

## Media Relations RFP #0185A Q&A Document

- Is there a theme for this year's event outside of the signature Time For Heroes brand?  
Our theme this year will revolve around EGPAF's [30th Anniversary](#) (please see [timeline](#) for additional information) and A Time for Heroes brand.
- Are you looking for suggested creative ideas to supplement the existing sports, games, arts + crafts activations?  
Ideas are always welcome, but we have a production team in place managing this. We generally expect media firms to be responsible for substantive contributions in this area.
- Can you please define "new media contacts" called out under Purpose/Scope of Work section? New introductions to media outlets? Or – does the term new media defined as digital/online press?  
New media contacts is intended to mean introductions to journalists and media outlets.
- The media relations goals outlined in the RFP are focused on the event, are you also interested in a larger impact feature placement?  
While the main priority for this media consultant should be increasing visibility of A Time for Heroes, we are open to the possibility of leveraging this annual event into a larger feature.
- How important is it to go beyond traditional event/celebrity publicity with larger cause and/or EGPAF thought-leadership piece?  
For this engagement, we'd like to focus on event/celebrity related engagement rather than thought leadership, but if an opportunity presented itself, we would consider it.
- Are you open to a media partnership?  
We are open to recommendations for a media partnership if it makes sense for the event itself and increasing visibility surrounding our mission to end AIDS in children.
- Does EGPAF have a format preference (memo v. deck)?  
We do not have a preference on submission format.
- The explanation of Submission Requirement #2 stipulates that the content for that section is not to exceed five pages. Is there an overall limit on the length of the proposal (inclusive of all of the requirements)?  
There is no specific page limit for the full proposal.
- Submission Requirement #2 calls for a "timeline for implementation" and Submission Requirement #3 calls for a "timeframe with deliverables." Is EGPAF able to clarify the distinction between those two things? Is EGPAF open to one, consolidated timeline that addresses the approach and deliverables?  
Yes, we are open to one comprehensive timeline that describes strategy, approaches, and deliverables.