

AVA America's Walking Club
REQUEST FOR PROPOSAL (RFP)
for
MARKETING/PUBLIC RELATIONS SERVICES
#2018-01



Fun, Fitness, Friendship

RESPONSES MUST BE RECEIVED NO LATER THAN:
5 p.m. CT, FRIDAY, OCTOBER 5, 2018

Pre-Submittal Conference:
Thursday, September 6, 2018, 10 a.m. - 12 p.m. CT
Teleconference Call 1-218-486-1616, Code 422-6905

REPLY TO:

Henry Rosales
Executive Director
AVA America's Walking Club
1001 Pat Booker Road, Ste. 101
San Antonio, Texas 78148

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PART I: GENERAL REQUIREMENTS FOR RESPONSES

Section I: Introduction

AVA America's Walking Club (AVA) is a 501(c)-(3) national nonprofit organization established in 1979, to promote public health and physical fitness through non-competitive, self-paced sporting events. Operating with a \$500,000 annual budget, the AVA has a network of more than 220 clubs across the United States, that host more than 2,500 events annually, including walking, hiking, swimming, biking and snowshoeing.

Although individual membership is not required, people who enjoy walking and other outdoor activities join one of the clubs as a member. There is an estimated 100,000 members and non-members nationwide who participate in AVA events. Although members range in age and demographic, from youth to senior citizen, a majority of members are 60 years and older, and enjoy traveling to different sanctioned events locally, regionally and nationally. The older members are aging out and younger members are needed to sustain the organization.

Section 2: Eligibility for Proposers

1. Qualified marketing and public relations firms must have a minimum of three years' experience managing national promotions and publicity campaigns, in similar size and scope, as described in Section 18 Scope of Work, and the marketing and public relations firm must have been in business for at least five years. Proposers who do not meet this requirement are not eligible for award.
2. Proposers from different companies that submit as a team, including subcontractors, are eligible to submit a proposal if key personnel on the proposal team (including subcontractors) have the minimum required experience.
3. The Proposer who wins the award will be required to attend AVA America's Walking Club's 2019 national convention, June 9 – 16, 2019 in Albany, New York. Award winner is expected to present the promotions and publicity campaign to AVA members at that time.
4. The Proposer who wins the award will be required to attend AVA regional events in the West, Midwest and Eastern region as part of the planning process.

Section 3: Anticipated Schedule of Activities

RFP Release	08/06/2018
Live Q&A via teleconference	09/06/2018, 10 a.m. – 12 p.m. CT
Recorded Q&A available online	09/10/2018
Deadline for submission of proposals	10/05/2018, 5 p.m. CT
Post-proposal interviews or presentations, via video conference	10/19/2018
PR Committee recommendation to Board	10/31/2018
Board of Directors approved	11/09/2018
Contract negotiations	11/16/2018
Expected contract execution	11/26/2018

Disclaimer: Dates are subject to change at the AVA America's Walking Club discretion.

Section 4: Questions

Questions will be received and answered in a live teleconference call on September 6, 2018. The call between AVA America's Walking Club staff and interested Proposers will be recorded, and the audio file will be posted on AVA's website by September 10, 2018. No transcript will be disseminated or posted online.

No written questions will be taken by email nor will questions be answered by phone, other than the teleconference. Any and all questions relating to this proposal will be received and answered in the live teleconference call on September 6. Do not contact AVA staff members, board members or committee members with inquiries. Doing so may disqualify Proposer.

Section 5. Evaluation of Proposals

Each proposal will be analyzed to determine overall responsiveness and qualifications under the RFP. Additional information may be requested from Proposers at any time prior to the final approval of the selected firm(s). AVA America's Walking Club reserves the right to select one or more or none of the Proposers to provide services.

Criteria to be evaluated may include the items listed below.

