



Formal Request for Proposal

Public Relation Services

Date Issued: January 4, 2022

Date Due: January 10, 2022

1. ORGANIZATIONAL OVERVIEW

Mission

Buy Local's mission is to support independent, locally owned and operated businesses in the greater Chatham County area, to maintain our unique community character, provide continuing opportunities for entrepreneurs, build our community economic strength, and prevent the displacement of community-based businesses by national and global entities.

Tagline

Support Local. Choose Local. Buy Local.

Contact Information

Buy Local Savannah
PO Box 10264
Savannah, GA 31412
savannahbuylocal@gmail.com

2. GENERAL RFP INFORMATION

Timeline

January 4, 2022: RFP Released
January 7, 2022: Deadline for Submitting Questions
January 10, 2022: Submissions Due by 5:00pm
January 12, 2022: Contract Awarded
January 14, 2022: Services Begins

Objective

Buy Local Savannah is seeking a yearlong partnership for 2022 with a public relations firm or marketing firm that offers public relation services to provide press releases and coordinate media coverage on behalf of Buy Local Savannah Board of Directors, and Executive Committee members.

Key Dates

Buy Local Savannah offers monthly networking luncheons, featuring a guest speaker from January to October on the fourth Thursday of each month. This is the primary focus for our member-to-member and member-to-non-member engagements. Buy Local Savannah also plans to host quarterly afterhours socials, a holiday party, and possibly a fundraising event in 2022. Each of these specific dates will be shared with the selected proponent, well in advance.

3. BACKGROUND

History

Buy Local Savannah on a positive trend and growing largely due to the previous 15 months of strategic public relations initiatives. To continue this growth and trend, it will be key to maintain this aggressive PR approach. In the last 12 months, Buy Local Savannah has published 14 press releases and coordinated 4 media advisories, reaching thousands of people and businesses locally and regionally. 2022 will be just as important as Michelle Rouzer begins her reign as the Buy Local Savannah President.

4. SERVICES AND REQUIREMENTS

Service and Expectations

Buy Local Savannah expects for the chosen proponent to uphold the following services and expectations from the date of selection until December 31, 2022.

- Delivering all publications to the President for final review before posting or publicly sharing, at least one week in advance.
- Providing a list of publications that media announcements are pre-planned to be shared with in advance.
- Providing monthly reports and feedback to the President on recent publications, and other PR efforts and progresses.
- Monthly Press Releases for the following months that Buy Local Savannah hosts a networking luncheon:
 - January
 - February
 - March
 - April
 - May
 - June
 - July
 - August
 - September
 - October
- Additionally providing a press release for the December holiday party.



- Quarterly Media Advisors for the following recommended months. These months could be subject to change based on strategy of guest speakers:
 - February
 - May
 - August
 - October
- Each of the networking lunches should be promoted cross the following channels (as a minimum) Savannah Master Calendar, Savannah CEO, Savannah Business Journal, Q105.3, (WSAV, WTGS, WJCL, WTOC), Savannah Tribune, and Connect Savannah; as well as any other public sources that are deemed appropriate to share as best representation of Buy Local Savannah.
- Proponent will serve as an advisor to the Executive Committee on industry best practices, recommendations, and always serving with the best interests of all Buy Local Savannah members.

Mandatory Requirements

If the selected proponent is unable to uphold, comply, or fulfill any of the services or expectations at any point in time, the Buy Local Savannah Executive Committee reserves the right to terminate the contract and agreement in writing.

If the selected proponent becomes compromised financially, ethically, or morally, the Buy Local Savannah Executive Committee reserves the right to terminate the contract and agreement in writing.

Pricing

At the discretion of the Buy Local Savannah Board of Directors, the budget or maximum contract value will be for no than \$700 per month for all public relation services.

5. SUBMISSION GUIDELINES

Submission Requirements

All bids should be submitted to the Buy Local Savannah email address: savannahbuylocal@gmail.com no later than 5:00pm on January 10, 2022. Any submissions after this date/time and will be deemed ineligible for review by the Board of Directors and will not be considered.

Proponent must share and/or including the following in their response to bid:

- Proponent must share their price of services including cost per press release, cost per media advisory and any other recommended PR services being offered by the proponent. If bundling of services is discounted, please include that information too.



- Proponent must provide a cover letter defining they have the appropriate skills, knowledge, and abilities required to fulfill this RFP in full.
- Proponent must share a sample Press Release and brief context of sample shared.
- Proponent must provide at least three references from businesses or non-profits that they have conducted PR services on behalf of within the last five years. References should include: Business name, contact person and title, email and phone number for the business, and length of working relationship.



Note from the Buy Local Savannah Board

Hi,

The Buy Local Savannah Board of Directors wants to thank you in advance for submitting your bid to partner with Buy Local Savannah. This RFP is based on the basic needs of public relation services for the Buy Local Savannah organization. At any point in time, Buy Local Savannah Executive Committee reserves the right to add PR services to this contract, based on the agreed upon rate provided by the selected proponent during this bidding process.

All questions need to be submitted to savannahbuylocal@gmail.com by January 7, 2022. And all bids are due by 5:00pm on Monday, January 10, 2022 via email to savannahbuylocal@gmail.com.

Thank you!

