

2019 PR AGENCY SUPPORT



Super star clients. Iconic, community-shaping buildings in major cities. An entrepreneurial spirit that continues to drive growth. Populous has a story to tell about how its past is creating a strong future.

For the past three decades, we've been mostly known for our sports architecture work, but in the midst of massive growth, we are also transitioning to a new generation of leadership, entering new verticals as a multi-disciplinary design firm and growing geographically – all while remaining true to our core brand proposition of creating the places where people

love to be together. Conversely, competition in our sector is becoming increasingly complex and we need to continue to elevate Populous as a top design firm. Given this massive growth and change in the Americas, Populous seeks to raise its firm and executive profile in the US via public relations agency support on retainer for the 2019 calendar year.

MEET POPULOUS

At Populous, we believe in creating environments that draw people together for unforgettable experiences.

In the world's top cities we have designed more than 2,500 projects worth \$40 billion. Our designs for places like Yankee Stadium, the London Olympic Games and T-Mobile Arena have created emotional connections between people and the civic, sports and entertainment places and events they love best.

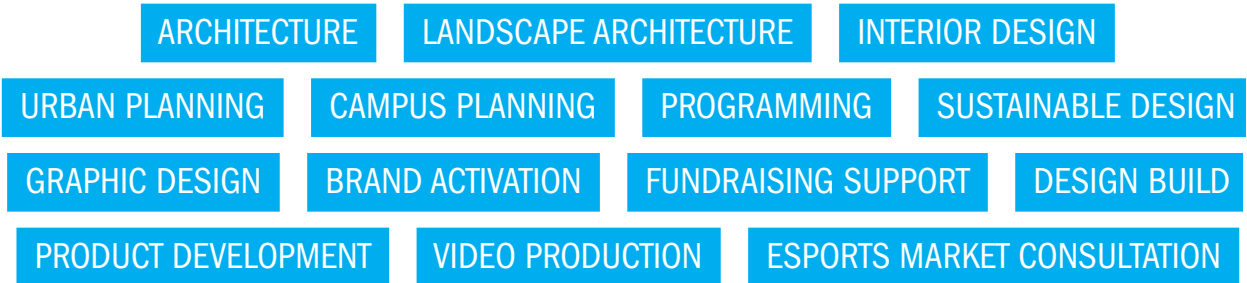
awards. We also have been listed four times as one of *Fast Company* magazine's most innovative companies. Every brand has a story to tell—it is our mission to give life to those stories through design. We are the people who create the places where communities unite. We are Populous.

We have been recognized 200 times over with global design awards, including three national American Institute of Architects

 [@POPULOUS](#)
 [@WEAREPOPULOUS](#)

FOUNDED IN 1983,
POPULOUS HAS
BEEN DRAWING
PEOPLE TOGETHER
FOR 35 YEARS.

SERVICES PROVIDED



BY THE NUMBERS

We're the largest design firm in the world focused solely on creating the places where people love to be together.

34

SUPER
BOWLS

13

OLYMPIC
GAMES

30

NFL
CLIENTS

20

NEW MLB
BALLPARKS

14

NEW NFL
STADIUMS

8

MLS
STADIUMS

150

COLLEGIATE
CLIENTS

31

NBA/NHL
CLIENTS

50

CONVENTION
CENTERS

ABOUT THE PROJECT:

Populous seeks to hire a creative, strategic, proactive and energetic PR agency who best matches the Populous culture.

We move fast, think big and have established relationships that create a strong market presence – we desire the same from our agency. We don't intend for you to handle day-to-day reactive PR efforts; we have in-house PR coordination, writing and social media support who have established relationships with our key trade publications such as Sports Business Journal, Arch Record and Curbed. We intend

for you to work side by side with our team in moving the Populous brand forward. If all this sounds enticing, and if you're up for the challenge, we will look to you to help build the firm's profile, our design talent and key executive profiles in the Americas. The project will be retainer based for the 2019 calendar year. Our budget is \$5,000-\$6,000 a month plus expenses.

THE BEST PR AGENCY WILL:

- Strategically elevate the Populous brand through a multi-faceted content approach, heavily led by earned media placements in recognizable national outlets.
- Focus on Populous philosophy, future and entrepreneurial spirit over historical perspective, current projects and building types.
- Creatively position Populous via such tactics as earned media, corporate awards, strategic social media, speaking engagements and contributed articles.
- Focus on business/culture/arts/travel publications and high profile national dailies.