Component	Points
A. Company background	10
B. Past Experience	20
C. Proposed plan	50
D. Price	20

AVA America's Walking Club will conduct post-proposal interviews or presentations, via video conference call on October 19, 2018. AVA will make its final selection on or before November 9, 2018, and the Proposer(s) selected will be notified by email and phone. Proposers who were not awarded the contract will be notified by email.

Section 6: Pricing

Respondents pricing for all goods and services must be stated in the response. If there are any additional charges of any kind, specified or unspecified, the Respondent must include these items.

AVA America's Walking Club may request potential Proposer(s) selected to participate in negotiations and submit a price, technical, or other revisions of their proposal.

Section 7: Contract Terms

AVA America's Walking Club will negotiate contract terms, and will sign an agreement or contract that outlines terms, scope of work, budget, time frame of campaign and other related items.

Section 8: Incurred Costs

This RFP does not commit AVA America’s Walking Club to pay any costs incurred by Proposer(s) in the preparation of a proposal in response to this request and Proposers agree that all costs incurred by Proposers in developing this proposal are the Proposer’s responsibility.

Section 9: Withdrawal

Proposers may withdraw prior to the date for submissions. Withdrawals must be submitted in writing to Mr. Henry Rosales, executive director for AVA America’s Walking Club.

Section 10: Amendments to Responses

Respondent cannot submit amendments to proposal after it has been submitted.

Section 11: Anticipated Length of Contract

The anticipated term for the proposed contract is (2) years.

Section 12: Right to Reject Award

This RFP does not commit AVA America’s Walking Club to award a contract. AVA America’s Walking Club reserves the right to accept or reject any or all proposals, if it determines it is in the best interest of AVA America’s Walking Club to do so.

Section 13: Amendments and Modifications

Any changes, additions or clarifications to this RFP are made by amendments, and will be posted on www.ava.org. It is the Respondents responsibility to recognize and comply with amendments when submitting proposals.

Section 14: Insurance

The Respondent awarded this contract will be required to maintain, at all times during performance of this contract the following insurance coverage:

Professional Liability	\$1,000,000/\$3,000,000
General Liability	\$500,000/\$1,000,000
Workers Compensation	WC Statutory Employer’s Liability - \$500,000
Automotive Liability	\$500,000 Combined Single Limit

Section 15. Ownership of Intellectual Property

All documents, data, products, graphics, computer programs, and reports prepared by the Proposer(s) pursuant to this contract shall be considered property of AVA America’s Walking Club upon payment of product / services. All such items shall be delivered to AVA America’s Walking Club at the completion of work / contract.

Section 16: Indemnification

If selected to provide the services described in this RFP, Proposer(s) shall be required to comply with the indemnification requirements set forth below:

Proposer(s) covenants and agrees to FULLY INDEMNIFY, DEFEND and HOLD HARMLESS, AVA America's Walking Club and employees, officers, directors, board members and representatives of the AVA America's Walking Club, individually and collectively, from and against any and all costs, claims, liens, damages, losses, expenses, fees, fines, penalties, proceedings, actions, demands, causes of action, liability and suits of any kind and nature, including but not limited to, personal or bodily injury, death and property damage, made upon AVA America's Walking Club directly or indirectly arising out of, resulting from or related to Proposer(s)' activities under this Agreement, including any acts or omissions of Proposer(s), any agent, officer, director, representative, employee, consultant or subcontractor of Proposer(s), and their respective officers, agents employees, directors and representatives while in the exercise of the rights or performance of the duties under this Agreement. The indemnity provided for in this paragraph shall not apply to any liability resulting from the negligence of the AVA America's Walking Club, its officers or employees, in instances where such negligence causes personal injury, death, or property damage. IN THE EVENT PROPOSER(S) AND AVA AMERICA'S WALKING CLUB ARE FOUND JOINTLY LIABLE BY A COURT OF COMPETENT JURISDICTION, LIABILITY SHALL BE APPORTIONED COMPARATIVELY IN ACCORDANCE WITH THE LAWS FOR THE STATE OF TEXAS, WITHOUT, HOWEVER, WAIVING ANY GOVERNMENTAL IMMUNITY AVAILABLE TO THE AVA UNDER TEXAS LAW AND WITHOUT WAIVING ANY DEFENSES OF THE PARTIES UNDER TEXAS LAW.

