



## REQUEST FOR PROPOSALS

### SOUTH ARTS SEEKS A PUBLIC RELATIONS FIRM TO HELP WITH THE POSITIONING AND EXECUTION OF A NEW, EQUITY-BASED PROGRAM

South Arts is seeking a public relations firm to engage in a multi-year relationship, supporting a forthcoming equity-based program. This program has initial support from a major national foundation, and requires South Arts to raise matching funds over the 3+ year duration. Through this program, South Arts will develop a cohort of approximately 14 arts and cultural organizations, from and serving BIPOC communities, from across our region (AL, FL, GA, KY, LA, MS, NC, SC, and TN). These program participants will receive grant funding, capacity building resources and professional development, and gain the tools necessary to raise them to the next level of success and sustainability in serving their communities. Additionally, as South Arts raises the necessary funding to match the initial investment, we will develop a region-wide network of funders focused on the intersection of arts, culture, and equity. At many points throughout this project, South Arts will rely on a public relations firm for positioning and execution of the work; this will be a deep, working relationship throughout the course of this project. The scope of work outlined below is a starting point for conversations and is intended to provide a general overview of how we envision this relationship.

#### **South Arts seeks a public relations firm who:**

- Has a robust network and access to media sources and influential entities across our region
- Has the ability to help South Arts position and place this program for exposure to both potential program participants as well as potential funding sources
- Will work with South Arts on the initial announcement of receiving the grant and the call-to-action recruiting potential participants (Summer 2021)
- Will continue working with South Arts on outreach efforts throughout our public call for recruiting letters/nominations for participant organizations (late Summer through early Fall 2021)
- Will continue working with South Arts on the positioning and placement of this program to develop a network of additional donors (Late Summer 2021 through late 2024)
- Will conduct ongoing work with us and the selected participant organizations to build exposure and connections during the duration of the project (Fall 2021 through late 2024)

- Possible cohort-wide stories/arcs about their collective progress
- Celebrate any major strides made by individual organizations as a direct result of their involvement
- Develop any potential mid- or end-point white papers, articles, or other content that might be good for the field
- Work with South Arts to ensure proper exposure on local, regional, and (as possible) national levels
- Has the ability to, occasionally during the life of this project, lead a brief workshop/professional development session with the cohort of selected participant organization on best-practices
- Will work with South Arts on other aspects of this project as-needed should changes or opportunities arise

**To submit your firm for consideration to the RFP, please include:**

- Your relevant experience in achieving placement across the Southeastern region
- Your relevant experience working in the arts, culture, and/or equity sectors
- Your relevant experience in positioning a nonprofit organization for success in fundraising
- Any unique strengths, skills, or viewpoints you may bring to this program
- A budget for expected costs associated with engaging your firm and conducting the necessary strategies

Please send any questions or submissions to Ivan Schustak, Director of Communications, at [ischustak@southarts.org](mailto:ischustak@southarts.org) by 11:59 p.m. ET on June 15, 2021.

South Arts is an Equal Opportunity Employer.

**About South Arts:**

South Arts is a nonprofit regional arts organization. Our mission: advancing Southern vitality through the arts. South Arts was founded in 1975 to build on the South's unique heritage and enhance the public value of the arts. Our work responds to the arts environment and cultural trends with a regional perspective. South Arts offers an annual portfolio of activities designed to support the success of artists and arts providers in the South, address the needs of Southern communities through impactful arts-based programs, and celebrate the excellence, innovation, value and power of the arts of the South. For more information about our grantmaking, conferences/convenings, and other programs supporting artists, arts organizations, and communities, visit [www.southarts.org](http://www.southarts.org).