



**REQUEST FOR PROPOSALS
FOR COMMUNICATIONS/PUBLIC RELATIONS SERVICES
Invest Puerto Rico Inc.**

EVENT	TIME AND DATE
RFP Issue Date	Sept 16, 2022
Submissions of Letter of Intent (Attachment A)	September 30, 2022, by 3:00 p.m. AST
Submissions of Questions and Requests for Clarification (via email)	September 30, 2022, by 3:00 p.m. AST
Responses to Questions and Requests for Clarification (via email)	October 07, 2022
Proposals Due (via email)	October 14, 2022, by 5:00 p.m. AST
Final agency selection will be completed by or before w/o	November 07, 2022

INTRODUCTION

Invest Puerto Rico Inc. (InvestPR) is soliciting proposals from interested firms to provide Public Relations services to help establish Invest Puerto Rico's brand as a business organization. Puerto Rico enjoys a high level of awareness as an idyllic tourism destination, home to world-class athletes and entertainers, among other positive attributes. But it has yet to be recognized for its value as a business destination. We look for an agency partner to help us build this new facet of the Puerto Rico brand and elevate the Invest Puerto Rico profile and value for our prospects through developing a robust and innovative Public Relations strategy.

Puerto Rico is at a turning point. The island just emerged out of bankruptcy and achieved the activation of \$80B in federal recovery funds allocated towards the island's infrastructure and economic recovery after hurricane Maria and the prioritization of the upgrading of critical assets, like the electrical grid, among others. The island stands in a once-in-a-lifetime position to change the course of its economic development history.

Despite the challenges from Hurricane Maria, the fiscal crisis, political unrest, and COVID-19, Puerto Rico's key business sectors have continued to grow and thrive, enhancing our value proposition for prospects looking for new investment destinations.

While Marketing budgets have benefited from an increase thru the help of Federal funding, the island can't rely upon paid promotion. We believe in leveraging Puerto Rico's story and world-class asset offering to increase media coverage in the mainland U.S. to inspire business decision-makers to consider Puerto Rico, a valid player in the space. As a destination in recovery and transformation, a robust and creative earned media strategy is crucial to raise the brand awareness of the destination in the mainland U.S. where most of our promotional efforts are concentrated.

We are looking for a partner to help us shape and tell a new story for Puerto Rico as a business destination, rounding up what is already shaping into a fantastic Puerto Rico brand.

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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.

InvestPR is responsible for all marketing, sales, and promotion of the destination, working collaboratively with diverse groups of stakeholders to position Puerto Rico as a premiere destination for investment. To this effect, we collaborate with Puerto Rico's Department of Economic Development and Commerce, government agencies, trade organizations, industry partners, and academia, among others. We help companies get established on the island by assisting them to navigate incentives, connecting them to resources for real estate selection and access to talent, and providing introductions to key stakeholders like sector experts and industry associations.

PURPOSE

This Request for Proposal (RFP) aims to identify a Public Relations partner.

As InvestPR continues to build brand awareness of Puerto Rico as a business destination, we need a strategic and creative partner to create buzz and capture the media's interest.

The selected firm will be responsible for supporting and amplifying InvestPR Marketing campaigns and Events opportunities (when appropriate). However, most importantly is the mining and crafting of stories that will cut thru the cluttered media cycle and start getting the Puerto Rico name out in the U.S. market in a different light – a premier business destination. As an EDO, our product (assets) and the news generated by our activity are not always considered sexy by the media. We need a partner that can strategically and creatively find the intersection between our efforts, the island's wins and successes, and the market needs to turn them into stories that will build the island's brand in front of a global business audience.

Candidates must demonstrate a proven track record of strategic and effective economic development or B2B related Public Relations services across the U.S and strong crisis management. They must understand the local idiosyncrasy, politics, key players, and how they impact our value proposition and efforts. The public relation strategy must consider all parts of our paid social media and event activity for maximum amplification. As well as to recommend the most effective channels and tactics to reach the right target at the right time to create awareness of the destination or help move them thru the customer journey depending on where they are.



SCOPE OF WORK

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 Public Relations agency. The selected agency will be responsible for providing strong strategy and insight development for efforts/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 trigger 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 help 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.
- Thought leadership execution including b2b interviews, speaking & roundtable, and media opportunities
- Brand alignment with partners who share common objectives and can elevate awareness and desirability of Puerto Rico's brand.
- Support InvestPR Corporate communication needs at a national level (as needed).
- Establish relationships with trade and industry publications to leverage and support.
- Reporting of communications initiatives results, ROI, and brand awareness milestones.
- Stay abreast of local developments, paying special attention to: Politics, public affairs, and the economic landscape of the island, among other areas.
- Integration and collaboration with other partner agencies (creative, media, etc.) is required, including working in joint activations, shared plans and find synergies to amplify message.

A. 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, press releases, fact sheets and industry highlights to the media for coverage.
- 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 of the efforts. Responsible for tracking all media 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 or quarterly as needed.

*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.



PROPOSAL

Proposer shall submit general information about capabilities and experience according to the following requirements (no more than 15 pages*):

- Company History and background in media relations for U.S. and global brands.
- Overview of previous experience with Economic Development efforts or relevant clients.
- Proof of Media relations in the B2B space such as, but no limited to top-tier business, economy, technology publications, bioscience media outlets and ability to get our message in front of the right audience. Media relations on the Economic Development space are strongly regarded.
- Overview of assigned team, identifying roles of each who will service the account.
- Overview of process and methodology used for earned media strategy development.
- Proposed fee structure including billing rates, hourly rates by position, reimbursable expenses, travel expenses, markups, out of pockets, additional fees, etc.
- Describe agency approach to on-island representation.
- 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 production department or relevant resources which would be used to leverage integrations, partnerships, and content creation opportunities
- 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.

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



SELECTION CRITERIA & 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.

- A. Ability and Capacity to Perform Services: (40%) 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: (25%) The reasonability of the costs, fees and expense's structure provided by the Proposer given the complexity of the tasks and projects requested from the service provider.
- C. Examples of Work Product: (25%) 2 to 3 case studies of similar or relevant work, showcasing expertise and quality of work from proposer.
- D. References: (10%) 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.

Other Considerations:

- 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.
- 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.





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 30, 2022, by 3:00 p.m. 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.

Nicole Vilalte will be our main point of contact for the purposes of the application process and can be reached at: nvilalte@investpr.org.

Thank you.

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