

**METROPOLITAN  
MASTER  
CHORALE**

**REQUEST FOR PROPOSALS**

**FOR**

**MARKETING  
AND  
PUBLIC RELATIONS SERVICES**

**May 29, 2018**

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**METROPOLITAN MASTER CHORALE**  
**REQUEST FOR PROPOSALS**  
**FOR**  
**MARKETING AND PUBLIC RELATIONS SERVICES**

**A. PURPOSE OF REQUEST FOR PROPOSALS (RFP)**

1. Introduction

The Metropolitan Master Chorale (MMC) requests proposals from firms and individuals (Proposers) to provide marketing and public relations services for the MMC. Based on the results of this RFP, the MMC will select one or more Proposers to position the MMC for success as defined by an increase in attendees, supporters, and followers.

The proposals must be postmarked by Monday, June 25, 2018, and mailed to:

Madeleine M. Rackley, President  
Metropolitan Master Chorale  
P.O. Box 481318  
Los Angeles, CA 90048

2. Background of the Chorale

The Metropolitan Master Chorale (MMC), founded in 2009, continues to build on its reputation as an innovative vocal organization making great choral music accessible to diverse communities. Artistic Director Glenn Carlos is a recognized choral conductor, educator, composer and arranger. Under his direction, the MMC has recruited talented local singers who perform six centuries of choral music with skill, sensitivity and passion. The members of the MMC volunteer their time to perform three major ticketed concert productions annually throughout the greater Los Angeles region. In addition, the MMC performs free concerts at private, community, civic and charitable events.

Mission

The Metropolitan Master Chorale celebrates the diversity of choral music,

promotes artistic excellence and creativity, and brings communities together through the joy of singing.

### Tag Line

Six Centuries of Music.

### About the Chorale

The MMC season and fiscal year begin August 1 and conclude July 31. The three annual concerts take place in November/December, February/March, and May. The concert locations are the Los Angeles Valley College Recital Hall, which seats up to 200 patrons, and the West Hollywood Council Chambers, which seats up to 170 patrons.

The number of MMC singers performing at each concert ranges from 55 to 65. Our audience is generally comprised of friends and family members of the Chorale. The audience is approximately 60 percent female and 40 percent male. Patrons range in age from young children to older adults in their 70s and 80s. The MMC estimates that most patrons are 40 to 60 years old. Our attendance has been between 150 and 200 per concert for several years.

Ticket prices are \$25 for General Admission, \$20 for Students/Seniors/Veterans/Disabled, and \$5 for children 12 and under.

### The Board

The MMC Board currently includes five members. Three of the members sing with the MMC. One is a non-singer. The fifth member is the MMC Artistic Director. The Board operates the MMC and oversees the production of programs. The Board is also the official fundraising arm of the MMC.

The Artistic Director and Accompanist are paid contractors. The Board hires individuals as needed to perform as guest artists or to provide technical and professional services.

### Outreach Tools

The public may find the MMC on its website ([metrosings.org](http://metrosings.org)), Facebook (Metropolitan Master Chorale), Instagram (MetropolitanMasterChorale), and Twitter (@Metro\_Sings). The MMC is relatively new to Instagram and

Twitter. The Chorale's website includes links to purchase tickets to concerts and to make cash donations. The MMC maintains email lists of patrons and MMC singers. Email blasts are sent to the patron list to announce upcoming concerts. The MMC also enters concert information on several online arts calendars for the Los Angeles area. For two years, the MMC advertised its concerts on KPCC, which included concert ticket give-aways.

Graphics for each MMC concert have been designed in-house and through graphic design contractors. The MMC uses the graphics in emails, postcards, concert programs, and on social media.

More information about the MMC may be found at [metrosings.org](http://metrosings.org).

