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## Call for Proposals Related to Public Relations

The New York Wine & Grape Foundation is a nonprofit trade association promoting the wineries and grape growers of New York State. The organization's mission is to promote the world-class image of New York grapes and wines from our diverse regions to responsibly benefit farmers, producers and consumers through innovative marketing, research, communication, and advocacy.

To accomplish the mission above, the Foundation runs several long-standing marketing, promotional, educational, and policy initiatives each year. In 2019, the Foundation will be adding additional programs in response to goals set forth by our recent strategic plan. As of December 2018, the major initiatives anticipated for 2019 calendar year are:

- Foundation Re-Branding Project
- International Trade Show Exhibitions, In-Market Events and Masterclasses
- Launch of a New York Wines Tourism Initiative
- *New York Wine Classic* Competition
- *NY Drinks NY* Promotional Campaign, Classes and Grand Tasting Event

The Foundation also acts as a conduit for important research, agricultural and other policy news for our constituents, including but not limited to:

- State Budget Announcement and Analysis
- Results of NYWGF Funded Cornell (and other) Grape Research Projects

Finally, due to recent changes in longtime leadership, it is crucial to member relations and constituent engagement that the Foundation provide frequent updates on organizational developments including new partnerships, member benefits, grant awards, marketing initiatives, board member opportunities, and other developments as necessary.

Target Audiences:

- Winery, Grower, Business and Consumer Members
- Industry Leaders and Influencers
- Consumers and Wine Enthusiasts
- Elected Officials and Agricultural Leaders

The New York Wine & Grape Foundation is seeking a Public Relations partner who can help us to meet our communications objectives through the implementation of our existing public



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relations plan in addition to the development of a comprehensive public relations plan that incorporates:

1. **Press Release Strategy** across programs that helps us achieve strategic objectives for engagement and participation
2. **Media Relations** that proactively pitches media on stories about our industry members as well as actively identifies and cultivates new media partners
3. **Relationship Building** with key industry personalities and influencers
4. **Preview Strategy** specifically for *NY Drinks NY* Consumer Events, VIP Events and the Grand Tasting. *(see additional information below)*

### **Project Budget**

The budget range for this work is \$25,000 - \$30,000.

All fee schedule types will be considered. Respondents are asked to break out all fees, costs and third-party costs. In order to meet this desired schedule, the NYWGF is open to a phased approach that may require some features to be implemented after an initial launch under separate scope of work and budget. Price accordingly.

### **RFP and Project Timeline**

Request for Proposal Issuance	December 19 <sup>th</sup> , 2018
Deadline for Submitting Questions	January 4 <sup>th</sup> , 2019
RFP Q&A Conference Call RSVP to <a href="mailto:valerieross@nywgf.org">valerieross@nywgf.org</a>	January 8 <sup>th</sup> , 2019
Respondents Inform NYWGF Intention to Respond	January 11 <sup>th</sup> , 2019
Deadline to Submit Proposals	January 18 <sup>th</sup> , 2019
Proposal Review by Committee	January 25 <sup>th</sup> , 2019
Finalists Interviews*	January 31 <sup>st</sup> & February 1 <sup>st</sup>
RFP Contract(s) Announced*	February 4 <sup>th</sup> , 2019
Project Begins	February 8 <sup>th</sup> , 2019

**\*Exact date subject to change**



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### **Selection Criteria**

All proposals submitted in response to this RFP must fully and directly address the statement of work.

The following must be included in the proposal:

1. The company name, the name of a contact person, mailing address, telephone number, fax number, email address and website.
2. A concise description of Respondent's principal business including company background, characteristics of business strength, and products and services offered.
3. A description of the qualifications of the staff who would work on the project. A team that includes professionals with proven expertise in wine industry events public relations is highly desirable.
4. A discussion of Respondent's experience in providing deliverables similar in size, complexity and nature to those requested in this RFP.
5. Examples of Respondent's work including relevant samples of messaging, events and results delivered by the company to past clients.
6. At least three (3) references for similar projects completed by the Respondent, including name of organization, name of contact person, address, telephone number and email address.
7. A discussion of the company's ability to complete the project within the desired timeline.
8. A detailed pricing proposal including the estimated number of hours, and fees, for each of the project's elements.
9. A description of any additional recommended items or services, including the estimated number of hours and fees.
10. A description of the percentage of work that is expected to be done on-site, and the percentage expected to be done remotely.
11. A proposed timeline for completion of the project, including milestones and the vendor's proposed methods for engagement of stakeholders during the process.



