



## **Request for Quote – Communications & Public Relations Services in Puerto Rico**

Issue Date: September 24, 2020

Invest Puerto Rico (InvestPR) is the Island's new 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 Puerto Rico 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.

### **Description of Services**

InvestPR is seeking to outsource public relations services from a qualified firm that can provide assistance with public relations and strategic communications support at a local level. The entity has an immediate need to manage communications on its progress at a local level with media and key stakeholders.

### **Scope of Services Required**

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 strategy and insight development for campaigns that inform InvestPR's overall earned media direction 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 and develop industry and market-specific trends to generate local coverage for Puerto Rico and the organization
- Develop outstanding brand awareness and publicity to build equity
- Establish working relationships with influential local media and key personalities to help elevate Puerto Rico as a business destination
- 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
- Serve as facilitator to InvestPR's national Communications and PR agency on collaborative initiatives



### Timeline of Services

Contract to cover period of (3) months. With the option to extend for the remainder of FY 20-21. Must be able to commence immediately.

### Response

Please include the following in your proposal:

- 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;
- 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;
- 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
- 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.
- Resumes. Proposers must provide a listing of the personnel to be assigned, including organizational structure and each person's area of responsibility. Resumes for each professional assigned are also required.

### Selection Criteria

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

### Questions

Questions on this Request for Proposal shall be submitted by email only to Natalia Rosado [nrosado@InvestPR.org](mailto:nrosado@InvestPR.org).

### Submission and Deadline

Proposals must be received in PDF format no later than 5:00 p.m., Puerto Rico Time (AST), on **October 8<sup>th</sup>, 2020**. The desired receipt method is email attachment(s) and/or hyperlink(s) for downloading to Natalia Rosado [nrosado@investPR.org](mailto:nrosado@investPR.org).