



Alliance for Audience



Request for Proposal: ShowUp.com Public Relations Representative

SUMMARY

Alliance for Audience (AFA), a not-for-profit audience development and marketing organization and the **Tucson Pima Arts Council** (TPAC), the designated local arts agency for the City of Tucson and Pima County, jointly invite proposals for a contract to lead and coordinate their efforts to promote ShowUp.com services in Metro Tucson.

The PR Representative, an independent contractor, will work closely with the Executive Director and key staff members of each organization to 1) promote ShowUp.com to the public, and; 2) engage Metro Tucson arts and cultural organizations in collaborative audience development efforts.

KEY PRIORITIES

The PR Representative will be the primary representative of ShowUp.com in Metro Tucson, working to build a comprehensive strategy to achieve these goals:

- **Promote ShowUp.com:** Create & personally administer durable promotional relationships that raise the visibility of Metro Tucson's arts and cultural community:
 - with a variety of media (TV, radio, print, web & others)
 - with strategic allies (CVB, City of Tucson, Economic Development, Business Community & others)
 - *Measures of Success:*
 - i. *Web site visitation*
 - ii. *Value of in-kind promotional support*
- **Engage Arts & Cultural Organizations as Members:** Convene the marketing and audience-engagement leadership of Metro Tucson's arts and cultural community to identify common challenges, exchange best practices and seek opportunities for collaboration.
 - *Measures of Success:*
 - i. *# of members*
 - ii. *Participation of members in promotional efforts*
 - iii. *Qualitative assessment by member organizations*

BUDGET & TIMELINE

A budget of \$20,000 has been set and is inclusive of all expenses.

Please note that there is no additional advertising budget. Proposals are invited for a contract period of not less than 4 months and up to 12 months.



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PROPOSALS

E-mailed proposals are highly preferred. If mailing/delivering the proposal, please provide 5 complete copies. **Deadline: Noon on November 25, 2009** to:

E-Mail: MLehrman@allianceforaudience.org

Address: **Alliance for Audience**
13416 N. 32nd Street, Suite 106
Phoenix, AZ 85032

A briefing/Q&A conference call has been scheduled for **Wednesday, November 18 at 2pm** (mst) at which Matt Lehrman (Alliance for Audience) & Roberto Bedoya (Tucson Pima Arts Council) will provide a project overview and answer questions to assure that all interested applicants have access to the same and complete information. **Please call 1-270-400-1500 and enter access code "292901" to participate. The call will begin promptly at 2pm.** (Please send a note to Matt at MLehrman@allianceforaudience.org to indicate your intention to participate in the call by 2pm on 11/17 – so that we may reserve adequate phone lines.)

Additional information about Alliance for Audience and ShowUp.com can be found at www.AllianceforAudience.org.

Proposals should contain:

- Biography of each team member who will be involved in providing services,
- Summary of professional accomplishments – with particular note of work performed in the realm of arts & culture and/or leadership of similar type projects that have sought to engage the breadth and diversity of the Metro Tucson community in a new service or process.
- Work Samples – including news releases, media alerts, writing samples that demonstrate prior experience and accomplishments.
- References – a minimum of 3 Metro Tucson-based references from past/current clients.
- Answer these key questions:
 - a. Why the arts are important to me?
 - b. What will it take to get even more Tucson residents to participate in local arts & cultural activities?
 - c. Why should people in Phoenix pay attention to arts & culture in Tucson?

EVALUATION

Subsequent to the deadline, representatives of Alliance for Audience and the Tucson Pima Arts Council (likely accompanied by representatives of the Metro Tucson arts & cultural community) will interview candidates whose proposals are of interest. Please note that not every applicant is promised an interview.

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