The provisions of this indemnity are solely for the benefit of the parties hereto and not intended to create or grant any rights, contractual or otherwise, to any other person or entity. Proposer(s) shall advise the AVA America's Walking Club in writing within 24 hours of any claim or demand against the AVA America's Walking Club or Proposer(s) known to Proposer(s) related to or arising out of Proposer(s) activities under this AGREEMENT and shall see to the investigation and defense of such claim or demand at Proposer(s) cost. The AVA America's Walking Club shall have the right, at its option and at its own expense, to participate in such defense without relieving Proposer(s) of any of its obligations under this paragraph.

Defense Counsel - AVA America's Walking Club shall have the right to select or to approve defense counsel to be retained by Proposer(s) in fulfilling its obligation hereunder to defend and indemnify AVA America's Walking Club, unless such right is expressly waived by AVA America's Walking Club in writing. Proposer(s) shall retain AVA America's Walking Club approved defense counsel within seven (7) business days of AVA America's Walking Club's written notice that AVA America's Walking Club is invoking its right to indemnification under this Contract. If Proposer(s) fails to retain Counsel within such time period, AVA America's Walking Club shall have the right to retain defense counsel on its own behalf, and Proposer(s) shall be liable for all costs incurred by the AVA America's Walking Club. AVA America's Walking Club shall also have the right, at its option, to be represented by advisory council of its own selection and at its own expense, without waiving the foregoing.

Employee Litigation - In any and all claims against any party indemnified hereunder by any employee of Proposer(s), any subcontractor, anyone directly or indirectly employed by any of them or anyone for whose acts any of them may be liable, the indemnification obligation

herein provided shall not be limited in any way by any limitation on the amount or type of damages, compensation or benefits payable by or for Proposer(s) or any subcontractor under worker's compensation or other employee benefit acts.

PART II: SPECIFIC REQUIREMENTS FOR RESPONSES

Section 17: Background

Our mission is to promote and organize non-competitive fitness activities that encourage fun, fitness and friendship for all ages and abilities. Our vision is to increasingly engage Americans in lifelong walking and other noncompetitive physical fitness activities.

Traditionally, individuals join a club as a dues-paying member, and are unaware they're eligible to join the national organization too. Hence, a majority of individuals members are not registered members of AVA. Clubs are members of AVA, and act as an affiliate.

AVA's strength is rewarding individual members for participating in AVA events. Event participants record distance or participation in an AVA purchased book, and when completed, is submitted for recognition to the national headquarters in Universal City, Texas. Recognition includes certificates, patches, medals and publication of names in a bimonthly publication.

Our values are 1). Health and safety 2). Volunteering and public service 3). Non-competitive and inclusive 4). Adventure and camaraderie 5). Environmental stewardship 6). Transparency and accountability.

Section 18: Scope of Work

AVA America's Walking Club seeks proposals from qualified marketing and public relations firms to provide publicity and promotional services, including, but not limited to advertising, marketing services, copywriting, graphic design and video production; and public relations services, including but not limited to strategic message development, strategic planning for traditional, digital and social media outreach and digital and social media buying services.

There is a potential budget of approximately \$100,000 to \$150,000 for this national promotions and publicity campaign. The geographic market area includes all states in the U.S.. AVA compiles clubs within each state into 10 regions. Clubs are members of AVA, however the individuals in clubs may not be a member of AVA.

Key audience for this promotions and publicity campaign are 50 year-old adults and older who are seeking low and high impact outdoor activities to improve or maintain their health and physical well-being. This demographic typically has more leisure time and are attracted to a non-competitive environment, and are interested in fellowship. A secondary audience involves adults, 25 – 40 years-old who enjoy hiking and lightly challenging activities to maintain their well-being. Lastly, active parents who enjoy outdoor activities with their children.

