and any discount rates.
- 6.3 Please attach a copy of your standard invoice.
- 6.4 New York Public Library pays invoices Net 45, do you agree with this provision?
- 6.5 Please review the attached Sample Agreement and pay particular attention to the requirement for insurance. Sample Agreement is the template we will use for the ultimate agreement resulting from this RFP. Please state if you agree with the general terms and conditions of the contract template. If there are any points to which you disagree, please list all of them on a separate sheet, noting each contract item for reference. Please review section 9, Insurance Requirements closely.

7.0 M/WBE DIVERSIFIED SUPPLIER COMMITMENT

NYPL is committed to diversity and believe in providing equal opportunity to diversified suppliers, otherwise known as minority and women-owned business enterprises (M/WBE). As such, we make every effort to utilize M/WBE vendors to the fullest extent possible. NYPL is also committed to establishing long-term agreements with other vendors who share our vision and dedication to the principles set forth in our policy, regarding minority and women-owned business enterprises.

As a potential vendor to NYPL, in your response to this RFP, please submit information that demonstrates a high level of commitment to the inclusion and participation of diversified suppliers (M/WBE) in support of our requirements. Participation will be measured based on the amounts that you would pay to diversified suppliers (M/WBE) under your Proposal. It is the position of the partners that, in the long run, doing business with minority and women-owned business enterprises is a win/win for the partners, you, as a supplier, and all diversified suppliers (M/WBE) involved. As a part of your response to our request for a proposal, please provide the following:

- 7.1 Please provide the certificate for your firm if this applies.
- 7.2 Include the name and address of any participating diversified supplier vendors (M/WBE) specifically pertaining to fulfillment of this contract.

- 7.3** Attach a brief list of the specific commodities, products or services that will be purchased from diversified suppliers and used in support of this contract.

8.0 SELECTION PROCESS

All proposals will be reviewed, evaluated and ranked by the selection committee. After an initial review of all submitted proposals, some respondents may be invited for interviews for the purpose of clarifying their proposals. NYPL will use a combination of factors to determine which proposal provides the services that most closely meet the Library's needs. The evaluation, the interview (if required) and the fee proposal will be used (in combination) to determine which firm will be awarded the contract.

9.0 PROPOSAL EVALUATION CRITERIA

RFP Evaluation

Proposals will be evaluated by a committee composed of staff and advisors from NYPL. The contract(s) will be awarded to the firm or firm(s) whose response, conforming to the RFP, will be most advantageous to the Library.

In evaluating qualified bids, the following considerations will be taken into account:

- Compliance with critical requirements.
- Resulting impact of projects on client's objectives.
- Cost.
- Previous experience with public libraries, cultural institutions or other non-profits.
- Firm's service and delivery capabilities and history.
- Firm viability and financial strength.
- Accuracy and quality of deliverables, adherence to schedules, and relative success of programs implemented (determined through reference checks with peer libraries).
- Vision for this project and its feasibility.

NYPL reserves the right to:

- Award to other than the lowest price firms
- Reject all bids and invite further competition if deemed necessary
- Waive, modify, or correct any irregularities in proposals received, after prior notification to the firms
- Extend the time for the submission for all proposals after notification to all firms.
- Terminate or modify the RFP process at any time and reissue the RFP
- Terminate negotiations with a selected firm and select the next most responsive firm when contract negotiations fail to result in a signed agreement within a reasonable period of time
- Approve or reject any subcontractors proposed by the firm
- Request a change of subcontractors at any time in the contract

10.0 RFP TIMELINE

This section provides a schedule of the critical RFP events and dates.

Firms should carefully examine and make certain they have a clear understanding of the requirements of the specified project milestones and the associated dates.

Event	Date
Issue the RFP	July 27, 2018
Deadline for questions from respondents	August 3, 2018
NYPL response to questions	August 7, 2018
Proposals Due	August 17, 2018
Presentations (If necessary)	TBD