### 3. Scope of Work

To be selected for this engagement, the Proposer(s) must demonstrate the following qualifications:

- a. Familiar with nonprofit organizations, especially nonprofit arts organizations
- b. Able to prioritize work to achieve organization goals using a small budget
- c. Flexible as the needs of the organization change and as more funding becomes available

In addition, the selected Proposer(s) must be able to perform the following services:

- a. Position the MMC for success as defined by an increase in attendees, supporters, and followers
- b. Develop a marketing and public relations plan (Plan) specifically for the MMC. Prepare a menu of marketing and public relations items, initiatives, work or activities and associated costs with estimated outcomes. The Plan should include details about media proposals, expenses, and schedules.
- c. Provide these specific short-term services for the 2018-19 season:
  - Graphics and communications for three annual concerts
  - Special branding for the MMC's 10<sup>th</sup>-year anniversary season, September 2018 through June 2019
- d. Provide long-term services for the 2018-19 and 2019-20 seasons:
  - Double audience attendance in two years

- Increase visibility of the MMC by writing and arranging for articles, reviews and interviews about the Chorale to be published in newspapers, on the radio, and/or on TV
  - Improve rankings, drive traffic, and increase awareness of the MMC website through Search Engine Optimization (SEO) improvements
- e. Execute the Plan starting in July 2018. The Plan may take one to two years to complete.
  - f. Provide tools to measure the success of the Plan

Successful firms will demonstrate the ability to:

- a. Secure increased exposure for MMC programs
- b. Identify creative placements for MMC messages
- c. Ensure accuracy and clarity in all executions
- d. Reach target audiences
- e. Complete work on time and within budget

#### 4. Budget

The budget for this engagement is \$5,000 to \$10,000 for the first year, inclusive of Proposer fees and all costs and expenses associated with implementing the Plan. Based on available funding during the fiscal year, the MMC may be able to increase the budget for this engagement.

#### 5. Timeline

The actual timeline and schedule for the engagement will be developed by the Proposer(s) with direction and input from the MMC. The major milestones for the 2018-19 Season are as follows:

- July 2018: Receive and evaluate RFP responses. Interview Proposers. Select a Proposer or Proposers. Sign a contract.
- July and August 2018: Prepare and deliver the Plan. Develop branding for MMC's 10<sup>th</sup> anniversary season. Develop graphics and messaging for the three concerts for the 10<sup>th</sup> anniversary season. Attend donor dinner to describe the Plan and the branding for the 10<sup>th</sup> anniversary season.
- September 2018: Launch the Plan
- November 2018: Concert 1
- February 2019: Concert 2 and Fundraiser
- May 2019: Concert 3 – Considering Matthew Shepard
- Spring 2019: Evaluate and Update the Plan for the 2019-20 season

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6. Term

The term of the contract will be for one year from the date the contract is signed and may be extended for one additional year based upon a mutual agreement by the MMC and the Proposer(s).

**B. CONTENTS OF THE PROPOSAL**

1. Cover Letter

Please provide a one-page cover letter that includes the name, title, address, telephone number, and email address of the person or persons authorized to represent the firm or individual regarding all matters related to the RFP. This letter must be signed by the person or persons authorized to bind the Proposer to the all commitments made in the proposal.

2. Description of Proposer

The proposals shall include a brief history and description of the firm, the date the firm was established, the location of its headquarters, the number of employees, and website address.

3. Proposer Capabilities, Qualifications and Relevant Experience

Proposers must describe their applicable capabilities, qualifications and relevant experience regarding the development and execution of marketing and public relations services, especially for nonprofit arts organizations. Proposers must include at least two (2) samples of completed marketing plans with an explanation of each project. The samples should also show how the Proposer increased audience attendance or a similar relevant result.

4. The Proposal

Proposers must include a description of their approach to this engagement. The response to the RFP must explain how the Plan will be developed and must include recommendations for the types of media proposals that will position the MMC for success as defined by an increase attendees, supporters, and followers. In addition, Proposers must include how the Plan will be executed over the 2018-19 season. Please

include expectations for the participation of the MMC Board in this engagement.

