



**REQUEST FOR PROPOSAL  
SEARCH: PUBLICITY RELATIONS AGENCY OF RECORD**

**PRESERVE SPORTING CLUB**

**I. About The Preserve Sporting Club**

Located in scenic Rhode Island, the Preserve Sporting Club is a leading destination for outdoor enthusiasts in North America. It is a four-season sporting club with 3,500 acres.

The Preserve features more than 20 amenities including: clay and grass tennis courts, 10 fly fishing ponds, an equestrian center with 100 miles of riding paths, an 18-hole executive golf course, a private helipad, a 1,765-foot zip-line, rock climbing areas, walking and bicycle trails. Amenities will also include a luxury spa, climate-controlled pools, and a gourmet restaurant.

The Preserve is home to special and creative activations including the Maker's Mark Hobbit House and the Scotch and Cigar Safari Tents featuring Laphroaig and Cohiba.

For outdoor enthusiasts, The Preserve offers three world class sporting clay courses and a 210-foot bird tower. The shooting range is the longest indoor underground automated public range in the world, including 3D archery. To help educate members and guests, The Preserve Academy is available to teach safety defense and tactics.

For special events, meetings and celebrations, The Preserve offers a variety of well-appointed indoor spaces, a 25,000-square-foot clubhouse, and tented spaces for events of up to 1,000 people.

In addition to private residences, guest lodging at The Preserve includes luxury single family residences, townhomes, condominiums, cozy cabins (tiny homes) safari tents and a treehouse, and nestled in scenic areas.

Website: [PreserveSportingClub.com](http://PreserveSportingClub.com).

Ownership: Paul Mihailides, Chairman

**II. PR Program Objectives**

- Secure national, regional and national exposure that:
  - Increases the awareness of the Preserve Sporting Club
  - Generates interest and leads for membership and real estate ownership
  - Helps drive occupancy
  - Generates inquiries for weddings as well as corporate and social events

- Secure product company partnerships that are strategically aligned with the Preserve (e.g., SUVs, ebikes, etc.)
- Secure positive exposure for Preserve Chairman Paul Mihailides
- Manage media relationships, including qualified media and influencer visits to the Preserve Sporting Club.
- Coordinate and draft briefing documents for Preserve managers for interviews and visits.
- Provide monthly and annual reports, as well as reports for special product launches and activations, as directed by the client.
- Contribute or take the lead on collateral, when needed
- Serve as issues/crisis management counsel
- Provide direction for a monthly social media calendar with at least eight posts (photos and images) a month @PreserveSportingClub. Draft responses to consumers, guests as needed.

### III. **Engagement and Budget**

We are looking to retain a PR Agency beginning January 3, 2021.

Please make your recommendation on your monthly fee and expenses:

Monthly retainer

Monthly administrative expenses (and a description of what they include)

Expenses for travel, photography, etc.:

### IV. **Agency Information**

(Please fill out information relevant to your organization. If there is no experience in a specific area, please respond accordingly)

#### A. **Background on Your Agency**

Please touch on the following items:

- History
- Culture
- Location/s
- Other relevant information

#### B. **Experience and Results in Sporting, Shooting and/or Outdoor Destinations**

#### C. **Experience and Results with Outdoor, Shooting or Sporting Brands**

#### D. **Experience and Results in the following areas (include responses to those areas that are relevant)**

- Hospitality publicity programs
- Membership programs

- Real Estate publicity programs
- Relevant consumer publicity
- Creative third-party partnerships / alliances
- Crisis/issues management

**E. Potential Conflicts of Interest**

List any relationships here, if any, that may be a conflict of interest if you were selected to work with the Preserve Sporting Club

**F. Staffing**

1. Who would be the senior manager on the account?
  - Bio and location
  - Percentage time per month s/he would spend on the Preserve
2. Who would be the day-to-day person, doing most of the work on the account?
  - a. Bio and location
  - b. Percentage time per month s/he would spend on the Preserve
  - c. Other accounts
3. Please list other staff members and relevance to the proposed account.
  - a. Bios and locations
  - b. Roles
  - c. Percentage time per month s/he would spend on the account

**G. Annual Agency Billings**

- 2019
- 2020
- 2021 Projected

**V. Specific Program Ideas for the Preserve**

- A. 90-Day Plan
- B. Program Ideas / Concepts

## **VI. Sample Timeline**

- Week of November 15 -- RFPs Distributed to Agencies
- December 3 by 4 pm (EST) -- Agency Responses Due
- Week of December 5 -- Invitations to Present
- Week of December 15 -- Presentations
- Week of December 29 -- Selection of Agency Announced

## **VII. Contact Information**

List agency contact information:

- a. Name, title, address, email
- b. Telephone (office and mobile)

Please submit questions or request for a Zoom/Teams meeting via email:

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