



Request for Proposal

Albany, New York Public Relations Agency

Overview

Discover Albany is seeking a qualified Public Relations (PR) agency to enhance its media presence, foster relationships with local media, and support its overall mission of promoting Albany as a vibrant tourism destination. The selected agency will play a key role in elevating Discover Albany's visibility through strategic media relations, compelling storytelling, and impactful award nominations.

About Discover Albany

Discover Albany serves as the official destination marketing organization for Albany County. Our mission is to attract visitors, support the local tourism economy, and celebrate the rich culture, history, and attractions of our region.

Scope of Work

The selected PR agency will provide the following services:

1. Local Media Relations

- Build and maintain relationships with Albany-area media outlets.
- Draft and distribute press releases, media alerts, and other communications.
- Secure coverage of Discover Albany events, initiatives, and achievements.
- Plan and run any press conferences needed.
- Monthly media coverage reports.

2. Story Pitching

- Develop creative and engaging story angles.
- Pitch stories to local and regional publications that highlight Albany's tourism appeal, cultural offerings, and unique events.
- Track and report on secured coverage.

3. Award Nominations

- Identify relevant awards and recognition opportunities.
- Draft and submit award applications on behalf of Discover Albany.

4. Optional: National Media Outreach

- While not required, agencies with experience securing national media coverage.
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Proposal Requirements

Interested agencies should submit a proposal that includes:

1. **Agency Overview**
 - A brief history and description of the agency.
 - Relevant experience in the tourism or destination marketing sector.
2. **Capabilities & Approach**
 - An outline of how the agency will address the scope of work, particularly in local media relations, story pitching, and award nominations.
 - If applicable, describe experience and strategies for securing national media coverage.
 - Outline of your local relationships and how they can benefit the mission of Discover Albany.
3. **Case Studies/References**
 - Examples of past projects, including metrics of success.
 - Contact information for at least two references.
4. **Proposed Team**
 - Names/Bios of key team members who would work with Discover Albany.
5. **Budget**
 - A proposed fee structure, including hourly rates or retainer fees.
 - Any additional costs or expenses anticipated.
6. **Timeline**
 - Proposed project timeline, including milestones for initial deliverables.
 - Proposed management structure.

Evaluation Criteria

Proposals will be evaluated based on:

- Demonstrated expertise and relevant experience.
- Creativity and strategic approach.
- Proven ability to secure media coverage and awards.
- Value for investment.
- References and past successes.

Submission Details

Proposals must be submitted in PDF form with no more than 12 pages by email on **December 16, 2024** to:

Kathryn Cotter

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