5. Key Personnel

Provide the name, title, address, email, telephone number, experience, other qualifications and specific responsibilities of key personnel who may be assigned to provide the services described herein.

6. References

Proposes must include two references for the applicable capabilities, qualifications and relevant experience cited in section B.3. above. For each reference, please list the name, position/title, organization name, address, phone number and email address. For each reference, describe the nature of the project and the length of the engagement.

7. Proposed Fees and Expenses Schedule

Proposers must provide the hourly rate, project-based rate, or combination rate that will be charged for the skills and/or services included in the response to the RFP.

If additional non-salary expenses are required to perform the services described herein, provide a list of such anticipated costs or types of costs. The MMC reserves the right to conduct additional negotiations regarding compensation as appropriate prior to awarding a contract or contracts.

The budget for this engagement is \$5,000 to \$10,000 for the first year, inclusive of Proposer fees and all costs and expenses associated with implementing the Plan.

8. Questions about the Proposal

Please send questions about the RFP or the MMC to Madeleine M. Rackley, President, at the following email address:

[board@metrosings.org](mailto:board@metrosings.org)

Include your name and contact information. The MMC Board will respond via email or on the phone to your questions.

## **C. PROPOSAL SUBMISSION AND REQUIREMENTS**

### 1. In Writing

The MC will only evaluate written and signed proposals. Proposers are required to submit one (1) original response signed in ink and an electronic copy on a flash drive.

The proposal shall be mailed to:

Madeleine M. Rackley, President  
Metropolitan Master Chorale  
P.O. Box 481318  
Los Angeles, CA 90048

### 2. Submission of Proposal

Proposals must be postmarked by Monday, June 25, 2018.

## **D. BASIS OF EVALUATION**

### 1. Qualifications of Public Relations and Marketing Employees

The selected Proposer(s) will be expected to have knowledge of and experience with the development and implementation of public relations, marketing, and communications services. Excellent communications skills are also expected because the Proposer(s) must be able to present their recommendations and materials both orally and in writing in a clear, concise manner.

### 2. Proposal Responsiveness Criteria

To be considered responsive to this solicitation, Proposers must submit completed responses to all items requested.

### 3. Evaluation Process

The MMC Board will evaluate the proposals. The Board may request additional information to clarify a submitted proposal. The review criteria will include proposal quality and responsiveness to the criteria identified in this RFP; experience and capabilities of key personnel; Proposer experience and resources; and fees and expenses. In addition, the Board

will conduct interviews with Proposers. All Proposers will be notified of the recommendations of the MMC Board.

4. Evaluation Criteria

The selection of a Proposer(s) will be based upon the following criteria:

<b>CRITERIA</b>	<b>WEIGHT</b>
Qualifications and experience of Proposers and key personnel; demonstrated experience in performing the services required herein; references.	<b>60</b>
Documented ability to perform on a timely basis (evidence of past performance, financial capability).	<b>10</b>
Fees and expenses	<b>30</b>
<b>TOTAL</b>	<b>100</b>

**E. GENERAL CONDITIONS**

1. Acceptance and Disposition of Proposals

It is the intent of the MMC to award a contract or contracts to the Proposer(s). The MMC reserves the right to further negotiate the terms and conditions of the contract. The MMC reserves the right to withdraw this RFP, to reject any proposal for non-compliance with the RFP provisions, or not to award a contract at any time due to unforeseen circumstances or if it is determined to be in the best interest of the MMC.

2. Cost of RFP

The MMC is not responsible for any costs incurred by Proposers while submitting proposals.

3. Ownership of Materials

The MMC will retain ownership of work and materials submitted by Proposer(s), including work and materials designed or produced as a part of the Plan.

4. Contact for Information

For answers to questions relating to the content of this RFP, Proposers shall submit requests in writing via email to Madeleine M. Rackley, President, at:

[board@metrosings.org](mailto:board@metrosings.org)