Campaign Goals are 1). Increase national brand awareness of our mission and purpose 2). Increase individual membership nationally and at the club level 3). Increase participation for all AVA events.

The firm selected is expected to provide a promotions and publicity plan. The campaign elements within the plan will align with AVA's mission and strategic plan. The publicity and promotional plan will outline the strategy, tactics, programming and evaluation methods for achieving the established campaign goals, to include but not limited to the following:

Public Relations

- Increase national awareness of AVA's mission and purpose.
- Increase the number of AVA members and club members.
- Increase the number of event participants.
- Increase the number of AVA clubs.
- Create messaging that promotes AVA's brand and increases name recognition that can be disseminated in new and prospective channels. Messaging will include taglines and campaign slogans that will drive interaction and build excitement about AVA's programs and services.
- Identification of AVA's external and internal markets, and strategies to target them, ie clubs, individual participants and sponsors.
- Identification of strategic partnerships, and strategies on how to market to them
- Write, disseminate and pitch media advisories and press releases at the club local level and nationally.
- Provide a list of media outlets.
- Create club publicity collateral, ie a marketing toolkit.
- Acquire national sponsors.

Marketing/Advertising

- Attend local AVA events and regional events to assess activities, prior to campaign launch.
- Develop a strategic plan, including marketing, advertising and public relations elements.
- Develop design concepts for all proposed collateral (print, broadcast, digital, online advertising, emails, etc.).
- Create collateral.
- Develop concrete and consistent messaging for internal and external communication by creating content, copywriting and editing.
- Create a coordinated advertising campaign, nationally and at the club local level, to include a written plan, including objectives, audience description, strategies, tactics and budgets.
- Media plans and media buys: media negotiations, meetings and correspondence related to specific media plans/buys, such as billboards, print advertising and social media advertising.
- Develop an integrated social media strategy utilizing the latest tools and platforms for Facebook and Twitter.
- Provide recommendations on the design of a new AVA website.
- Redesign and redevelop AVA's national publication, "The American Wanderer" for internal and external audiences.

Account Management and Reporting

- Attend local AVA events and regional events to monitor consistency of campaign elements.
- Meet with AVA staff as needed for the purpose of carrying out initiatives.
- Provide weekly status reports, or as otherwise requested, to AVA, updating the progress of all projects.
- Provide pre-production cost estimates for the development of collateral.
- Provide monthly, quarterly and annual performance and cost analysis.
- Develop analytical data reports and key performance initiatives in collaboration with AVA leadership to measure the overall effectiveness and performance on a monthly basis.
- Create cost schedules for paid media expenditures and other related costs, and submit to AVA for approval.
- Attend AVA America's Walking Club's 2019 national convention, June 9 – 16, 2019 in Albany, New York, to present the promotions and publicity campaign.
- Attend AVA America's Walking Club's 2021 national convention in June 2021 to conclude campaign, report results to membership and transfer publicity and promotional elements to AVA.

Part III: PROPOSAL REQUIREMENTS

Section 19: Proposal Requirements

Proposers must submit their proposals to AVA America's Walking Club by 5 p.m., October 5, 2018. A hardcopy proposal must be mailed in a sealed envelope to AVA and a PDF must be emailed to the address below. Proposals submitted in response to this request must meet all requirements in this RFP, as stated in Section 2 Eligibility for Proposers, to be considered for selection. Fax proposals will not be accepted under any circumstances.

Delivery Address: AVA America's Walking Club
1001 Pat Booker Road, Ste. 101
Universal City, Texas 78148

publicity@ava.org

AVA America's Walking Club is open 9 a.m. to 5 p.m., Central Time, Monday through Friday, excluding holidays. An AVA staff member will time/date stamp all incoming proposals on the date/time received as evidence of timely submission. Email submissions will be acknowledged by email.

AVA America's Walking Club will not accept a U.S. Postal Service postmark, round validation stamp, mail receipt with the date of mailing stamped by the U.S. Postal Service, a dated shipping label, invoice or receipt from a commercial carrier, or any other documentation as proof of timely submission of any proposal.

