



**GLOBAL CYBER ALLIANCE
PUBLIC RELATIONS REQUEST FOR PROPOSALS**

August 25, 2020

New York Headquarters
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New York, NY

Belgium Headquarters
City Office in Brussels
c/o Global Cyber Alliance
Rond Point Schuman
1040 Brussels, Belgium

London Headquarters
Scotland House
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6 London, UK



1 Introduction

1.1 Background

The Global Cyber Alliance (“GCA”) is seeking external PR support in the UK and EU (with a focus on Belgium, France and Germany) to help advance the GCA mission and objectives via media coverage. The contract may go to one or multiple vendors to achieve the desired geographic coverage. Priority countries are UK, France, Germany, and Belgium.

GCA is an international nonprofit 501(c)(3) organization that focuses on making the Internet safer by developing and deploying practical tools that measurably improve our collective cybersecurity. GCA was founded in 2015 by law enforcement and research organizations, namely the District Attorney of Manhattan, the City of London Police, and the Center for Internet Security.


GCA’s global partnership community comprises more than 250 organizations from more than 32 countries representing 18 sectors. Working closely with its partners and leveraging their collective strengths, GCA makes the Internet safer by:

- Uniting Global Communities: We must stand as a global community, across sectors and geography, if we are to effectively address cyber risks.
- Implementing Concrete Solutions: We build concrete solutions that reduce and eradicate cyber risk, and we make those solutions freely available for any organization or individual to use.
- Measuring the Effect: We believe in measuring effectiveness. We must measure to know we are doing the right things, and metrics drive action. We need to know what works and what does not.

Since its founding, GCA has built, implemented, and delivered high-quality solutions and toolkits around the world. From its success with building one of the best managed DNS security services in the world to recently GCA’s highly acclaimed small business and election toolkits, GCA has continued to deliver free and privacy-focused, global cybersecurity solutions.

2 Context

GCA is a diverse, global organization. We have approximately 35 employees and contractors in five countries, are incorporated in three, and work with more than 250 partners around the world. GCA has established a credible working relationship with the media, primarily in the US.



GCA seeks to further establish the GCA presence in the UK and Europe through strong media relations. Our media goals are to establish GCA leaders as expert commentators on cybersecurity issues, raise the profile of GCA with business and government leaders, attract funders, promote the GCA ideal of a trustworthy Internet, and promote the use of GCA tools and resources.

GCA's areas of focus remain steady – we take concrete action to reduce cyber risks where others have not been fully successful. We fill gaps in the efforts of industry, government, and other nonprofits with solutions that scale to protect people globally, across the Internet. We make these solutions available without cost to anyone to ensure that anyone can use them. Our motivating principle has been “Do Something. Measure It.” to reflect that we believe the best cybersecurity strategy is to take direct action and then adjust, rather than merely offering advice or waiting for the perfect solution to appear.

Our work is described on our [website](http://www.globalcyberalliance.org): www.globalcyberalliance.org.

Enhancing and expanding GCA's position as a global leader on cybersecurity issues requires public relations support. The selected public relations firm(s) will work closely with the Global Communications Officer and other communications team members, as well as other GCA leadership.

2.1 GCA Public Relations Objectives

- Increase awareness of the GCA brand
- Promote GCA programs, projects, and products
- Establish GCA leadership as trusted and the “go-to” entity with commentators with regional media outlets
- Inspire potential donors to consider providing financial support to GCA (foundations, corporations, and individuals)
- Drive traffic to the GCA website and social media properties

The firm(s) submitting the successful proposal will be expected to negotiate and enter into a contract with the Global Cyber Alliance.

2.2 Term of Contract

GCA intends to enter into a contract with one or more vendors for an initial one-year term beginning **October 2020**. At its sole option, GCA may choose to exercise additional one-year terms.



3 The Scope of Services

The scope of services is focused on Media Relations. The following is a general overview of some of the specific work assignments GCA expects the selected firm(s) to complete. These should not be considered an exhaustive list. GCA welcomes proposer recommendations for activities that can further advance GCA's mission. The agency will need to complete a comprehensive action plan for how it will approach each of the items below; the budget page should itemize anticipated costs for fulfilling expectations.

