



**CALIFORNIA
HISPANIC**
CHAMBERS OF COMMERCE

**REQUEST FOR PROPOSALS - PUBLIC RELATIONS
CHCC 40th Annual Statewide Convention
August 21 -24, 2019
Stockton, CA**

The California Hispanic Chambers of Commerce (CHCC) is requesting proposals outlining public relations services for its 40th Annual Statewide Convention in Stockton, California. The goal is to drive attendance to the convention, to build awareness of the CHCC brand, and to deliver sponsorship benefits through news releases and event media outreach.

About the CHCC:

The CHCC serves as the leading Hispanic statewide business and professional organization promoting the interests of more than 800,000 Hispanic businesses and local Hispanic Chambers of Commerce in California. The goal of the CHCC's Annual Convention is to elevate discussion and participation among Hispanic business owners, corporate business leaders, community leaders, and government officials to address issues of relevance to the Hispanic business community.

Event Information:

The CHCC State Convention is the premier minority/ethnic business convention in California, offering participants the opportunity to learn the latest trends in business development, network with outstanding business professionals and gain insights into growing and maintaining a successful business. Throughout the convention, participants can celebrate the educational, political, and economic successes of the Hispanic community. For more information and calendar of convention events please visit www.cahcc.com.

Services will cover the following two events:

Events:	2019 CHCC Annual Convention Kick-Off	2019 CHCC Annual Convention
Dates:	June 21 st , 2019	August 21 st – 23 rd , 2019
Times:	Friday 10:00am to 11:30am 5:30 pm to 10:00 pm	Wednesday 8:00 am to 10:00 pm Thursday 8:00 am to 10:00 pm Friday 8:00 am to 11:00 pm
Location:	University Plaza Waterfront Hotel 110 W Fremont Street Stockton, CA 95202	

Scope of Work

1. Draft and distribute press releases and media advisories to media.
2. Develop and execute a comprehensive outreach and engagement strategy by April 30, 2019 (to be submitted in proposal submission) to drive positive results.
 - a. Such strategy shall include: pre – convention story placement, earned media opportunities, and pre – convention and convention media interviews.
3. Work with President/CEO and senior staff to identify and train Latino-owned businesses for media interviews.
4. Coordinate and manage media interviews and press conferences before and during the CHCC 2019 Convention.
5. Monitor and distribute media coverage on the CHCC 2019 Convention.
6. Provide a Certificate of Insurance naming all required entities as additionally insured.

7. Provide a media status report: this report should include a complete summary of the convention's promotional activities with story clips, sound bites, and video footage by August 30, 2019.

Inclusions:

- Per event: Two (2) English and two (2) Spanish press releases (Pre and post-event press releases in English and Spanish)
- Press release and media advisory development and distribution
- Bilingual media outreach
- Earned media opportunities.
- Digital and printed media kit
- Firm to provide and distribute press conference invitations and on-site management (June 21 and August 21)

All proposals, correspondence, and requests are to be submitted to:

California Hispanic Chambers of Commerce
ATTN: Laura Cabanero
1510 J Street, #110
Sacramento, CA 95814
and emailed to Laura@cahcc.com.

Faxed proposals will not be accepted. Please follow-up with Laura at (916)444-2221 or Laura@cahcc.com to confirm receipt of your proposal.

Proposal Deadline: Monday, April 1, 2019
Decision Date: Friday, April 5, 2019

Submission of Proposals

Proposals submitted by minority-owned or small business entities are preferred. Proof of membership with a regional Hispanic Chamber of Commerce will be required to finalize contract acceptance. Please cite specific media experience working with an ethnic organization. Media coverage should be targeted to both consumer and trade media outlets.

Proposals must include the following:

Candidates must have experience working with regional and statewide print, online media, and broadcast media outlets.

Proposal must include the following items. Each item submitted should be labeled with the corresponding assigned Item Number:

- **ITEM 1: Cover Letter**
Indicate your interest in and qualifications to represent the CHCC's 2019 Convention.
- **ITEM 2: Portfolio**
Include a portfolio highlighting various media coverage garnered in the past twelve months.
- **ITEM 3: Writing Samples**
Include a minimum of three sample press releases.
- **ITEM 4: Creative Ideas**
Showcase your strength for pitching original ideas by including a minimum of two (2) story ideas specific to events for Latino organizations. A comprehensive media plan is preferred. You can provide samples of successful media program(s) geared around event promotion. All samples should be creative and include an execution strategy.
- **ITEM 5: Client List**
Include a complete client list.

- **ITEM 6: References**
Include a minimum of three (3) client references. Please provide name, title, address, email address and phone number for the contact person.
- **ITEM 7: Personnel & Hourly Rates**
Indicate agency team structure, including key personnel that will be assigned to this account, as well as their bios, hourly fee structure and any other rate structure(s) that may apply.
- **ITEM 8: Agency History**
Include length of time in business and any highlights you want to share.

Key Decision Factors

- Previous experience promoting corporate events.
- Ability of vendor to provide high level of service.
- Must provide a comprehensive overview of all media coverage to CHCC at the end of each convention day.
- Incomplete and/or late responses will not be considered.

Terms and Conditions

- The CHCC reserves the right to accept or reject any or all proposals and to further negotiate with one or more vendors. The awarded will solely be based on the best interests of the CHCC.
- Vendor will thoroughly state any exceptions, non-compliance, conflict of interest, or variation to previous specifications.
- Vendor is responsible for any permits required for their part of the event.
- The CHCC is not responsible for any costs incurred in the preparation of the proposal.
- “Customer Acceptance” shall consist of a subsequent signed document establishing agreement of customer acceptance.
- Vendor will be notified of the accepted proposal by Friday, April 5, 2019.