The Proposer's proposal must include the following items, noted with the appropriate heading, as indicated below. If the respondent is proposing as a team or joint venture, provide the same information for each member of the team or joint venture.

Proposers shall submit one (1) clearly marked hardcopy “Original” of their proposal response with original signature. Proposals shall be written only on 8 ½” x 11” white paper using 10-point font or larger, and shall be bound in a three-ring binder.

Proposers shall submit one (1) clearly marked PDF copy of the original proposal response to publicity@ava.org.

Proposer may also submit work samples, such as video, PDFs, websites, etc., on a memory stick (flash drive), in a sealed envelope no later than the deadline stated above.

Proposal materials related to this RFP submitted after 5 p.m., CT, October 5, 2018 WILL not be considered. All proposals submitted will not be returned,

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EXECUTIVE SUMMARY – limit to (3) pages and include:

A statement of work to be accomplished, how respondent proposes to accomplish and perform the services, and identify problems perceived and proposed solutions.

RESPONDENT QUESTIONNAIRE – complete Attachment A.

REFERENCES FORM – complete Attachment B.

RFP CRITERIA – details in Attachment C.

BACKGROUND & QUALIFICATIONS – Attachment C-1.

PROPOSED PLAN– Attachment C-2.

PROOF OF INSURANCE

SIGNATURE PAGE – complete Attachment D.

**RFP ATTACHMENT A
Proposer Questionnaire**

General Information and References

1. Proposer(s) Information:

Provide the following information regarding your company. If this proposal includes two or more firms, provide the required information in this attachment for each firm by attaching a separate page.

Respondent Name: _____
Legal name as it will appear on the contract, if awarded.

Street Address: _____

City: _____ State _____ Zip Code: _____

Telephone No. _____

Website address: _____

Year established: _____

Business Structure: Check the box that indicates the business structure of the Respondent.

Individual or Sole Proprietorship (List Assumed Name, if any: _____)

Corporation If selected, check one: For-Profit Nonprofit
Also, check one: Domestic Foreign

Partnership Other: If checked, list business structure: _____

Printed Name of Contract Signatory: _____

Job Title: _____

Provide address of primary office from which this project would be managed:

Street Address: _____

City: _____ State _____ Zip Code: _____

Total Number of Employees: _____

Total Number of Current Clients/Customers: _____

2. Contact Information:

List the one person who the AVA America’s Walking Club may contact concerning your proposal or setting dates for meetings.

Name: _____ Title: _____

Street Address: _____

City: _____ State _____ Zip Code: _____

Email: _____

3. Does Proposer anticipate any mergers, transfer of organization ownership, management reorganization, or departure of key personnel within the next twelve (12) months?

Yes No

4. Is Respondent (or partnering firm) a current member of AVA America’s Walking Club?

Yes No

5. Bankruptcy Information:

Has the Respondent ever been declared bankrupt or filed for protection from creditors under state or federal proceedings?

Yes No

If “Yes” elaborate on the response if desired:

6. Citations or Legal Action:

Has the Proposer ever received any citations, notices of violation, legal proceedings, disciplinary action, or any pending disciplinary action, from any regulatory bodies or professional organizations?

Yes No

If “Yes” state the name of the regulatory body or professional organization, date and reason for action. If there are no violations, provide a statement of such.

7. Previous Contracts:

Has the Respondent or officer or partner ever failed to complete any contract awarded?

Yes No

If "Yes" state the name of the organization contracted with, services contracted, date, contract amount and reason for failing to complete the contract.

**RFP ATTACHMENT B
REFERENCES**

Provide three (3) references, that the firm has provided services to within the past three (3) years. The contact person named should be familiar with the day-to-day management of the contract and be willing to respond to questions regarding the type, level, and quality of service provided.

