

REQUEST FOR PROPOSAL

Public Relations Services

Oregon Manufacturing Extension Partnership, Inc. (OMEP) is seeking a PR firm to provide the following services:

- Build and present annual PR editorial calendar with publication's schedules and topics, including story ideas for relevant publications; manage scheduling of pitches, sending pitches, and act as liaison between Senior Marketing Manager and reporters
- Work closely with Senior Marketing and Events Manager to generate and pitch story ideas featuring OMEP staff, practice areas, partners, and clients to local media, including TV, Radio, and print publications, as well as industry specific publications
- Present strategy and ideas to position OMEP brand and leadership team as thought leaders and industry experts; bring up new publication opportunities and mediums as they arise, including discussion of paid media if specific publication opportunities arise
- Hold regular (monthly) check in calls with the marketing team to review strategy, check in on initiatives and update on progress. Provide regular status updates throughout the month via email
- Collect and share all published stories for annual report to OMEP including circulation numbers, reach, and web metrics for each story published as available. Meet agreed upon target metrics for pitch rate, story type, and publication targets
- Occasionally write Op Ed pieces or write story drafts after leadership team interviews; May be asked to provide media training or input on specific PR matters as they arise.

OMEP is a not-for-profit team of manufacturing professionals whose mission is to be Oregon manufacturers' source for growth and prosperity. We are the Oregon representatives of the MEP National Network, a program administered through the National Institute of Standards and Technology (NIST). Our funding is derived from a combination of federal and state grants and fee-for-service payments from manufacturing clients. We collaborate with key state and regional economic development groups including Business Oregon to provide as many resources as possible to help Oregon companies. We have worked with nearly 700 Oregon manufacturers since we began in 1996. We currently number 22 employees. Other pertinent agency information can be found on www.omep.org.

OMEP undertook a major web redesign, rebranding, and brand awareness strategy project two years ago. Additionally, we have made changes to business structure and service offerings within the past year. Our headquarters are in the Portland area, and we have satellite offices in Central Oregon, Southern Oregon (Medford and Roseburg) and Eugene.

OMEP is seeking a long-term relationship with a like-minded agency that matches our business culture and values. We do not wish to work on a project-by-project basis, but desire to develop a working relationship with an agency that has strong journalistic relationships, great attention to detail, and demonstrated thought leadership. Selected agency will have regular progress updates with the Senior Marketing and Events Manager and other stakeholders.

Our yearly PR maximum budget is \$30,000, approximately \$2,500 per month.

Interested firms should submit the following:

- One-page Letter of Interest.
- A maximum five-page Statement of Qualifications addressing the following questions:
 - In which industries do your clients work? Are they usually large firms, or small start-ups, creative or traditional?
 - Who are your existing clients, and with what types of client personas and behaviors have you been most successful?
 - Discuss your functional areas of expertise (and conversely, those areas you would sub out to another organization or choose not to participate in)
- Why do you think this work is a good fit for your firm?
 - Elaborate on specific, industry-related work experience
- Describe your approach to working with a company like ours:
 - What process(es) do you employ?
 - Are there clients we can speak with that have been through your process? Please list 3 references, including names and phone numbers.
 - Who will be on our team?
 - How often should we expect updates and opportunities to provide input?
- What is your ability to scale with clients as they develop increased marketing sophistication?
- Please list your fee structures, including blended hourly rate, and estimation for monthly services. We would prefer an estimated year's cost. You may list a monthly retainer with available services per retainer amount.

The PR firm selection will be made on the best combination of the following criteria:

- Firm experience and qualifications in working with manufactures and not-for-profit agencies.
- Strategic thought leadership capabilities, and company culture match.
- Flexibility of service array and pricing arrangements.
- Other factors identified by the agency.

A follow-up interview may or may not be required of a short list of final candidate firms/consultants. Final selection will be made by **July 12, 2019**

Qualified firms should submit a written response by no later than **June 21, 2019 at 5:00 PST** to:



Attn: PR RFP
Jasmine Agnor
Oregon Manufacturing Extension Partnership
7650 SW Beveland St, Suite 170
Portland, OR 97223

Electronic submissions will be accepted in PDF format. Please send to JAgnor@omep.org Subject line, Public Relations RFP. Inquiries should be submitted via email to jagnor@omep.org. No phone calls, please.