



Request for Proposal 50th Anniversary Season

Our organization is accepting proposals from local advertising companies to assist with our 50th anniversary celebration, beginning in July 2018. A description of our organization, the services needed, and other pertinent information follows.

Background | Reno Philharmonic Association

The Reno Philharmonic, starting our 49th season, is northern Nevada's largest and most prominent performing arts organization. The orchestra, led by music director Laura Jackson, includes over 80 professional musicians and performs more than 30 concerts annually. The flagship of the Reno Phil is its concert series offering six classical music performances, Classix, performed on Sunday afternoons and Tuesday evenings at the Pioneer Center for the Performing Arts. A staff of seven full-time employees and several part-time employees manage the day to day operations of the organization.

With more than 600 musicians within the Reno Phil community – including the orchestra, chorus and youth programs – the organization reaches over 50,000 people each year, including an estimated 25,000 students and young people.

Our Plan | Celebrating 50 Years

Our overarching goal for the 50th season (2018-19) is to celebrate the organization's role in the community while celebrating its history. Throughout the season we will enrich the greater musical community with artistically significant projects. The theme of the season is connection, the connection our past has to our future, the connection our organization has to the community, the connection that occurs during our concerts, etc.

One major undertaking in the 50th season is a Transcontinental Railroad Commission Project. We've hired nationally recognized composer Zhou Tian to complete the new work inspired by the completion of the transcontinental railroad, which will be celebrating its 150 year anniversary in conjunction with our 50th. There is an obvious theme of connection tied to the completion of the railroad that will tie into the season overall. We also want to foster the passions that encourage our patrons to give – a sense of being connected to and invested in our community's past, present and future.

DELIVERABLES OVERVIEW

****PLEASE NOTE, WE HAVE RECENTLY SECURED A PRESENTING SPONSOR WHO WOULD NEED TO BE TIED IN TO ALL MATERIALS DURING THE 50TH SEASON.**

I. 50th Anniversary Logo

OVERVIEW

Create a logo to commemorate the 50th Anniversary of the Reno Phil. The logo will be used in the 50th season only and should retain consistency with the current branding.

II. 50th Anniversary Season Announcement Materials

OVERVIEW

In March of every season, the Reno Phil announces its upcoming season through a direct mail piece for current Classix Subscribers (900 households) encouraging them to renew for the next year. An additional direct mail piece is sent in June to a mailing list of 10,000-13,000 individuals in our demographic target.

For the 50th season, the RPA wishes to combine the two direct mail pieces into an all-inclusive season brochure to be released to the public February 7, 2018. The multi-page brochure will include all concert & pertinent ticket information for the entire 2018-19 season. Please include an estimate for any stock photography or new photography in your final bid. We will work with Dynagraphics to print the brochure, and a printing estimate is not required. Examples available upon request

III. 50th Anniversary Ad Campaign

OVERVIEW

The Reno Phil seeks to implement an advertising campaign in the 50th anniversary season to celebrate our connection to the community as well as educate the community about upcoming events & opportunities. The agency will be responsible for creating, developing and implementing a multi-faceted advertising campaign that will represent, highlight and successfully communicate the mission and goals of the organization for the future. The campaign should be created for use across all platforms – print, television, radio, social, web, etc.

IV. 50th Anniversary Program Guide Cover Theme & Shell Design for Classix

OVERVIEW

The flagship of the Reno Phil is our classical music series. We offer six classical music concerts from October to April every season. Each season, a unique theme is attributed to the Classix and is reflected in our advertising and highlighted on the program guide cover for each concert. The agency will identify a visual representation for the theme for the season and select artwork, photography or custom designs to accompany each specific concert. This theme should be consistent with the “connection” theme identified for the new season brochure/announcement materials.

The program guides are comprised of a multi-page shell that includes information about the organization, education programs, program ads, board & staff listings, music conductor bio, etc. The content & copy for the shell will be provided to the agency, but a new design & layout complementing the look of the season will be required.

