



701 Mission Street  
San Francisco, CA  
94103

**YERBA BUENA  
CENTER FOR  
THE ARTS**

YBCA.org

## Request for Proposals for Public Relations Services

Issued by  
Yerba Buena Center for the Arts  
701 Mission Street  
San Francisco, CA 94103  
415.978.2700

January 2025

Deadline for Proposal Submission: February 7, 2025

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### Introduction & Purpose of the Request for Proposal

Yerba Buena Center for the Arts (YBCA) invites qualified public relations (PR) individuals or firms to submit proposals to provide strategic PR services that amplify our mission, build awareness, and attract diverse audiences. The purpose of this Request for Proposal (RFP) is to identify a partner who can help elevate YBCA's visibility nationally and across the Bay Area—to both strengthen our reputation as an arts leader and to help attract wider audiences to our programming. We are seeking a provider with expertise in arts and culture, as well as experience working with community-focused organizations.



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## **About YBCA**

Opened to the public in 1993, YBCA was founded as the cultural anchor of San Francisco's Yerba Buena Gardens neighborhood. Our work spans the realms of contemporary art, performance, film, civic engagement, and public life. Centering artists as essential to social and cultural movement, YBCA is reimagining the role an arts institution can play in the community it serves. Our campus includes versatile performance venues, gallery spaces, and gathering places designed to host groundbreaking artistic and community-centered programming.

## **Our Mission**

YBCA's mission is: *To be a gathering space for creative expression that fosters meaningful connection for all.*

## **Scope of Work**

The selected PR individual or firm will partner with YBCA to design and execute comprehensive public relations strategies that support our goals. This includes but is not limited to:

- Developing and implementing PR campaigns to promote YBCA's programs, events, and exhibitions.
- Enhancing brand visibility in local, national, and international media.
- Crafting compelling narratives that highlight YBCA's impact and draw attention to its exhibitions, programming, and initiatives
- Managing media relations, including press releases, media pitches, and crisis communications.
- Identifying strategic opportunities for thought leadership and storytelling.
- Supporting event promotions through earned media placements.
- Providing regular reporting and analytics to measure campaign effectiveness.

## **Service Components & Business Deliverables**

Key deliverables include:

- Comprehensive PR strategy and implementation plan.
- Regularly issued press materials such as releases, media alerts, and fact sheets.
- Media training and preparation for YBCA leadership and spokespeople.
- Crisis communication protocols and support when needed.
- Monthly performance and media impact reports.
- Assistance with securing high-profile media opportunities, interviews, and features.



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## **Provider Proposal Guidelines**

Proposals (digital submissions only) must include, at a minimum, the following information:

- Introduction.
  - A short overview of the individual or Company, including the structure of the company or resume of the individual(s) who will work on the business. State the length the bidder has been in business and the type of public relations services provided.
  - This section should address the candidate's qualifications as outlined below and summarize their relevant background and experience.
- Interview Question Responses:
  - What is your approach to telling an organization's story in a compelling and authentic way?
  - How do you ensure diverse audience engagement in your PR campaigns?
  - What tools or methods do you use to measure the success of your PR efforts?
  - Can you share an example of a crisis communications plan you implemented and its outcome?
- Case Studies: Examples of successful PR campaigns for arts or community organizations.
- Proposed fees/expenses. Proposal shall clearly state all fees and expenses to be charged in the performance of all services. The provider must certify the proposal and pricing will remain in effect for 365 calendar days after the proposal submission date.
  - If based on an hourly rate, provide the hourly rates to be charged for the contractor and optionally for each individual who would be assigned to provide services. Alternatively, provide a blended rate for the delivery of all services.
  - Provide an explanation if fees will be calculated on any other basis. Itemize the type of expenses (other than fees) for which the contractor would seek reimbursement.
- Reference List. A list of at least three (3) references, including client name, organization, email and telephone contact information for similar work performed by the applicant.

## **Vendor Qualifications**

Vendors must possess the following qualifications:

- Minimum of five (5) years' experience providing the services described in this RFP.
- Demonstrated success in PR campaigns for nonprofit arts, culture, or community organizations.
- Strong media relationships in the San Francisco Bay Area and beyond.
- Experience working with diverse communities and equity-focused initiatives.
- Expertise in crisis communications and proactive media management.
- Able to work effectively under tight deadlines and deliver a quality product in a professional manner.



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- Demonstrate a solid understanding of the scope and nature of the work as well as excellence in customer service.

## RFP Questions

All potential provider candidates may submit written questions regarding the RFP or RFP process by emailing the contact person listed. Please submit all questions by January 31, 2025.

## Submission of Proposal

YBCA will accept all proposals via email for this RFP. Please include “YBCA PR RFP Submission” in the subject line. Please note the maximum file size for proposals being submitted is 24MB. **Proposals should be sent to RFP Contact Person: Lauren Macmadu, Chief External Relations Officer at [LMacmadu@ybca.org](mailto:LMacmadu@ybca.org) on or before February 7, 2025 no later than 1:00 pm PST.** Once received, proposals cannot be altered. ***Proposals received after this date and time will not be considered.*** A receipt will be issued for all proposals received.

Please note the cost of developing proposals is entirely the responsibility of the Provider and shall not be chargeable to YBCA under any circumstances. All materials submitted in response to the RFP will become the property of YBCA.

## Selection Process

A preliminary review of all proposals submitted by the deadline will be performed to ensure the proposal materials adhere to the mandatory requirements specified in the RFP.

Proposals which meet the mandatory requirements will be deemed qualified. Those which do not, shall be deemed not qualified. All not qualified proposals will be rejected.

All qualified proposals will be reviewed, evaluated and rated and ranked using the following scale:

Ranking	Definition
Does Not Meet Requirement	A particular RFP requirement was not addressed in the Provider's proposal.
Partially Meets Requirement	The provider's proposal demonstrates some attempt at meeting RFP requirements, but that attempt falls below an acceptable level.



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Meets Requirement	Provider's proposal fulfills RFP requirements in all material respects, with only a minor or non-substantial deviation.
Exceeds Requirement	The provider's proposal fulfills RFP requirements in all material respects and offers some additional level of quality in excess of YBCA's expectations.

Proposals deemed meeting or exceeding YBCA's requirements may be invited to a video interview for an oral presentation and further evaluation of qualifications and fit. Following video interviews, a final Provider will be selected and should Provider and YBCA come to a final agreement of a contract, the services will be awarded.

### Timeline

Action Item	Delivery Date
RFP Issued	January 20, 2025
Deadline for Questions	January 31, 2025
Proposals Due	February 7, 2025
Interview Process	February 10 - 21, 2025
Selection Date	February 28, 2025
Anticipated Start Date	March 17, 2025

### Conclusion

Thank you for your interest in providing public relations services to support the mission of YBCA. For more information and questions regarding this RFP, please contact: **Lauren Macmadu, Chief External Relations Officer** at [LMacmadu@ybca.org](mailto:LMacmadu@ybca.org).