



REQUEST FOR PROPOSAL:

Public Relations Planning, Promotion and Support for EAA AirVenture Oshkosh

Section I: Introduction

The Experimental Aircraft Association (EAA) is a growing and diverse organization of members with a wide range of aviation interests and backgrounds. The mission of EAA is to grow participation in aviation by promoting the “Spirit of Aviation.”

Founded in 1953 by a group of individuals in Milwaukee, Wisconsin, who were interested in building their own airplanes, EAA expanded its mission of growing participation in aviation to include antiques, classics, warbirds, aerobatic aircraft, ultralights, helicopters, and contemporary manufactured aircraft.

With a community of more than 185,000 passionate aviation enthusiasts and more than 900 local chapters, EAA is the only association that offers the fun and camaraderie of participating in the flying, building, and restoring of recreational aircraft.

Whether it is providing opportunities to experience flight, supporting clear pathways to participation, providing knowledge and resources, or making participation more affordable and accessible, EAA is your passport to aviation.

EAA AirVenture Oshkosh, July 25-31, 2016, is the World’s Greatest Aviation Celebration® held annually in Oshkosh, WI with more than 550,000 attendees.

The weeklong event features more than 10,000 aircraft, 2,500 show planes, 800 plus exhibitors, 1,000 forums and workshops, world-class daily air shows, two



night air shows (Wed. & Sat.), evening programming, and many other features and attractions.

Key Dates:

- Oct 12 – Dec 31, 2015 – Promotion of AirVenture Advance Purchase with Early Bird Discount specifically to EAA members.
- Jan 1 – Apr 30, 2016 – Promotion of AirVenture on a national level to members and nonmembers and includes Early Bird Discount messaging.
- May 1 – Jul 31, 2016 – Promotion of AirVenture to the drive market (general public/nonmembers) that includes the state of Wisconsin, northern Chicago area, and the Twin Cities. Promotion to members with a reminder that the Early Bird Discount ends on June 15, 2015.
- Jun 16, 2016 – Early Bird Discount extended to Jun. 30, 2016.

Additional information and history of EAA and AirVenture can be found at <http://www.eaa.org>.

Section II: Purpose

The purpose of the Request for Proposal (RFP) is to identify the appropriate partner to support and maximize EAA public relations and media efforts as it relates to EAA AirVenture Oshkosh 2016.

As EAA works to generate increased awareness of the organization and its signature event, it needs a partner to share the stories and experiences of AirVenture to reach new, diverse audiences, establish the event as the premiere aviation destination, and positively impact event attendance and engagement.

**Goals:**

- Establish AirVenture as premiere aviation destination and must-see event in the mind of aviation enthusiasts.
- Attract new, diverse audiences that would be attracted the event including non-member pilots, aviation curious, virtual pilots, and drone enthusiasts.
 - Additional audiences include families, children, campers and festivalgoers.
- Fortify AirVenture as the crown jewel of Wisconsin tourism.

Section III: Scope of Work

EAA seeks to maximize the reach, efficiency and effectiveness of its communications and media efforts through the selection of a media relations agency.

The selected agency will be responsible for providing strategic leadership that will inform and support EAA's media direction, as well as provide tactical execution throughout the AirVenture marketing cycle.

Objectives:

1. Position EAA AirVenture Oshkosh as the premiere aviation destination.
 - a. Build awareness for EAA as the organizer and membership organization behind AirVenture.
2. Create focused categories for unique story opportunities (women, youth, camping, etc.).



3. Establish working relationships with influential media partners covering lifestyle, recreational sports, and travel.
 - a. Develop possible story ideas and pitches that would attract additional media attention to AirVenture prior to event.
 - b. Design, develop and distribute a media kit – possibly with targeted desk sides.
 - c. Develop national interest for AirVenture before and during the event.
 - d. Identify and coordinate regional media opportunities in Midwestern markets, particularly in Chicago, Green Bay, Madison, Milwaukee, and the Twin Cities.
 - e. Identify, develop and coordinate pre-event interviews, radio promotion partnerships, and other media opportunities.
4. As necessary, provide backup for media relation needs, particularly if crisis communications are necessary.
5. Tabulate media outreach and highlight areas where firm's direct contact led to coverage or earned media.
6. Serve as possible adviser on media relation issues as needed.

Section IV: Qualifications

- Planning and execution of campaigns and media relations.
- Experience in leveraging digital and social media channels to support campaigns and media relations.



- Local, national and international media experience that result in positive media coverage and event attendance.
- Demonstrated knowledge and experience in the aviation, travel, and / or tourism industries.
- Ability to react quickly to story opportunities when necessary.

Section V: Proposal Format and Specifications

The format is open enough to allow agencies to choose their style and delivery of the proposal, but it must include the following information:

- Company history and background in media relations for similar brands.
- Case studies, a minimum of two, with demonstrated results that will be relevant to EAA.
- Overview of the agency's process and methodology for campaign strategy and media relations.
- Overview of the assigned team that would plan and execute the agency's work for EAA.
- Illustration of how the agency team and EAA teams will interact as part of the planning, development and execution of the stated relationship and objectives.
- Proposed engagement with relevant examples and / or materials.
- Fee structure and timing.

Section VI: Budget

All proposals should include an appropriate and realistic budget, outlining each of the duties that will be preformed by the agency.



Proposals should also consider the use of a non-profit rate of \$75 / hour.

Section VII: Minimum Requirements

Proposals must address each item listed, giving specific details of techniques to be used in achieving these objectives.

Proposals may be rejected if minimum requirements are not met. All agencies wishing clarification of this RFP must submit questions in writing to EAA no later than Thursday, October 29, 2015 by 3:00 PM (central time), and sent via e-mail to areese@eaa.org.

Costs for developing proposals are entirely the responsibility of the agency submitting a response and shall not be reimbursed by EAA.

Section VIII: Tentative Schedule

- EAA issues RFP on October 21, 2015.
- Agencies respond to RFP with proposal by November 6, 2015.
 - Proposals submitted later than 6:00 PM (central time) will not be considered.
- EAA to evaluate submissions week of November 9, 2015.
- Agency presentations the week of November 16, 2015.
- EAA to make selection week of November 23, 2015.
- EAA and agency to hold kick-off meeting week of November 30, 2015.

Section IX: Delivery of Proposal

Each bidder is required to deliver an electronic version of its proposal to EAA no later than November 6, 2015 at 6:00 PM (central time). Physical copies of the proposal may be sent to the included address listed on the included attachment.



Section X: Evaluation and Contracting

All proposals satisfying the requirements of this RFP will be evaluated to establish which of the agencies best fulfills the needs of EAA and this project. This RFP in no way commits EAA to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered.

EAA reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified providers or to cancel this RFP. After awarding the contract, the schedule will include a period of collaboration between EAA and the selected agency to better define, elaborate upon, and fix the agency's final Scope of Work and general Terms and Conditions.

Questions concerning the RFP should be e-mailed to areese@eaa.org. EAA will attempt to respond to all inquiries within 24 hours.

Sincerely,

Amy A. Reese
Marketing Services Manager
EAA—The Spirit of Aviation



ATTACHMENT: Notice of Intent to Bid

Due: Friday, October 30, 2015 at 3:00 PM (central time)

Send to:

Experimental Aircraft Association

Attn: Amy Reese, Marketing Department

3000 Poberezny Rd.

P.O. Box 3086

Oshkosh, WI 54903-3086

Name of Bidder / Agency:	
Contact Person:	
Mailing Address:	
Telephone:	
Fax:	
E-Mail Address:	
Signed:	