Reference No. 1:

Firm/Company Name: _____
Contact Name: _____ Title: _____
Street Address: _____
City: _____ State _____ Zip Code: _____
Telephone No. _____
Email: _____
Date and Type of Service(s) Provided: _____

Reference No. 2:

Firm/Company Name: _____
Contact Name: _____ Title: _____
Street Address: _____
City: _____ State _____ Zip Code: _____
Telephone No. _____
Email: _____
Date and Type of Service(s) Provided: _____

Reference No. 3:

Firm/Company Name: _____
Contact Name: _____ Title: _____
Street Address: _____
City: _____ State _____ Zip Code: _____
Telephone No. _____
Email: _____
Date and Type of Service(s) Provided: _____

RFP ATTACHMENT C
RFP CRITERIA

RFP ATTACHMENT C-1

RESPONDENT(S) BACKGROUND & QUALIFICATIONS

Prepare and submit narrative responses to the following items. If Respondent is proposing as a team or joint venture, provide the same information for each member of the team or joint venture.

1. Describe Respondent's experience relevant to Scope of Work requested by this RFP. List and describe relevant projects of similar size and scope performed over the last (3) years. Identify associated results or impacts of the work performed.
2. Describe Respondent's specific experience with nonprofit organizations, sports organizations and national organizations with chapter and/or affiliate locations. Demonstrate success efforts in assisting these entities with promotions and publicity initiatives.
3. For each key staff member who will work on the project, list the following information:
 - Name and role
 - Relevant experience working on similar projects
 - Professional qualifications
 - Educational attainment
4. Identify any additional skills, experience, qualifications and/or other relevant information about Respondent's qualifications.
5. Why is Respondant interested in promoting AVA America's Walking Club?

**RFP ATTACHMENT C
PROPOSED PLAN**

**RFP ATTACHMENT C-2
RESPONDENT(S) PROPOSED PLAN**

Provide a detailed explanation of all the services you will be able to provide to fulfill the Scope of Work requirements.

1. Describe a plan to develop a promotions and publicity campaign based upon AVA America's Walking Club's mission and goals.
 - a. Provide a statement demonstrating Proposer's understanding of the objectives and issues of the project.
 - b. The plan should include a timeline, best strategies, tactics and performance measures.
 - c. Provide a list of resources and information that Proposer will request AVA America's Walking Club to provide.
 - d. Reveal work to be performed by Proposer's team members and subcontractors, noting specific tasks to be performed.
 - e. Relay how messaging will be carried out, outline channels of communication, including media plans and media buys.
 - f. Provide a sample performance and status report.
2. Outline in detail, the costs and budget allocations to carry out the proposed plan. If certain fees or costs are excluded, provide a detailed list of excluded fees.
3. Provide any plans or relevant information about Proposer's approach to providing required services.

RFP ATTACHMENT D

By submitting a proposal, Proposer(s) represents that:

If awarded a contract in response to this RFP, Proposer(s) will be able and willing to execute a contract with the understanding that the scope and compensation provisions will be negotiated and included in the final document.

If Respondent(s) is a corporation, Respondent(s) will be required to provide a certified copy of the resolution evidencing authority to enter into the contract, if other than an officer will be signing the contract.

If awarded a contract in response to this RFP, Respondent(s) will be able and willing to comply with the insurance and indemnification requirements set out in RFP Sections 14.

If awarded a contract in response to this RFP, Respondent(s) will be able and willing to comply with all representations made by Respondent(s) in the proposal and during Proposal process.

Respondent(s) agrees to fully and truthfully submit the Respondent Questionnaire form and understands that failure to fully disclose requested information may result in disqualification of proposal from consideration or termination of contract, once awarded.

(S)he is authorized to submit this proposal on behalf of the entity.

Firm(s) Entity Name

Signature: _____

Printed Name: _____

Title: _____

(NOTE: If proposal is submitted by a team or joint venture, an authorized signature from a representative of each company is required.)

Co-Proposer(s) Entity Name

Signature: _____

Printed Name: _____

Title: _____