



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

**Invest Puerto Rico Inc.**

<b>Event</b>	<b>Time and Date</b>
RFP Issue Date	February 14, 2020
Submissions of Letter of Intent (Attachment A)	February 19, 2020 by 3:00 p.m. AST
Submissions of Questions and Requests for Clarification (via email)	February 21, 2020 by 3:00 p.m. AST
Responses to Questions and Requests for Clarification (via email)	February 24, 2020
Proposals Due (via email)	March 13, 2020 5:00 p.m. AST
Evaluation Period	March 16 - 27, 2020
Notice of Award	March 31, 2020

Submittals to be provided via e-mail (PDF format only): [nrosado@investpr.org](mailto:nrosado@investpr.org)



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**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. A bulleted description of the services to be included, but not limited, are listed under the Statement of Work (SOW) section of this RFP.

The selected agency must use InvestPR's 2020 Promo Plan, corresponding brand research, and insights as a guidepost for developing all strategies, proposing tactics, and creating content.

### ABOUT INVEST PUERTO RICO

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. It should be noted that there are two distinct 'themes' to acknowledge: 1) InvestPR is **the economic development organization** of choice for the Island and 2) Puerto Rico is seen as **the investment destination** for the foreseeable future by investors as well as businesses.

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.

### 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



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- 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.
- E. 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.

As a best practice, and subject to InvestPR's best ability and judgment, InvestPR will favorably consider proposals that include individuals that are residents of Puerto Rico, or that include local small businesses from Puerto Rico as direct contractors, local members of a joint venture, or part of a non-Puerto Rico based team.

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### SCOPE OF WORK

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.

#### A. 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 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 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 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

#### B. Task:

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 means 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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C. 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 with regard to 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.



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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 creative briefs before each campaign or 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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### QUESTIONS

Questions that prospective Proposers might have shall be submitted by no later than 3:00 p.m. Puerto Rico Time (AST), on February 21, 2020. Questions shall be submitted by email only to Natalia Rosado [nrosado@InvestPR.org](mailto:nrosado@InvestPR.org).

### SUBMISSION REQUIREMENTS

#### 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 February 19, 2020 (see Attachment A) only to [nrosado@InvestPR.org](mailto:nrosado@InvestPR.org). Questions and Requests for Clarifications will be responded only to those prospective Proposers who notify of their intent.

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
- 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
- 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.

#### 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.

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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

#### 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

### **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
- Provides day to day counsel as appropriate
- Handles all aspects of different PR activities and strategies in order to manage InvestPR's public image

#### 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

#### Requirements

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

### **Graphic Designer**

- 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 at least three (3) years of experience in professional commercial design
- Extensive experience with Illustrator, Photoshop and InDesign



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### SELECTION CRITERIA

Proposals will be reviewed and evaluated by InvestPR. In addition –

- 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.

Criteria for evaluation will include:

- 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



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### RFP SUBMISSION PROCESS

Timeline. It is expected that this RFP process will have the following timeline:

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Submissions of Letter of Intent (Attachment A)	February 19, 2020 by 3:00 p.m. AST
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InvestPR reserves the right to adjust the above schedule as needed. Dial in credentials for the Q&A conference call will be provided to Proposers who submit questions in writing by the deadline as stated below. The selected agency must be prepared to begin work with InvestPR immediately for developing campaign and project specific timelines.

Proposal deadline: Proposals must be received **no later than 5:00p AST on March 13, 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).