

2012 Request for Proposal (RFP) Local Media Partnership: Radio

This Request for Proposal is intended for the exclusive use of the firms and individuals to whom the Komen NC Triangle Affiliate sends it and is not to be discussed with or sent to any other firm or individual without the Affiliate's expressed written approval.

The NC Triangle Affiliate of Susan G. Komen for the Cure is looking for strong year-round media partners for support in delivering our organization's key messages to a diverse population, increasing recognition of the Komen NC Triangle Affiliate's involvement in breast health and breast cancer awareness and raising funds to support our mission activities. We seek radio partners who understand the unique mission of the organization and its individuality among other nonprofits in the community, as well as partners who have the resources to be proactive, creative and committed to helping Komen NC Triangle achieve our mission. *While we will consider an exclusive partnership with your station, our goal to reach a variety of diverse audiences necessitates that we consider relationships with multiple stations.*

Founded in 1982, Susan G. Komen for the Cure is recognized and respected worldwide as innovative and socially and fiscally responsible. With 120 affiliated 501(c) 3 organizations in the United States and beyond, Komen is the largest breast cancer organization in the world. Charity Navigator, the country's largest charity watchdog, awarded Komen with four stars, the highest rating possible for a nonprofit. Komen also meets all 20 of the Better Business Bureau's standards for charitable accountability. In 2010, the organization was named the most valued and trusted nonprofit brand by global market research firm, Harris Interactive. This recognition and reputation makes Susan G. Komen for the Cure and its Affiliates sought after by corporations, foundations and individuals interested in making a meaningful impact in their respective communities.

I. THE NC TRIANGLE AFFILIATE: OVERVIEW

The Komen NC Triangle Affiliate is a 501 (c)(3) nonprofit with a mission to save lives and end breast cancer forever by empowering people, ensuring quality of care for all and energizing science to find the cures. The Affiliate raises money for breast cancer research and to mobilize local communities to promote education, screening and treatment.

Seventy-five percent of all net proceeds raised remains in the NC Triangle region (20 counties) and is granted to community organizations providing screening, education, treatment and post diagnosis services, especially to the uninsured and underinsured. The grant award process ensures that evidence-based, fiscally responsible programs and organizations receive the resources needed to battle breast cancer at every stage. Komen NC Triangle serves 20 counties: Caswell, Chatham, Durham, Edgecombe, Franklin, Granville, Halifax, Harnett, Johnston, Lee, Moore, Nash, Northampton, Orange, Person, Pitt, Scotland, Vance, Warren, and Wake. Since its inception in 1997, the Komen NC Triangle Affiliate has granted more than **\$12 million** for breast cancer screening, treatment and education throughout our 20-county service area.

The remaining twenty-five percent of net proceeds funds the National Komen for the Cure Award and Research Grant Program, the largest nonprofit funder of breast cancer research in the world. Since 1997, the Komen NC Triangle Affiliate has contributed nearly \$3 million to the National Komen Award and Research Grant Program, \$17.5 million of which has come back to North Carolina through grants awarded to local North Carolina institutions including University of North Carolina and Duke.

The Komen NC Triangle Affiliate also serves as an expert resource for individuals and organizations on issues relating to breast health and breast cancer education.

II. SUPPORTING KOMEN NC TRIANGLE ACTIVITIES

A strong media partner will offer creative strategies for using the following opportunities to promote our key messages and to raise funds and awareness for our organization.

A. Local Grant Recipients

The NC Triangle Affiliate's **greatest impact** is providing grants to support breast cancer outreach and education, lifesaving screening, patient navigation and treatment support. These grants positively impact the lives of women and men with few resources and those facing language, cultural and medical barriers.

In 2011, 18 organizations were awarded \$1 million **to serve more than 10,000 North Carolinians**. Their programs offer opportunities to showcase the exceptional work that is being done in our community, particularly on behalf of uninsured and underinsured women.

B. Special Events

Each year, the Komen NC Triangle Affiliate organizes a variety of events designed to raise awareness, celebrate survivorship and/or raise funds to support our mission. These include an annual survivor event, PinkFest, in October (Breast Cancer Awareness Month), a grant award reception in April and a recognition event in the fall. Other possible events that vary from year to year include Race Team Captain Events, Educational Forums and Individual Donor Recognition events.

C. Komen NC Triangle Race for the Cure®, Saturday, June 9, 2012

The Komen NC Triangle Race for the Cure® is the largest footrace in the Carolinas, with nearly 25,000 registered runners/walkers and as many as 40,000 attendees overall. Opportunities for coverage include pre-Race stories and interviews with survivors, healthcare providers and organizers. Opportunities for support include year-round fundraising, marketing and community outreach.

III. DISSEMINATING KEY MESSAGES

The Komen NC Triangle Affiliate has distinct and standard messaging it wants disseminated to the community all year long. Those messages include, but aren't limited to, the following:

A. Education Messages

- Early detection saves lives.
- Resources are available to help those who are uninsured or underinsured receive screening and treatment for breast cancer.
- One in eight women will be diagnosed with breast cancer in her lifetime.

B. Affiliate

- Since 1997, Komen NC Triangle has invested in the region's very best healthcare programs to ensure that women in North Carolina are getting the vital health and breast cancer services they need.

