



**REQUEST FOR PROPOSALS  
FOR COMMUNICATIONS/PUBLIC RELATIONS SERVICES**

**Invest Puerto Rico Inc.**

| <b>Event</b>   | <b>Time and Date</b>   |
|--|--|
| <b>RFP Issue Date</b>  | Thursday, September 9, 2021                                  |
| <b>Submissions of Letter of Intent (Attachment A)</b>                      | Tuesday, September 14, 2021, by 3:00 p.m. AST                |
| <b>Submissions of Questions and Requests for Clarification (via email)</b> | Monday, September 20, 2021, by 3:00 p.m. AST                 |
| <b>Responses to Questions and Requests for Clarifications (via email)</b>  | Wednesday, September 22, 2021                                |
| <b>Proposals Due Date (via email)</b>                                      | Monday, October 4, 2021, 5:00 September p.m. AST             |
| <b>Proposals Evaluation Period</b>   | From: Monday, October 4, 2021<br>To: Friday, October 8, 2021 |
| <b>Notice of Award</b>   | Friday, October 15, 2021                                     |

**Submittals to be provided via e-mail (PDF format only):  
jconde@investpr.org**

# REQUEST FOR PROPOSALS

Need: Agency for Communications, Public Relations and Publicity Services

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## INTRODUCTION

Invest Puerto Rico Inc. (InvestPR) is soliciting proposals from interested firms and individuals (Proposers) to provide Communications, Public Relations and Publicity services to establish Invest Puerto Rico's brand, and position Puerto Rico as the premier business destination among company owners, top executives, and investors through a robust, innovative, forefront Public Relations strategy.

### **About Invest Puerto Rico**

Invest Puerto Rico (InvestPR) is the Island's economic development organization. We are a 501(c)3 not-for-profit organization, created by law to promote Puerto Rico as a competitive investment jurisdiction to attract new business and capital investment to the Island.

Puerto Rico is an island rich in history, culture, arts, natural resources, and quality of life. Part of the history of Puerto Rico includes recent natural disasters that have served as a looking glass for the Island to re-evaluate how it wants to be seen.

The creation of Invest PR is a game changer for Puerto Rico and the global business community. The Island is showing the world it is ready to transform and become the premier destination for direct investment for those who want both quality of life and unmatched productivity, innovation, profitability and beyond.

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## PUBLIC RELATIONS PROGRAM OBJECTIVES

Invest Puerto Rico seeks to maximize the efficiency and effectiveness of its communication and media efforts through the selection of a strategic and results-oriented top Public Relations agency. The selected agency will be responsible for providing strong insights and strategy development for campaigns that inform InvestPR's overall earned media presence across all communication channels.

InvestPR's communications objectives for this proposal include but are not limited to the following:

- Position Invest Puerto Rico as a world-class Economic Development Organization (EDO)
- Identify industry and market-specific trends to find opportunities to generate coverage for Puerto Rico and differentiate the Island
- Develop outstanding brand awareness and publicity to build equity
- Establish working relationships with influential U.S. media and key personalities (including Puerto Rican diaspora) to help elevate and shift perception of Puerto Rico as a business destination and shift perception
- Enhance the credibility of the organization and its effectiveness in attracting businesses and investors to Puerto Rico
- Mitigate potential negative issues and perception while increasing level of goodwill for the organization
- Manage potential media crisis and protect the brand's reputation
- Promote Puerto Rico's value proposition for businesses seeking to relocate and investors
- Secure targeted broadcast opportunities of Invest Puerto Rico key programs and initiatives
- Thought leadership execution including b2b interviews, speaking & roundtable opportunities, and media opportunities
- Brand alignment with partners who share common objectives and can elevate awareness and desirability of Puerto Rico's brand
- Establish relationships with trade and industry publications to leverage and support
- Reporting of communications initiatives results, ROI, and brand awareness milestones

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## REQUIREMENTS AND SCOPE OF SERVICES

The scope of work presented is based upon circumstances existing at the time the RFP is released. Invest Puerto Rico reserves the right to modify or delete the tasks listed and, if appropriate, add additional tasks prior to and during the term of the contemplated contract.

### Qualifications

The Proposer must show to the complete satisfaction of InvestPR that it has the necessary facilities, ability, and financial resources to provide the services specified herein in a satisfactory manner.

Evaluation of the Proposer's qualifications shall include:

- A. Ability and Capacity to Perform Services: The ability, capacity, skill, financial and other necessary resources of the Proposer to perform the work or provide the services required;
- B. Costs, Fees and Expenses: The reasonability of the costs, fees, and expenses structure provided by the Proposer given the complexity of the tasks and projects requested from the service provider;
- C. Examples of Work Product: The quality of examples of previous work product from previous engagements or professional endeavors of the Proposer or Proposer's professionals that will be involved in providing the services being procured; and
- D. References: The character, integrity, reputation, judgment, experience, and efficiency of the Proposer or Proposer's professionals that will be involved in providing the services being procured.

