

# HAITI



# 24

TM

## Request for Proposal Marketing & PR Execution

# RFP Contents

- About HAITI24© -- Initiative Objectives
- The RFP “Ask” – Project Objectives
- About HyperdriveTV
- About Saint-Louis de Gonzague
- Contact Information

# About HAITI24©

## Summary

On January 12, 2012, the 24-month anniversary of the earthquake, HAITI24© will go live with 24-hours of globally-sponsored programming on HyperdriveTV.com, along with on-air partners.

The event will showcase the beauty, talent and strength of the Haitian people, through music, film, video, theatre, dance, live performances and more.

The theme for the fundraiser is *“Excellence in Education”* and proceeds will benefit the oldest, most prestigious school in Haiti, **Saint-Louis de Gonzague**. While the primary audience for HAITI24© will be U.S. based, the campaign must appeal and attract a global audience.



# About HAITI24©

## Summary

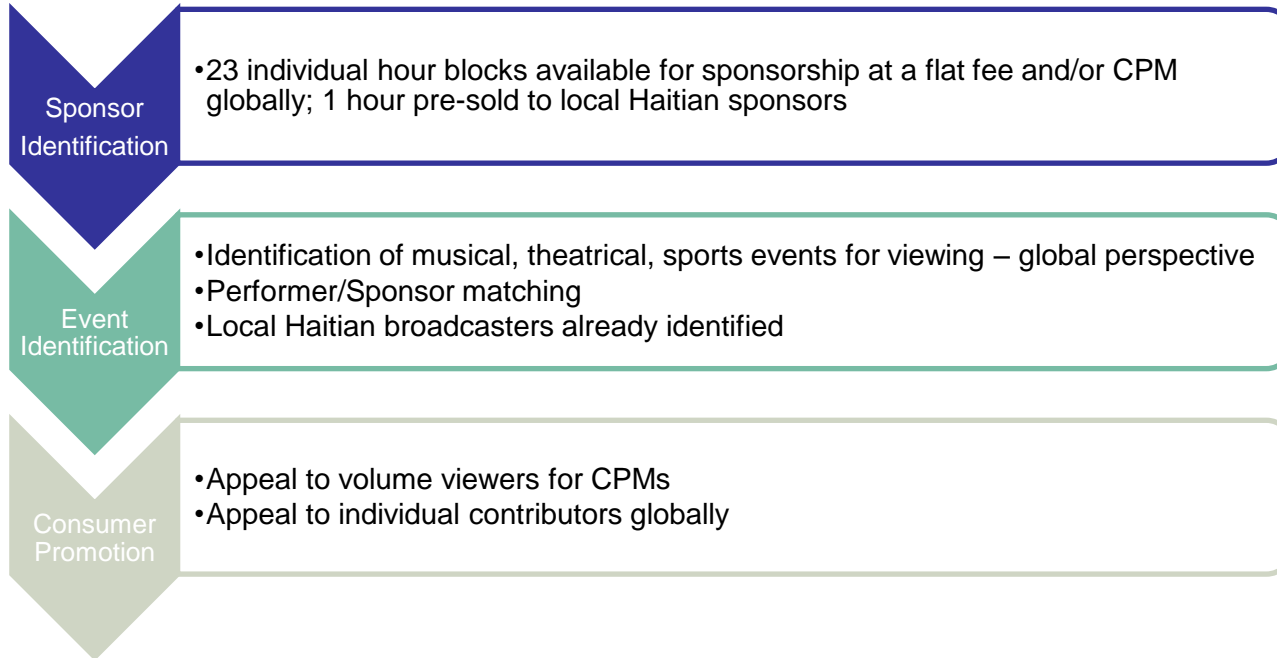
### Primary

- To raise \$10MM+ through sponsorships, in-kind and personal donations to complete the rebuilding efforts for *Saint-Louis de Gonzague*; Total project cost: \$20MM, \$10MM already raised through the Vatican and other donations
- Re-focus awareness and attention on the significant country-wide rebuilding efforts in Haiti

### Secondary

- Drive global brand awareness for HyperdriveTV.com and associated sponsors through consumer and patron participation

# HAITI24© Marketing Objectives



# HAITI24© Communications Timeline

## PHASE I

### LAY THE FOUNDATION

OBJ: Secure major sponsors and supporters

Time Frame: July - Sept

Target Audience:

- Sponsors/Advertisers
- Headline Artists (*Wyclef*)
- Influencers/Supporters  
(Bill Clinton, Haitian Government, Jimmy Jean-Louis, Maxwell, Garcelle Beauvais, DJ Whoo Kid)

Key Tasks:

- Finalize initial proposal
- Secure all sponsors
- Secure major headline artists

## PHASE II

### BUILD THE FRAMEWORK

OBJ: Spread awareness and interest for event participation

Time Frame: Sept/Oct

Target Audience:

- Content Producers
- Strategic Partners (*MTV*)
- Schools/Universities
- Alum of Saint-Louis

Key Tasks:

- Secure content for all time blocks
- Secure major promotional partners
- Begin outreach to schools and Alumni

## PHASE III

### GAIN MOMENTUM

OBJ: Utilize social networks and personal connections

Time Frame: Nov - Jan

Target Audience:

- Audience/Viewers
- Philanthropists
- Influencers/Supporters
- Media & PR

Key Tasks:

- Leverage media and social networks to promote (watch parties)
- Build a database/fan-following
- Garner initial donations
- Gain press & media coverage pre-event

## PHASE III

### HARNESS THE POWER

OBJ: Parlay audience into activism (*Haiti*) & commerce (*HyperdriveTV*)

Time Frame: Jan ->

Target Audience:

ALL

Key Tasks:

- Gain press & media coverage post-event
- Showcase ways and opportunities for people to stay involved with Haiti
- Cross-promote cultural content from HyperdriveTV

# RFP Contents

- About HAITI24© -- Initiative Objectives
- The RFP “Ask” – Project Objectives
- About HyperdriveTV
- About Saint-Louis de Gonzague
- Contact Information

# The RFP “Ask”

## HAITI24© Proposal Scope

- Strategic Approach for HAITI24©
  - Must include specific approaches for key audiences (sponsors, performers, consumers)
- Execution Channels & Tactics
- Creative Assets Required [Design & Production]
  - Offline: Magazine Ads, Posters, Flyers, Postcards, etc.
  - Online: Website Assets, Standard Flash Media, Email Content, Social Media, etc.
    - *Note: Technology production for the HAITI24© website is not required*
  - Other Marketing Collateral as indicated by marketing plan
- Timing: 6 months
- Budget: < \$50,000
  - Includes production
  - Media will be owned or earned through partners



# The RFP “Ask”

## HAITI24© Proposal Guidelines

### Proposal must include:

- Overview of Your Company & Key Team Members
- Capabilities
- Sponsor and Media Connections
- Current and Previous Clients
  - Including two (2) relevant case studies (format of your selection)
- HAITI24© Marketing Proposal
  - Must include outline of creative assets to be produced
- Project Timeline
  - Please reference project constraints
- Client References (3)

# The RFP “Ask”

HAITI24© Proposal Guidelines (cont.)

- Cost of Services
  - Estimate based on proposed Marketing Execution Plan
    - Include estimated Production Fees (i.e. Print Production)
  - Please provide in a tiered or bucketed format
  - Itemized, including estimated hours and associated hourly fees or overall cost for task completion.
  - Provide a fee schedule of charges for any future additional services not identified, as appropriate, broken down on an hourly basis.
  - Include a list of items considered to be reimbursable expenses and any administrative multipliers if used.

# The RFP “Ask”

HAITI24© Proposal Guidelines *(cont.)*

- Submissions are preferred in a PowerPoint or MS Word format
- Electronic submissions ONLY, should be made to: [Jessica@HyperdriveTV.com](mailto:Jessica@HyperdriveTV.com)

**Deadline for Submissions:  
Wednesday, August 10, 2011**

# Evaluation Criteria

We are seeking a marketing and PR partner that can be nimble, is proactive and has pre-existing sponsor and media association capable of completing our objective on the global stage.

- Submission Release: Friday, July 29, 2011
- Submissions Due: COB Wednesday, August 10, 2011
- Short-List Notification: Thursday, August 11, 2011
- Response Submission Due: COB Monday, August 15, 2011
- Final Selection/Notification: Wednesday, August 17, 2011

# RFP Contents

- About HAITI24© -- Initiative Objectives
- The RFP “Ask” – Project Objectives/Requirements
- About HyperdriveTV
- About Saint-Louis de Gonzague
- Contact Information

# About HyperdriveTV

HyperdriveTV, LLC is a progressive global distribution company dedicated to identifying and delivering unique, high quality live and animated content via Internet-enabled devices.

We have combined the leading providers of streaming, web enablement and social networking technologies to create the highest quality viewing experience in one online location – HyperdriveTV.com.

HAITI24© is a 501c3 non-profit foundation managed under HyperdriveTV, LLC.



# RFP Contents

- About HAITI24© -- Initiative Objectives
- The RFP “Ask” – Project Objectives
- About HyperdriveTV
- About Saint-Louis de Gonzague
- Contact Information

# About Saint-Louis de Gonzague

Saint-Louis de Gonzague is the oldest, and most prestigious school in Haiti with primary and secondary schools from grades one through thirteen. Influential alumni include current Haitian president Michel Martelly.

During the earthquake, the buildings on the school grounds were completely destroyed. Classes are now housed under tents and students walk miles down dusty roads, through make-shift shanty towns just to get an education.

The Brothers of Saint-Louis de Gonzague have developed a reconstruction plan, but lack complete funding to bring it to fruition. The HAITI24© event has the full support of the Brothers of Christian Instruction and the Board of Directors.



# RFP Contents

- About HAITI24© -- Initiative Objectives
- The RFP “Ask” – Project Objectives
- About HyperdriveTV
- About Saint-Louis de Gonzague
- Contact Information

# Contact Information

## Questions

The HyperdriveTV Team is committed to helping your firm put forth the best proposal possible. The team can make itself available via email or phone to discuss details of the HAITI24© RFP and answer any questions.

Please contact:

Jessica Hartley  
Marketing Director  
Jessica@HyperdriveTV.com  
215.475.2900