THE BEST PR AGENCY WILL NOT:

- Pitch architecture, sports and other trade magazines where we already have relationships.
- Position Populous as just another architecture firm or as a sports architecture firm only.
- Provide day-to-day management of reactive Populous PR needs.

SUBMISSION REQUIREMENTS:

AGENCY PROFILE:

Provide an overview of your agency. Include agency history, structure, philosophy, culture, agency capabilities and/or any other information you believe will help us understand why you are the best fit for this project. Include name, title and e-mail address of the individual who will serve as agency's primary contact.

PAST EXPERIENCE:

Describe your experience in B2B brand building – specifically as it relates to professional services. Provide at least 2 case studies on a similar scenario; describe the scope, goals, innovative strategies deployed and outcomes.

PROCESS AND APPROACH:

Outline your proposed process based on your understanding of our project. Include information about your process for identifying goals and building consensus. Identify whether any scope may need to be provided by a subconsultant to you; if so, provide name and background of subconsultant agency. Describe how your existing media relationships may help us to gain the most traction. Also describe any tools and resources that may set you apart from your competitors.

YOUR TEAM:

Provide an org chart and resumes of your project team and identify our day-to-day point person. Include a narrative about the specific role each team member would play for Populous. Describe this team's current workload and current bandwidth and ability to take on new clients.

REFERENCES:

Provide 3 references who can speak to your team's qualifications, strategy, creativity, deliverables and support.

FEE:

Include a fee proposal for the scope of work, including hourly rates plus any additional reimbursable costs you foresee.

DEADLINE AND DELIVERABLE:

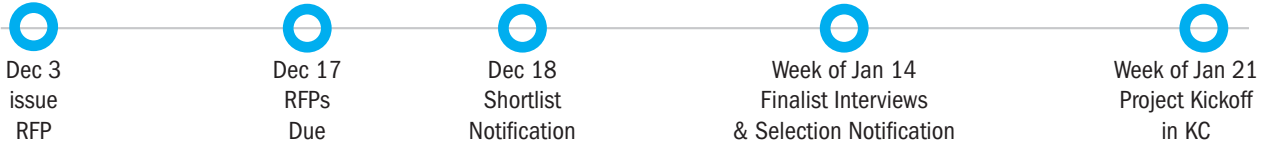
Provide an electronic copy by close of business on December 17 to Populous Americas Director of Marketing Gina Stingley – gina.stingley@populous.com. Hard copies are not required; however, if you feel your submission warrants a hard copy, you may mail that to: Populous – ATTN Gina Stingley, 4800 Main Street, Suite 300, Kansas City, Missouri 64112.

Shortlisted firms will interview either in person or via Skype for Business. You will be expected to bring 2-3 implementation ideas to the interview.

Populous is open to discussing the project and answering any questions prior to the December 17 submission deadline. If you would like to set up a time to discuss, please contact Gina Stingley: gina.stingley@populous.com.

PROPOSED SCHEDULE:

(please note this shall be subject to change when deemed necessary) On Page 06



TECHNICAL DETAILS:

Agencies not awarded the work outlined here will be notified by mail or email. The successful agency will be required to sign a contract with Populous in which they accept responsibility for the performance of services as stated in their proposal.

All information provided by Populous in connection with the RFP, including the fact that Populous has issued the RFP and is conducting a bidding process to select a PR agency, is considered Populous' confidential and proprietary information and must not be disclosed to anyone outside of your agency without Populous' prior written approval. All proposals and other documentation submitted in response to the RFP:

- Become Populous' property.
- Will not be returned by Populous.
- Must be clearly marked as confidential, if your firm considers any material or information contained in its proposal or other documentation confidential. In order to better facilitate open and full discussions, Populous is prepared to enter into a nondisclosure agreement with any firm who shall make such a request.

Conflicts of Interest. Agencies are expected to self-identify any real or perceived conflict of interest that may exist if the firm is selected. Populous requests that the firm clearly identify the conflict and propose a mitigation strategy as part of the proposal response.

Populous assumes no responsibility and no liability for costs incurred relevant to the preparation and submission of the RFP by prospective agencies, or any other costs prior to issuance of a contract. Populous also retains the right to reject any and all of the proposals submitted, request additional information from any firm, withdraw the RFP at any time for any reason, make multiple or partial bid awards, or make any award deemed to be in the best interest of our firm.

It is Populous' intent to enter into a written agreement with the successful Offeror. The terms and conditions of such an agreement are subject to negotiation. Responses should be submitted based on the assumption of a one-year term.

THANK YOU.