### Staff Requirements

The Proposer shall have or will secure, at its own expense, all personnel required in performing the services under a Public Relations Services contract. InvestPR expects the Selected Proposer to provide competent and fully qualified staff that are authorized or permitted under federal, state, and local law to perform the scope of work under this contract. Proposer must provide a listing of the personnel to be assigned to the project, including organizational structure and each person's area of responsibility. Resumes for each professional assigned to this project are also required to be included as attachments to the proposal. InvestPR reserves the right to request the removal of any staff not performing to standard. No personnel may be assigned to the resulting contract without the written consent of InvestPR.

### Key Staff

#### Senior Counsel

- Consult on multi-market communications strategy for the organization
- Serve as advisor to Communications Manager on issues that may impact communications strategies
- Consults and leads on economic development communications best practices
- Offer out-of-the-box strategic oversight for potential PR extensions (I.e., partnerships, etc.)

#### Requirements

- Must have at least ten (10) years of experience in Public Relations, Communications, or related field
- Experience working directly with a CEO/President level leader on an internal/external communications strategy
- Expertise in the Economic Development sector and access to relevant contacts

#### Project/Account Manager

- Oversees operational planning, execution, and evaluates the activities
- Serves as the Point of Contact (POC) and liaison with InvestPR on operational matters

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- Provides day to day counsel as appropriate
- Handles all aspects of different PR activities and strategies to manage InvestPR's public image
- Oversight and management of all billing and invoicing needs in a timely manner.

## Requirements

- Must have at least ten (8) years of experience in Public Relations, Communications, or related field

## Editor

- Research, edit, and proofread content
- Adhere to requisite linguistic guidelines and apply them
- Work with in-house teams, communicate and provide feedback based on quality of work
- Identify any content that requires rewriting, while showing ways to enhance flow and layout
- Available for review of potential bylined articles, and social media or copywriting review requests.

## Requirements

- Must have at least five (5) years of experience in translation, publishing, journalism, or public relations

## Graphic Artist

- Illustrates concept by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts
- Create visually communicative designs
- Coordinates with outside partners art, designs, graphics, and aesthetic concepts for public relations initiatives

## Requirements

- Must have a bachelor's degree in Fine Art Design, Communications, or related field
- Must have at least three (3) years of experience in professional commercial design
- Extensive experience with Illustrator, Photoshop, and InDesign

## Tasks

The Selected Proposer is called upon to provide professional services to develop a strategic and comprehensive communications and outreach strategy and implement the various components of the plan by acting as InvestPR's Public Relations consultant. The term public relations mean those activities dedicated to maintaining the image of Invest Puerto Rico or maintaining or promoting understanding and favorable relations with the public at large or any segment of the public.

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## Key Deliverables

Deliverables shall be considered those tangibles and resulting work products which are to be delivered to InvestPR. All deliverables and resulting work products from this contract will become the property of InvestPR.

The key deliverables to be provided include, but are not limited to, the following:

### Public Relations:

- Strategic communications planning
- Build messaging that can be used in various channels including earned media, social media and paid traditional media to geo-target key audiences through timely/relevant channels to drive awareness, create an emotional connection and educate on key actions, and drive traffic to the website
- Create messaging to drive interaction and build excitement through sharing relevant content and providing opportunities to interact with the programs/services
- Develop social media strategy and content for InvestPR's social channels
- Develop and pitch storylines and press releases, fact sheets and industry highlights to the media, coordinate media interviews & press conferences
- Identify and submit InvestPR and its executives, for speaking engagement opportunities.
- Support communication efforts (i.e., blog posts, monthly newsletters, etc.) as needed.
- Develop and maintain targeted media lists (local, trade, national and international).
- Strengthen relationships with business community and Puerto Rican diaspora partners.
- Develop and update a crisis communications plan to define communication and response strategies; identify emerging situations and indicators that could impact InvestPR and dealing with them in a non-crisis scenario; training to ensure smooth execution in times of need; controlled media outreach in time of crisis; and post crisis management, to ensure open channels of communication.

### Project Management & Reporting:

- Meet with InvestPR staff as needed for the purposes of carrying out initiatives.
- Maintain internal procedures that ensure budget control, prompt billing and quality control.
- Prepare cost schedules and project sheets for Public Relations expenditures and other related costs and secure InvestPR's approval of all expenditures regarding authorized initiatives by submitting preproduction estimates.
- Provide weekly status reports, or as otherwise requested, to InvestPR updating the progress of all projects.
- Monthly, quarterly, and annual reporting on media coverage, quality, value, and impact. Responsible for tracking all media and influencer tools/software licensing.
- Provide monthly, quarterly, and annual performance cost analysis for investment.
- Develop analytical data reports and KPI's in collaboration with InvestPR to measure overall effectiveness and performance and provide detailed reports monthly.

It should be noted that strategic plans, creative strategies, and other strategic input will come in large part from InvestPR in coordination with the Selected Proposer. The Selected Proposer must provide Public Relations/Media Outreach plan before each individual project outlining the goals, objectives, audience, strategies, budget, and measurement. New and emerging technology opportunities are consistently being introduced and the Selected Proposer must be able to identify, evaluate, recommend, develop, and execute, and/or manage the execution of these opportunities.

