



## **REQUEST FOR PROPOSAL: PUBLIC RELATIONS (FAM & Event Support)**

### **General Scope**

Discover Puerto Rico, the Island's Destination Marketing Organization (DMO), seeks a Public Relations firm to continue elevating and protecting the destination's brand and showcase Puerto Rico to media and influencers through an engaging and all-encompassing familiarization (FAM) trips program. Through the existing FAM program, the DMO provides first-hand, authentic Boricua experiences to media and influencers to generate earned media coverage and incentivize travel to Puerto Rico from domestic US and international markets.

### **About Discover Puerto Rico**

Discover Puerto Rico is a non-governmental, not-for-profit organization responsible for all off-Island global marketing, sales, and promotion of Puerto Rico's tourism industry. We promote the Island as a premier leisure and business destination, powering sustainable economic growth through consumer-centric and research-based marketing, best-in-class industry standards, and strategic partnerships.

### **Purpose**

This Request for Proposal (RFP) aims to identify a Public Relations partner in Puerto Rico. The selected firm will support all efforts tied to the FAM strategy, which will showcase the Island's unique offerings and assets. Through these multi-night hosted FAMS, media and influencers experience a full immersion in Puerto Rico, and see first-hand much of what the Island has to offer. They learn that Puerto Rico is much more than beautiful beaches, but is also a destination with vibrant culture, captivating natural wonders, delicious gastronomy, and the place where they will find the most hospitable and passionate people in the world...Boricuas! The agency partner should demonstrate a vast knowledge of Puerto Rico's culture, traditions, and tourism offerings, both well-known and off-the-beaten-path, where visitors can immerse themselves in the #LiveBoricua lifestyle and have authentic experiences during their travels. Knowledge must encompass traditional and iconic tourism product in San Juan, but equally important is knowledge of the Island outside of the Metro area. The DMO promotes all 78 municipalities with a strong focus on visitor dispersion.

### **Objectives**

The selected agency partner, in tandem with Discover Puerto Rico's Communications Department, will have the following objectives:

- Identify local trends/themes that can motivate travel to Puerto Rico.
- Provide assistance with itinerary development and vetting to ensure we are tapping into new and off-the-beaten-path experiences and attractions.
- Assist in identifying new local partners to include in FAM itineraries.
- Assist with FAM logistics (reservations, follow-up, scheduling, etc.)
- Assign and train selected staff to serve as Discover Puerto Rico hosts during overnight FAM trips, which are, on average 4 days/3 nights. Staff must be fully bi-lingual, demonstrating strong written and oral communication in both English and Spanish.



- Commit to maintaining a minimum of three (3) trained staff to cover hosting and on-the-ground needs for overnight FAMS as requested. FAMS may cover weeknights, weekends, and holidays as needed to accommodate media and influencer schedules and requests.
  - Each selected member must co-host at least two FAMS alongside Discover Puerto Rico staff as training before solo hosting. Proposed training for the selected agency will take place in Q3, 2023, and solo hosting will begin in Q4, 2023.

### **Proposal Format and Specs**

The proposal format is open to the style and delivery of the proposing agency but must be written in English and address each objective listed, giving specific details on how these requirements will be fulfilled. Proposals may be rejected if minimum requirements are not met. All interested agencies may submit questions in writing to Discover Puerto Rico no later than **Friday, August 11th, 2023** (due by 5:00 pm, EST) and send by email to Valeria Ayala at [Valeria.Ayala@discoverpuertorico.com](mailto:Valeria.Ayala@discoverpuertorico.com).

**Proposal** Minimum requirements for English-language written proposal (no more than 10 pages):

- Company history and background.
- Examples of successful on-site client support (include case study if available).
- Overview of process and methodology to be used for itinerary ideation.
- Overview of assigned team, identifying roles of each who will service the Discover Puerto Rico account.
- Current client list and confirmation that there are no conflicts of interest between any existing contract or client relationship.
- Provide fee structure (for current and incremental budget allocations) as well as hourly billing method and rates.
- List location(s) of the office(s) from which the primary work on this contract would be performed.
- Demonstrated success working with other agencies and partners in a collaborative team structure.
- Approach to Diversity, Equity and Inclusion within your agency/firm.

### **Selection Criteria**

Following receipt of written proposals, Discover Puerto Rico will select finalists who will be asked to share a presentation and/or meet in person. Specifics about the presentation and additional destination documents may be shared with finalists at the time of notification. The final selection of the agency shall be based on a combination of both written proposal and in-person meeting.

Agencies will be selected based on (but not limited to) the following:

- Superior qualifications with respect to the overall agency and the individual(s) assigned to work on this business.
- Successful strategies used with other tourism-related clients/projects.
- Demonstrated ability to develop and execute effective and results-oriented programs of work.
- Demonstrated superior local tourism knowledge.



- The quality and clarity of response demonstrating the agency's ability to communicate clearly and creatively.

### **Other Considerations**

Once selected, the agency must be prepared to begin work with Discover Puerto Rico immediately. Evaluation of the proposals will be under the jurisdiction of Discover Puerto Rico. Discover Puerto Rico will evaluate all materials submitted and engage in interviews and/or discussions with the respondents deemed as most qualified based on initial responses.

After completing the interview/discussion process, Discover Puerto Rico will select the agency that best represents itself as capable of meeting the organization's needs. Discussions will then take place between Discover Puerto Rico and the agency to define a more detailed scope of work. Ultimately, a contract will be executed between the selected agency and Discover Puerto Rico.

If Discover Puerto Rico is unable to negotiate a satisfactory contract with the selected agency, negotiations with that agency shall be terminated, and the organization shall undertake negotiations with another qualified agency until a satisfactory contract is negotiated. If Discover Puerto Rico cannot negotiate a contract with any of the selected agencies, the organization shall re-evaluate the scope of services and fee requirements.

Discover Puerto Rico 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. Discover Puerto Rico further reserves the right, without prior notice, to supplement, amend or otherwise modify this request for qualifications or request additional information from any or all applicants.

### **Proposals & Timing**

RFP release date: July 7<sup>th</sup>, 2023

RFP general information call: July 14<sup>th</sup>, 2023

Proposals must be delivered to Discover Puerto Rico office by 5:00pm EST on August 11<sup>th</sup>, 2023.

Please mail 10 hard copies to:

Valeria Ayala, Communications Assistant  
Discover Puerto Rico  
500 Calle De La Tanca  
Building Ochoa, Suite 402B  
San Juan, PR 00901, USA

In addition to hard copies, proposals should be sent via email to [Valeria.Ayala@DiscoverPuertoRico.com](mailto:Valeria.Ayala@DiscoverPuertoRico.com).

Finalists will be notified by: Sept 5<sup>th</sup>, 2023.



Finalists will be asked to present in person in early October.

Final agency selection will be completed by October 31<sup>st</sup>, 2023.

By submitting the proposal, the applicant thereby agrees that Discover Puerto Rico's decision concerning any submittal in any respect is final, binding, and conclusive upon it for all purposes and acknowledges that Discover Puerto Rico, in its sole and unqualified discretion, may waive or deviate from the procedures and/or timeline outlined. All materials submitted become the property of DPR and may be made available to the public. The submitting organization will bear all costs incurred in connection with responding to this Request for Proposal.

**Confidentiality**

The recipients hereto agree that this Request for Proposal, its concept, and all matters relating to Discover Puerto Rico and its marketing plans are strictly confidential. This information is not to be discussed with any parties not directly involved in this process.