

CURRY STONE DESIGN PRIZE

REQUEST FOR PROPOSAL
submitted July 21, 2009

architecture for humanity



Architecture for Humanity
848 Folsom, Suite 201
San Francisco, CA 94107



REQUEST FOR PROPOSAL

PROPOSALS DUE: July 28, 2009 2PM (PST)

| Solicitation Coordinator |

Kate Stohr, Co-founder and Managing Director
Architecture for Humanity
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| Overview |

The Curry Stone Design Prize is awarded every year to breakthrough design solutions with the power and potential to improve our lives and the world. The Curry Stone Design Prize recognizes exceptional, emerging design innovations that contribute to the vitality of the world community. These designs may improve the human spirit, increase awareness of the environment, or respond to areas of need in the world, whether to provide shelter and clean water or address climate change and humanitarian crises.

The winner receives an award of \$100,000. Up to four other finalists receive \$10,000 each. The annual international prize, which comes with no strings attached, recognizes exceptional designers based on the merit of their ideas and the potential to bringing their ideas to fruition. The Curry Stone Design Prize purposely defines design in the broadest possible sense – encompassing architecture, urban planning, product, landscape, graphic, interior, and industrial design – and invites new definitions that defy tradition and break boundaries.

| About the Curry Stone Foundation |

The Curry Stone Foundation is a charitable foundation, funding innovative projects and / or individuals already working towards healthy community, who are undertaking a particular innovative single or series of tangible projects. The Curry Stone Foundation is committed to increasing the impact of these creative and constructive individuals by supporting them, personally, as they seek to undertake a visionary approach at the fulcrum of change.



| Project Team |

Kate Stohr, Co-founder and Managing Director, Architecture for Humanity *
(Designated Person with Final Sign Off)
E: kstohr@architectureforhumanity.org
T: 415 963 3511
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Satu Jackson, Design Fellow, Architecture for Humanity *
(Coordination Contact)
E: satujackson@architectureforhumanity.org
T: 415 963 3511

David Mohney, Curry Stone Chair in Design and Secretary to the Curry Stone Design Prize
(Spokesperson)
E: mohney@email.uky.edu
T: 859 333 0101

* Architecture for Humanity serves as the Prize Administrator on behalf of the Curry Stone Foundation.

| Schedule of Solicitation and Contract Award Events Timeline |

Request for Proposals Issued	July 21, 2009
Proposal Due Date and Time	2 pm (PST), July 28, 2009
Evaluation Period, Ending (tentative)	July 29, 2009
Notice of Intent to Award, Issued (tentative)	July 30, 2009
Project Start Date	August 1, 2009
Curry Stone Design Prize Jury (NYC) **	August 3, 2009
Curry Stone Design Prize Award Presentation (2009 Louisville IdeaFestival) ***	September 24, 2009
Project End Date	October 31, 2009

To be considered for evaluation, proposals must be received by Architecture for Humanity in digital format by 2 pm (PST), July 28, 2009.

** PR Firm Representative is encouraged to attend.

*** PR Firm Representative is required to attend.

| Media Coordination |

Spokesperson: David Mohney, Curry Stone Chair in Design

Please coordinate PR effort with:

- Architecture for Humanity, Prize Administrator
- David Mohney, Curry Stone Chair in Design
- Louisville IdeaFestival PR effort. The IdeaFestival handles adaptation of press release.



| Scope of Services |

Architecture for Humanity desires qualified firms to provide a broad range of professional Strategic Communications & Consultation Services in support of and in close coordination with Architecture for Humanity and the Curry Stone Design Prize staff. The range of services which selected contractors may be asked to provide may include, but is not limited to, the following:

- Define news pegs (Aug. 15)
- Manage and advising on media conflicts (Aug. 15)
- Advise on media package of Prize content
- Identify key outlets (50)
- Coordinate advance press (Aug 15)
 - Identify and negotiate exclusive with top tier design trade publication/outlet
 - Identify and negotiate exclusive with general outlet press
- Coordinate and manage press conference announcing winners at Ideas Festival
 - Includes coordinating with IF PR team to wrangle media
- Provide pricing options and coordinate dissemination of press release on wires (Sept. 24, 2009 (AFH to provide discounted, non-profit PR Newswire Login Information))
- Identify and disseminate to web / blog outlets
- Identify and disseminate to broadcast media outlets

| Media Goals |

The media goals of the Curry Stone Design Prize, in order of priority, are to:

1. Broadly announce the news about the 5 winners
2. Provide a public platform to support the winner
3. Raise the profile of the Curry Stone Design Prize generally

| Supplied Background Information |

- Previous Press Releases 2008 (Fenton)
- Links to descriptions of winner / finalists:
 - http://currystonedesignprize.com/?page_id=208
 - http://currystonedesignprize.com/?page_id=88
 - <http://www.currystone.org/projects/project01.html>
- 2009 Outreach Plan (including goals for 2009)

| Project Deliverables |

Media Coverage Report including:

- Clips / links / digital files
- Audience metrics
- Strategic evaluation / notes

| Budget |

- Budget not to exceed USD 15,000.00



Please provide a Proposal including the following elements:

1. Proposal

Please describe how your team will support the Curry Stone Design Prize in implementing the Media Outreach Plan (attached.)

Please briefly describe the following (no more than a paragraph; list key ideas as bullet points):

- Firm's Reach and key international partners
- Strategy for securing general audience media
- Strategy for securing trade media

2. Firm and Personnel Qualifications

Please provide a brief history of your company and its experience providing Strategic Communications & Consultation Services covered by the submittal. Please include:

- Total number of years in the business, years supplying this type of Services
- Description of similar work performed involving public awards, diverse stakeholders, and extensive focus on philanthropic ideals.

Briefly describe relevant personnel experience in the area of Strategic Communications & Consultation Services:

- Identify key personnel assigned to the project and their role in the firm
- Provide a list of at least (3) current references
- Provide time commitment (in hours)

3. Contract Fee

Architecture for Humanity will award the contract under a lump sum contract. Please provide a proposed Contract Fee for the Scope of Services outlined above. NOTE: Fee must be inclusive of travel, reimbursable expenses, and other out-of-pocket expenses in addition to service fees.