



Request For Proposal

Public Relations for BoatUS Foundation

Abandoned and Derelict Vessel Program

October 16, 2023

Return via email to:

BoatUS Foundation NOAA Grant Team

Email: cleanwater@boatus.com

Expected Timeline

- 10/16/2023 RFP Issued
- 10/30/2023 Deadline to submit questions regarding RFP to Foundation
- 11/17/2023 Bid proposals due
- 01/01/2024 Contracts awarded

Note: The schedule is subject to change by BoatUS Foundation.

The BoatUS Foundation is seeking proposals from qualified public relations firms to provide comprehensive services for the Foundation's Abandoned and Derelict Vessel Program. The Foundation is eager to engage a strategic partner with expertise in media relations and communication to enhance ADV outreach efforts and raise awareness about the importance of removing and preventing abandoned and derelict vessels in U.S. waters.

The proposal shall be for a period of three (3) years, starting January 1, 2024. The resulting contract will be for one (1) year and may be renewed and extended thereafter twice for successive (twelve) months period, up to three (3) total contract years; based on the results of yearly vendor performance assessment.

This RFP does not in any manner whatsoever constitute a commitment or obligation on the part of BoatUS Foundation to accept any Proposal, in whole or in part, received in response to this RFP, nor does it constitute any obligation by BoatUS Foundation to acquire any goods or services.

Introduction

The BoatUS Foundation is a non-profit organization dedicated to promoting safe and clean boating. The Foundation recently received a grant from the NOAA Marine Debris Program to administer a new Abandoned and Derelict Vessel (ADV) Program which aims to address the environmental and navigational hazards posed by abandoned vessels in waterways across the United States. Through this program, the Foundation seeks to educate the public, boaters, and stakeholders about the consequences of derelict vessels and encourage their active participation in vessel removal and prevention efforts.

Project

BoatU.S. Foundation will administer a national competition for subawardeessub-awardees that will propose specific marine debris removal projects. The project will also create a national ADV database; document ADV prevention and removal that will be used to create a series of videos on the subawardeessub-awardee projects on ADV prevention and a documentary on ADVs; and host an in-person conference to enhance the national dialogue about boating related debris disposal. The goal of this project is to improve U.S. coastal and marine waters affected by

abandoned and derelict vessels (ADV) by facilitating removal and prevention activities across the country.

The objectives to achieve this goal are:

- Provide a streamlined, efficient, and timely process for nonprofit organizations, regional, state, and local agencies, and other organizations to access funds for ADV removal and prevention.
- Facilitate a national conversation about boating related debris disposal challenges, such as fiberglass, derelict fishing gear, shrink wrap, and degraded plastics from trash interceptors.
- Leverage partnerships to find innovative and effective removal, disposal, and prevention strategies for ADVs.
- Quantify the prevalence of ADVs, track successful removals, and track prevention efforts.
- Demonstrate and bring awareness to the negative impacts of ADVs on coastal and marine waters and communities – especially underserved communities.

The outcomes of this project are:

- Boat U.S. Foundation will subaward sub-award 20 - 75 organizations grants to remove ADVs.
- A national conference on boating related debris disposal will be held in 2025.
- A national database will be created to track ADV location and removal efforts.
- Video documentation, including a documentary video, associated project videos, and specific outreach videos, will be produced to educate and bring awareness to the environmental impacts of ADVs and other marine debris.

Target Audience

Key audience groups may include:

- Boaters
- Coastal communities
- Environmental organizations
- Government agencies
- Waterway enthusiasts
- Local businesses

Scope of Work

The selected PR firm will be responsible for developing and implementing a comprehensive public relations and communication strategy tailored to the objectives of the Abandoned and Derelict Vessel Program.

The goals of the public relations strategy include but are not limited to:

- Generate interest in subgrant sub-grant program

- Get boaters, agencies and other stakeholders providing ADV data for the database
- Attract presenters and attendees for the boating related debris disposal conference
- Acquire viewership for the ADV documentary
- Hold press events with selected subawardeessub-awardees during removal projects
- Publicize results of the grant and subgrantsub-grant projects

Scope of work includes, but is not limited to:

- **Strategic Planning:** Develop a detailed PR and communication strategy aligned with the project's goals.
- **Media Relations:** Cultivate relationships with media outlets and proactively pitch stories related to the project.
- **Content Creation:** Produce compelling content, including press releases, articles, blog posts, and social media updates.
- **Press Event Management:** Plan and execute press events to promote awareness and engagement.
- **Community Engagement:** Develop and implement strategies to engage local communities and encourage their participation in the project.
- **Monitoring and Evaluation:** Establish metrics to measure the effectiveness of PR efforts and adjust strategies accordingly.
- **Reporting and Analysis:** Providing regular reports on the effectiveness of marketing efforts and making data-driven recommendations for improvements.
- **Timeline:** Work will be completed over a three year span. The total budget for the project is up to \$175,000.
- **Collaboration/Coordination:** Coordinate with marketing firm and video production company that will be hired in conjunction with this contract. (RFPs for these are available on our website at boatus.org/RFP. Interested companies can apply for more than 1 RFP.)

Proposal Submission

Interested marketing firms are invited to submit their proposals in response to this RFP.

1. Proposal Deadline: The complete proposal must be submitted electronically in PDF format to the ADV Grant Team at cleanwater@boatus.com no later than November 17,, 2023.
2. Proposal Content: Your proposal should include the following sections:
 - Executive Summary
 - Company Overview
 - Proposed Methodology
 - Budget and Pricing
 - Team Qualifications
 - References and Past Work
 - Additional Supporting Documentation (if applicable)

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Expertise in public relations for nonprofit organizations.
- Relevant experience in the environmental or marine industry.
- Experience in engaging diverse and underserved target audiences.
- Clarity and effectiveness of the proposal.
- Fiscal prudence of the proposed budget.
- Qualifications and experience of the team.
- References and past performance.

Contact Information

Bidders may submit any inquiry or request for more information and clarification regarding the RFP per the schedule outlined in the Expected Timeline. Submit any questions via email to BoatUS Foundation NOAA Grant Team at cleanwater@boatus.com.