V. 50th Anniversary Archival Project

OVERVIEW

The fifty year history from the Reno Phil has been documented over the last two years and will need to be compiled into a commemorative 75-100 page magazine format. The copy has been edited several times and will be provided to the agency along with newspaper clippings, old photos, old programs, etc. Digital conversion may be required. To cover the cost of this publication, we will be selling ad space & an advertising sales kit will be required. The agency will be responsible for suggesting additional graphics/infographics to add to the visual interest of the magazine. We will work with Dynagraphics to print the magazine, and a printing estimate is not required.

VI. 50th Anniversary Gala (In Kind Sponsor Preferred)

OVERVIEW

On September 8, 2018 the Reno Phil will host a 50th anniversary celebration gala. The event will incorporate a formal dinner & presentation as well as a performance of some nature. As a fundraising opportunity for the season, the Reno Phil works to keep event costs as low as possible. If marketing support from agency selected to work on the 50th season materials is done in-kind, the agency would be recognized as a sponsor of the event at a comparable dollar amount.

Marketing support will include an overall design, digital and printed save the date materials, digital and printed invitations, sponsorship package, advertising support, onsite signage and event program.

SCOPE OF WORK
EACH PROJECT REQUIRES DIFFERENT NEEDS. THE SCOPE INCLUDES,
BUT IS NOT LIMITED TO THE BELOW AREAS.

- Research
- Design
- Print consultation
- Project Management
- Creative Direction of Photo and/or Video Shoot
- Copywriting & Editing

All projects will require:
 2-3 initial concepts for review
 Up to 3 rounds of revisions

REQUIREMENTS

1. Strategic communications

Provide tactical guidance on planning and execution of the anniversary campaign and related strategies to ensure all efforts effectively engage target audience and accomplish overall goals.

2. Branding

Develop visual treatment for print, digital and multimedia collateral, including an extension of the current RPA logo to note the 50th anniversary milestone. Ensure all new design meets RPA branding requirements.

3. Marketing collateral development

Develop library of printed and digital collateral, including (but not limited to) 50th anniversary season brochure, sponsorship packages, event invitations, postcards and mailers, program guide covers, event signage, 50th anniversary advertising campaign, and 50th anniversary commemorative archival magazine.

4. Creative Direction

Work closely with RPA Marketing Director to oversee & direct any video or photography shoots that occur during the timeframe.

5. Project Management

Develop an overall project timeline and keep the RPA regularly informed of progress.

Key Personnel

The key contacts for information you may seek in preparing your proposal:

Evelyn Klatt	Marketing Director	eklatt@renophil.com
Jaclyn Raley	Development & Marketing Coordinator	jaclyn.rale@renophil.com
Tim Young	President & CEO	tyoung@renophil.com

TIMELINE

TIMELINE IS AN ESTIMATE & MAY BE SUBJECT TO CHANGE.

- 50th Anniversary Logo** Logo Design Concepts (3-4 minimum): October 16, 2017
- 50th Anniversary Logo** Refined Logo Concepts: November 6, 2017
- 50th Anniversary Logo** Final Logo Concept: November 20, 2017
- 50th Anniversary Season Announcement Materials** Design, Layout & Theme Comps: November 27, 2018
- 50th Anniversary Archival Project** Advertising Kit: December 11, 2017
- 50th Anniversary Gala** Overall design (2-3 comps): January 8, 2018
- 50th Anniversary Season Announcement Materials** First Draft for Review: January 12, 2018
- 50th Anniversary Season Announcement Materials** Final Brochure Due: January 22, 2018
- 50th Anniversary Gala** Sponsorship Package: January 22, 2018
- 50th Anniversary Archival Project** Cover Design, Chapter Heading Design & Layout Design (2-3 options): March 5, 2018
- 50th Anniversary Gala** Save the Date: March 19, 2018
- Program Guide Covers** Program Guide Cover Theme Comps (3 versions): March 26, 2018
- 50th Anniversary Gala** Advertising Support: March - September 2018
- 50th Anniversary Advertising Campaign** Initial Concepts for Review: April 16, 2018
- 50th Anniversary Archival Project** Infographics & accompanying graphics (tbd): April 18, 2018
- Program Guide Covers** Final Cover Version Revised: April 30, 2018
- 50th Anniversary Advertising Campaign** Revised Concept: May 14, 2018
- 50th Anniversary Archival Project** Revisions: June – July 2018
- 50th Anniversary Archival Project** Complete magazine draft #1: June 4, 2018
- 50th Anniversary Advertising Campaign** Implement Campaign: July 2018 – June 2019
- Program Guide Covers** Initial Shell Draft: July 16, 2018
- 50th Anniversary Archival Project** Final Due: August 8, 2018
- 50th Anniversary Gala** : August 6, 2018
- Program Guide Covers** Final Shell & Covers Due: August 27, 2018
- 50th Anniversary Gala** Program: August 31, 2018
- 50th Anniversary Gala** Signage: September 5, 2018

