



REQUEST FOR PROPOSALS

For Public Relations and Promotion Services

Contact: João Dürr, CDCB Chief Executive Officer

Date of Issue: Friday, January 27, 2017

Deadline: **Friday, March 3, 2017, 4:00 PM EST**

The Council on Dairy Cattle Breeding (CDCB) is requesting proposals for planning, coordination, implementation and administration of Public Relations and Promotion services.

The purpose of this Request for Proposals (RFP) is to select a qualified vendor to plan, coordinate, and administer Public Relations and Promotion services to leverage media coverage about the CDCB products, services, events and other activities. Efforts are intended to enhance the company's brand, support the expansion of the service portfolio and improve communication with customers.

The selected vendor will be contracted for 12 months, with possibility of renewal depending on performance.

Background

The Council on Dairy Cattle Breeding (CDCB) is a non-profit organization responsible for calculating and distributing the genetic evaluations and genomic predictions, for managing the national database, and for analyzing and distributing dairy cattle data in the United States. The CDCB allied partners' cooperator database is the largest in the world devoted to dairy animals, with over 95 million female phenotypic records, over 1.4 million animal genotypes and approximately 500,000 males with genetic evaluations or genomic predictions.

The CDCB stakeholders consist of four sectors of the dairy industry that represent U.S. dairy producers, data records processors, breed associations and AI companies. Each sector, Dairy Records Processors (DRPs), the Dairy Records Processing Centers (DRPCs) the Purebred Dairy Cattle Association (PDCA) and the National Association of Animal Breeders (NAAB), has equal representation on the CDCB Board of Directors.

Overview

The prospective vendor replying to this RFP will be or represent a firm, company or corporation possessing relevant experience and expertise. Supporting documentation must thoroughly describe how the vendor has supplied expertise for similar contracts and work related to planning, coordination, and implementation of Public Relations and Promotion, and how vendor would approach the projects outlined in the Scope of Work. A proven experience in agricultural marketing/public relations is recommended.

The Public Relations and Promotion goal of the CDCB is to leverage earned media in target markets to improve the awareness and understanding of CDCB.

Target markets include dairy farmers and practitioners, veterinarians, artificial insemination segment, animal genetics services, animal science and animal genetics research and academic segment, mass and specialized media.

Scope of Work

The Scope of Work is designed to encourage aggressive, proactive media outreach to increase visibility for the CDCB, its events, activities, amenities and promotions. It will include but not be limited to the following:

1. Establish a plan and assist staff in creating a culture of efficient communication with the dairy industry.
2. Produce and edit educational materials from internal research and reports, editing staff materials and overseeing distribution.
3. Establish and maintain relations with trade press and wider popular press, responding to queries and facilitating appropriate staff or leadership response.
4. Maintain databases of press and industry contacts.
5. Create content for the monthly e-newsletter working with CDCB staff, leadership and industry partners.
6. Coordinate design, content and production of the CDCB Annual Report.
7. Coordinate publicity and promotion for the annual industry meeting.
8. Lead the development and execution of the promotional plan.
9. Oversee web site content as it relates to public relations and educational material.
10. Drive social media to enhance educational and promotional messaging.
11. Monitor and evaluate media coverage of CDCB activities using clipping services and appropriate electronic tools.

Proposal Requirements

The proposal should focus on addressing the vendor's ability to provide the services outlined in the Scope of Work. Please provide the following:

1. Cover Letter: A letter signed by an officer of the firm, company or corporation, binding the firm/company/corporation to all comments made in the proposal. Include a primary contact person for the proposal.

2. Qualifications and Experience: Provide a description of the history, experience, and qualifications of your firm/company/corporation and any proposed subcontractors* to perform the Scope of Work. Please include:
 - a. Resumes and biographies of all principals assigned to the project.
 - b. List of capabilities corresponding to the scope of work.
 - c. List of similar/relevant projects your firm/company/corporation has undertaken including results achieved.
 - d. References from similar projects your firm/company/corporation has undertaken.

* If any element of the scope will be subcontracted, please provide the same information for the subcontracting firm.

3. Approach to Scope of Work

Provide a detailed description of your approach to each Scope of Work element. A key aspect to focus on is increased outreach to target audiences as defined by the CDCB.

4. Service Timeframes

- a. Provide a detailed description of the services to be performed by the vendor based on the Scope of Work and the average timeframes required to complete each. This should include:
 - i. The account manager's name and specific staff assigned to the project;
 - ii. The estimated number of staff hours to complete scope of work;
 - iii. All personnel anticipated to be involved in each task.

5. Project Cost

- a. Provide detailed costs for the services to be performed by the vendor based on the Scope of Work.

Submission Requirements

Prospective service providers should submit one (1) original and one (1) copy of their proposal to the CDCB on or before Friday, March 3, 2017 at 4:00 PM EST.

Proposals should be titled "CDCB PR RFP," and submitted to:

João Dürr
CEO, Council on Dairy Cattle Breeding
4201 Northview Drive, Suite 302
Bowie, MD 20716

Proposal can also be emailed to joao.durr@uscddb.com .

Please call João at 443-741 7202 with any questions.

Prospective vendors who are mailing proposals should allow normal mail delivery time to ensure timely

receipt of their proposals. The CDCB is not responsible for any proposals that arrive beyond the deadline indicated.

Proposal Evaluation

The proposals will be evaluated based on the following criteria:

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| 1. Qualifications and range of experience of project staff and subcontractors | 25 pts |
| 2. Knowledge of project requirements as demonstrated under “Approach to Scope of Work” | 25 pts |
| 3. Written presentation, including readability and conveyance of technical aspects | 25 pts |
| 4. Project Costs | 25 pts |

Vendors not awarded the work outlined here will be notified by mail or email. The successful vendor will be required to sign a contract with the CDCB in which they accept responsibility for the performance of services as stated in their proposal.

After review of the submissions the CDCB may request to meet with potential service providers prior to selecting a vendor.

Provisions

The CDCB assumes no responsibility and no liability for costs incurred relevant to the preparation and submission of the RFP by prospective vendors, or any other costs prior to issuance of a contract.

The CDCB also retains the right to reject any and all of the proposals submitted, and to make any award deemed to be in the best interest of the CDCB.

A contract between the CDCB and the selected vendor will be subject to and be in accordance with all Federal, State, and local laws as may be applicable.

The CDCB is an Equal Opportunity Employer.