- The Affiliate is a diverse network of individuals working together, motivated by the vision of *A World Without Breast Cancer*.
- Seventy-five percent of the money that is raised locally stays local and is used to fund education, screening, treatment and post-diagnosis programs.
- Komen NC Triangle is a respected leader and resource for breast cancer information
 - Affiliate can provide expert speakers on breast cancer, including survivors
 - Affiliate can provide educational materials in a variety of languages for health fairs and for local nonprofits
- Komen NC Triangle is recognized and respected as a responsible steward of its resources with a four star rating from Charity Navigator.

IV. PROPOSED DELIVERABLES

We look forward to entertaining creative, integrated multi-media strategies for building awareness, disseminating key messages, raising funds and promoting special events. A successful proposal could include such commitments as follow:

- On-air or web-based information sharing and/or education programs
- Ongoing testimonial effort featuring survivors, prominent and otherwise
- Regular breast health segment
- On-air talent involvement in Race and other Komen special events
- On-air or web-based fundraising
- Regular inclusion in e-marketing and social media campaigns
- Participation in community programming as well as inclusion on community calendar
- Collaborative involvement with other appropriate public-focused station events (example, participation in on-site exhibits at large public events)
- Consultation on cross-media segmentation strategy to ensure broad cross-cultural exposure
- Creative in-kind services helpful to the Affiliate such as assistance with graphic design, banner creation or other creative services the network could provide
- Giveaways

V. BENEFITS

A. Partner Benefits

As a Komen NC Triangle Year Round Media Partner, your benefits will be contingent upon your station's level of commitment. Benefits could include:

- Year-round placement of logo on Komen NC Triangle's website with link to designated page on your site
- Recognition in Komen NC Triangle's social media efforts
- Designation as Premier Media Partner at all public events hosted by the Komen NC Triangle (does not include "third party fundraisers" organized by other entities to benefit the Affiliate).
- Use of Komen NC Triangle logo, within conditions designated by the organization

As 2012 Komen NC Triangle Race for the Cure®: Media Sponsor, June 9, 2012, your benefits will be contingent upon your station's level of commitment. Benefits could include:

- Promotional item placement opportunity in Team Boxes (800 boxes)
- Logo on Race website (up to two months after Race)
- Logo on 25,000 Race T-shirts
- Name in News & Observer special Race insert*

- Opportunity to display one (1) 3 x 6 banner on stage – supplied by sponsor
- Opportunity to display four (4) 3 x 6 banners on Race route – supplied by sponsor
- Individual tent on Race day – Race will supply tent, tables and chairs (or you may use your own)
- Public recognition announcements throughout Race day
- 15 Complimentary online registrations and t-shirts
- 8 VIP tent hospitality passes
- 5 VIP parking passes
- Volunteer opportunities for company employees

**conditional on News and Observer's in-kind contribution*

B. Renewal Benefit

- While this proposal is for partnership during the calendar year 2012, the partners for this year will be given first right of refusal for a 2013 partnership valued at an amount which exceeds the 2012 agreement, provided that proposal commitments are met. A new RFP will be issued to all media outlets in 2013.

VI. LIMITATIONS/REQUIREMENTS

- Pass-through advertising/sponsorship is absolutely prohibited.
- Partner will be required to provide a notarized affidavit to document the in-kind value of all donated deliverables.
- Contract must be signed and appropriate logos provided no later than February 18, 2011 to take full advantage of Race for the Cure® benefits (inclusion on promotional materials, t-shirt, etc.).
- Renewal benefit will be revoked if terms of the contracted partnership agreement are violated.
- Proposals must be limited to the media type specified at the top of this RFP (television or radio... do not combine).

VII. SELECTION CRITERIA

A partner will be selected based on quality as evidenced in samples of work as well as:

- Value of overall package.
- Creative concepts for coverage and dissemination of key messages.
- Demonstrated track record with large nonprofit clients and diversity of resources.
- Ability to capture the brand in proposed solutions targeted for a diverse audience.
- Creative use of resources.
- Breadth and depth of coverage both geographically and throughout the year.
- Ability to work with Affiliate as we expand to other geographic locations in Eastern North Carolina.
- Commitment to incorporating breast cancer education/awareness into year-round corporate culture and activities.
- Commitment to activities that directly raise funds for Komen NC Triangle.

Your proposal should address/include the following:

- Your resources and how you would use them to support the goals outlined in this Request for Proposal.
- Your experience in community outreach and multicultural marketing.
- Staff available to work on this partnership (please provide names and job titles).
- Examples of successful nonprofit partnerships (please provide up to three references with contact information and a short description of the partnership).
- Demographic breakdown of your market and audience(s).

- Itemized list of deliverables and timeframes where appropriate, along with specified values.
- Specific commitments pertaining to the proposed deliverables.

We request a written proposal by February 22, 2012. We are also accepting appointments for meetings between 10:00 a.m. and 3:45 p.m. (last meeting at 3:00pm) on Monday, February 28th, Tuesday, February 29th, and Wednesday, February 30th. Meetings will begin each hour, on the hour, and will last for 45 minutes. We will schedule meetings on a first-come, first-served basis. Please contact Carrie Kovalick at the e-mail address below to request a meeting time.

Please send your proposal by email by 5 p.m. on February 22, 2012 to:

Carrie Kovalick
Communications and Marketing Manager
Komen NC Triangle Affiliate
ckovalick@komennctriangle.org