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12. Proposal must include a detailed startup strategy and description of how Respondent's services would be integrated into current NYWGF staff marketing activities.
13. Because of the current state of New York Wine & Grape Foundation "brands" (i.e., multiple logos, inconsistent messaging, multiple sub-brands, etc.) it will be critical for the successful Respondent to have experience bringing disparate brands together in one campaign.

Proposals will be evaluated by a committee of industry stakeholders and NYWGF staff.

Proposals will be evaluated on the following criteria:

- Relevant experience with the wine industry and other agribusinesses
- Cost to complete the process
- Demonstrated ability to meet deadlines and operate within budget
- Proposals must remain valid for a period of 90 days.

NYWGF reserves the right to award to the bidder that presents the best value as determined solely by NYWGF in its absolute discretion. NYWGF reserves the right to not select a contractor based on the proposals received.

Efforts will be made by NYWGF to utilize New York based small business, women and/or minority owned business. Offeror qualifies as a small business firm if it meets the definition of "small business" as established by the Small Business Administration (13 C.F.R. § 121.201). And, MWBE firms must be certified in accordance with the requirements of Article 15-A of the New York State Executive Law.

### **Contact information and deadline for submissions**

This RFP will be posted on the NYWGF website, [www.newyorkwines.org](http://www.newyorkwines.org), and may be distributed to individual firms. Questions regarding this RFP must be submitted via email to [rfp@nywgf.org](mailto:rfp@nywgf.org).

The deadline for submitting questions is January 4<sup>th</sup>, 2019 at 5 pm EST. Inquiries will only be received and answered by email.

A RFP Q&A conference call will be held on January 8<sup>th</sup>, 2018 at 11am. RSVP available to [valerieross@nywgf.org](mailto:valerieross@nywgf.org).



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Respondents must notify their intention to submit a proposal by January 11<sup>th</sup>, 2019 by 5 pm EST by email to [rfp@nywgf.org](mailto:rfp@nywgf.org).

Respondents must submit a copy of their proposal in PDF via email ([rfp@nywgf.org](mailto:rfp@nywgf.org)) or a flash drive by: January 18<sup>th</sup>, 2019 at 5 pm EST.

### ***Important Additional NY Drinks NY Information***

A major initiative of the Foundation's mission is a program called NY Drinks NY ([www.nydrinksny.com](http://www.nydrinksny.com).) This program provides opportunities for trade and media partners to learn more and taste a wide range of New York wines during immersive experiences and 'behind the scenes' looks at winemaking in our Harvest Visits in the fall and at other visits throughout the year. In addition, the NY Drinks NY program celebrates the exciting world of New York wines in the New York City restaurant and retail markets. NY Drinks NY culminates in a Grand Tasting event in New York City in March welcoming trade and media attendees.

The NY Drinks NY Grand Tasting Trade & Media event will take place on Tuesday, March 26, 2019 at the Rainbow Room in New York City from 12:00 – 4:00 PM. The New York Wine & Grape Foundation is looking to build on the progress made over the past seven years by increasing the visibility of New York wines in the New York City market amongst trade, media and consumers.

#### **Targets for NY Drinks NY Events:**

##### **Industry**

- Buyers: Our ideal partner will have an expansive database of restaurant and wine retail buyers -- most importantly, those with scope, including for both potential visible and volume placements (ex: a fine dining restaurant like Eleven Madison Park may only purchase six bottles for their wine list, but that list is highly visible; or a shop like Astor which can purchase in large quantities).
- Media: Reaching reporters, critics, and industry influencers: reporters for all the standard pre-press calendar listings (New York Magazine, etc.); critics, subject matter experts, and influencers for previews, and secondly, reviews.