The Selected Proposer shall be responsible for completing the activities outlined in this Scope of Services. The Selected Proposer shall assist InvestPR by providing additional resources and support to accomplish assignments authorized by InvestPR.

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## SELECTION PROCESS & CRITERIA

Proposals will be reviewed and evaluated by the Selection Committee:

- Evaluation of the proposals will be under the jurisdiction of InvestPR. InvestPR will evaluate all material submitted and engage in interviews and/or discussions with the respondents deemed as most qualified, based on initial responses.
- Proposals for this project must contain evidence of the Proposer's experience and abilities in the specified area and other disciplines directly related to the proposed service.
- InvestPR will select the Proposer that best represents itself as capable of meeting the needs of Puerto Rico.
- As a best practice and subject to InvestPR's best ability and judgment, InvestPR will favorably consider proposals of agencies that demonstrate to diversity and inclusion policies.
- Discussions will then take place between InvestPR and the Selected Proposer to define a more detailed scope of work. Ultimately, a contract will be executed between the Selected Proposer and InvestPR.
- If InvestPR is unable to negotiate a satisfactory contract with the Selected Proposer, negotiations with that Proposer shall be terminated and the organization shall undertake negotiations with another qualified Proposer until a satisfactory contract is negotiated.
- If InvestPR is unable to negotiate a contract with any of the Selected Proposers, the organization shall re-evaluate the scope of services and fee requirements.
- InvestPR and the Selection Committee reserve the right to reject any or all qualification submittals or to waive any minor defects or irregularities in any submittal. InvestPR further reserves the right, without prior notice, to supplement, amend or otherwise modify this request for qualifications or otherwise request additional information from any or all applicants.
- All materials submitted become the property of InvestPR for internal use only. All costs incurred in connection with responding to this Request for Proposal will be borne by the submitting organization
- Once selected, the Selected Proposer must be prepared to begin work with InvestPR immediately.

### Selection Criteria

The Selected Proposer will be chosen based on the following:

- 40% Ability and Capacity to Perform Service
  - A. Superior qualifications with respect to the overall firm and the individual(s) assigned to work on this business.
  - B. Demonstrated ability to effectively manage brand reputation and communications campaigns.
  - C. The quality and clarity of response, demonstrating the firm's ability to communicate clearly and creatively.
  - D. Crisis management expertise
- 25% Costs, Fees and Expenses
- 25% Examples of Work Product
- 10% References

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## RFP SUBMISSION PROCESS

Proposer shall submit general information about capabilities and experience according to the following requirements (no more than 25 pages\*):

- Company History and background in media relations for U.S. and global brands
- Overview of assigned team, identifying roles of each who will service the InvestPR account and accompanying resumes
- Current client list and a statement of conflicts (if any) the proposing entity or key employees may have regarding these services. If no potential conflicts of interests are identified, please state so.
- Contact information for at least two (2) clients.
- Contact information for at least three (3) references.
- Proposed fee structure including billing rates, hourly rates by position, reimbursable expenses, travel expenses, markups, out of pockets, additional fees, etc.
- Overview of process and methodology used for earned media strategy development and corresponding impressions
- Case Studies of success (minimum of two) with demonstrated results relevant to economic development
- Examples of successful crisis public relations work to demonstrate preparedness and management expertise
- Description of agency's entertainment department or resources which would be used to leverage celebrity integrations, partnerships, and opportunities

\*Resumes, case studies, and supporting material may be submitted as attachments.

### Letter of Intent

Bidders intent on submitting a proposal should so notify InvestPR by no later than 3:00 p.m., Puerto Rico Time (AST), on September 14, 2021 (see Attachment A) only to Jennifer Conde [jconde@investpr.org](mailto:jconde@investpr.org). Questions and Requests for Clarifications will be responded only to those prospective Proposers who notify of their intent.

### Questions

Questions that prospective Proposers might have shall be submitted by no later than 3:00 p.m. Puerto Rico Time (AST), on September 20, 2021. Questions shall be submitted by email only to Jennifer Conde [jconde@investpr.org](mailto:jconde@investpr.org)

### Proposal Submission

Proposals must be received in PDF format no later than 5:00 p.m., Puerto Rico Time (AST), on October 4, 2021. The desired receipt method is email attachment(s) and/or hyperlink(s) for downloading to Jennifer Conde [jconde@investpr.org](mailto:jconde@investpr.org)



# INVEST PUERTO RICO

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Attachment A

## Letter of Intent

I submit this letter of intent to notify Invest Puerto Rico of [**name of your organization**]'s intent to participate in the RFP process for Communications and Public Relations services.

I acknowledge that this letter of intent is only a requisite to submit questions within the September 14<sup>th</sup> by 3:00PM AST deadline and that all proposals submitted within the RFP deadline will be evaluated by Invest Puerto Rico. I understand that all questions and answers will be shared.

Jennifer Conde will be our main point of contact for the purposes of the application process and can be reached at: [jconde@investpr.org](mailto:jconde@investpr.org).

Thank you.