PROPOSAL

PROPOSALS ARE DUE AT 5:00 PM ON FRIDAY, SEPTEMBER 8, 2017.

LATE PROPOSALS WILL NOT BE CONSIDERED. CONTRACT MAY BE AWARDED TO MULTIPLE COMPANIES & WILL BE ANNOUNCED MONDAY, SEPTEMBER 25, 2017.

Requirements for Proposal Acceptance

The applicant must be able to provide the full scope of work required, if necessary the applicant may partner with 1-2 subcontractors/freelancers that together meet the requirements.

Proposal Content

Please submit your proposal in the manner and format described below. A digital version and three printed copies will be required. Proposals will be accepted until September 8, 2017 at 5:00 pm. Late Proposals will not be considered.

<p>PRE-PROPOSAL MEETING - OPTIONAL TUESDAY, AUGUST 22 AT 4:00 PM - 5:00 PM MCKINLEY ARTS & CULTURE CENTER BOARD ROOM</p>

Submission Instructions

Please e-mail a digital copy of your proposal to Evelyn Klatt at eklatt@renophil.com and mail or deliver three printed copies to the address below:

Reno Philharmonic Association
925 Riverside Dr. Ste 3
Reno, NV 89503

1. Executive Summary

Describe your understanding of the work to be performed and your agency's willingness & ability to perform the work. (1 page maximum)

2. Professional Experience

Please include your company background. This should include an overview of company's philosophy, size, structure, and qualifications for servicing an organization similar in size to the Reno Phil. Specify your experience working with a nonprofit organization. Describe any experience developing results-driven, persuasive campaigns, especially those related to fundraising and donor-focused communications. Include budget information relative to results. Please provide examples of bold, creative and innovative work for previous clients. (2 pages maximum, 3-5 examples max)

3. Team Qualifications

Identify the specific team members who will be assigned to this project if your bid is successful. Provide team member bios and relative experience to the type of services requested. If freelancers or subcontractors will be used, please include them as well. (3 pages maximum)

4. Campaign Approach

Describe how your company will approach the proposed projects and the philosophy used to develop them. (1 page maximum)

5. Fees

Please provide an estimate of fees for the services to be provided. Companies should use a project-based approach. The price you quote should be inclusive of all fees. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees. If a non-profit rate is offered, please reflect the savings in your proposal. (2 pages maximum)

6. Client References

Please include a list of the relevant clients the company has served within the past five years and furnish the names, email addresses and telephone numbers of any references whom we may contact. (1 page maximum)

7. Additional Information

Please provide any additional information, not specifically requested, but which you believe would be useful in evaluating your proposal. (3 pages maximum)

PROPOSAL CONTINUED...

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Evaluation of Proposals

The Reno Philharmonic Association will evaluate the proposals based on the following criteria:

- Prior experience providing scope of services to a similar organization
- Prior experience developing compelling and creative campaigns
- Prior experience with non-profit organizations
- Prior experience developing large scale publications
- Successful results relative to budget
- Qualifications of staff to be assigned to the engagement
- Agency's understanding of work to be performed
- References
- In Kind donation
- Completeness and timeliness of the proposal
- Price

COMPANY NAME _____

DESIGN/LAYOUT ONLY _____

PROJECT # ONLY _____