3.1 Media Relations

The anticipated scope of work will include:

- 3.1.1 Propose and implement a regional media-relations strategy that elevates the exposure of GCA to identified audiences via regional and local news and media organizations.
- 3.1.2 Proactively identify opportunities for media coverage, both regionally and locally, work to facilitate that coverage.
- 3.1.3 Schedule media interviews for identified GCA staff to promote GCA and GCA programs, projects, and products.
- 3.1.4 Develop relevant messaging that can take advantage of current opportunities and events and can be used by the GCA communications and fundraising teams.
- 3.1.5 Draft news releases, advisories, and backgrounders to promote GCA and GCA programs and generate placement of the same with local and regional news and media organizations.
- 3.1.6 Track and respond to stories in the media that might benefit from a response from GCA.
- 3.1.7 Monitor and report on the effectiveness of GCA's own press releases, story pitches, and activities.
- 3.1.8 Generate measurable increases in media coverage of GCA and GCA programs and traffic to GCA online properties.

4 Issuing Information

This RFP is issued on behalf of the Global Cyber Alliance. The following individual will serve as the point of contact from the date of release of this RFP until a contract is awarded: Aimée Larsen Kirkpatrick, Global Communications Officer. alkirkpatrick@globalcyberalliance.org.



4.1 Restriction on Communication

From the issue date of this RFP until announcement of the successful vendor, vendors may contact only the POC and only via email. The POC will respond only to questions via email, but answers to individual questions will be shared with all interested vendors (without disclosing proprietary information).

4.2 Proprietary Information

Any and all information provided to proposers is to be considered proprietary information and is to be used solely for the purpose of responding to this RFP. Such information is not to be released to any party outside the proposer's organization without the explicit written consent of GCA.

5 Proposal Administration

5.1 Questions and Requests for Clarification

Vendors may submit written questions and requests for clarification regarding the RFP. The questions or requests for clarification must be submitted via email and received by the POC before **5:00 p.m. Pacific Time on September 11, 2020**. If a question or request for clarification pertains to a specific section of the RFP, the page and section number must be referenced.

5.2 Amendment to the RFP and Bid Proposal and Withdrawal of Bid Proposal

GCA reserves the right to amend the RFP at any time. The vendor shall acknowledge receipt of any and all amendments in its proposal. If the amendment occurs after the closing date for receipt of bid proposals, GCA may, in its sole discretion, allow vendors to amend their bid proposals in response to the amendment if necessary. The vendor may amend its bid proposal. The amendment must be in writing, signed by the vendor, and received via email by the time set for the receipt of proposals.

Vendors who submit proposals in advance of the deadline may withdraw, modify, and resubmit proposals at any time prior to the deadline for submitting proposals.

5.3 Submission of Bid Proposals

The POC must receive the bid proposal at the email address set forth above before **5:00 p.m. Pacific Time, September 24, 2020**. This is a mandatory requirement and will not be waived. It is the vendor's responsibility to ensure that the bid proposal is received prior to the deadline. Vendors must furnish all information necessary to evaluate the bid proposal. Bid proposals that fail to meet the mandatory requirements of the RFP will be disqualified. Verbal information provided by the vendor shall not be considered part of the vendor's proposal.



5.4 Costs of Preparing the Bid Proposal

The costs of preparation and delivery of the bid proposal is solely the responsibility of the vendor submitting such proposal.

5.5 Disqualification

GCA may reject proposals for failure to meet or adhere to any of the requirements or instructions contained herein, or for other reasons not specified.

5.6 Reference Checks

GCA reserves the right to contact any reference to assist in the evaluation of the bid proposal to verify information contained in the bid proposal and to discuss the Vendor's qualifications.

5.7 Information from Other Sources

GCA reserves the right to consider information from other sources concerning a vendor, such as the vendor's capability and performance under other contracts.

5.8 Verification of Bid Proposal Contents

The content of a bid proposal submitted by a vendor is subject to verification. Misleading or inaccurate responses may result in disqualification.

5.9 Bid Proposal Clarification Process

GCA may contact a vendor after the submission of bid proposals for the purpose of clarifying a bid proposal to ensure mutual understanding. GCA will not consider information received if the information materially alters the content of the bid proposal. An individual authorized to legally bind the vendor shall sign responses to any request for clarification. Responses shall be submitted to GCA within the time specified in the request. Failure to comply with requests for additional information may result in rejection of the bid proposal as noncompliant.

5.10 Disposition of Bid Proposals

All proposals become the property of GCA and shall not be returned to the vendor.

5.11 Copyrights

By submitting a bid proposal, the vendor agrees that GCA may copy the bid proposal for purposes of facilitating the evaluation of the bid proposal. The vendor consents to such copying by submitting a bid proposal and warrants that such copying will not violate the rights of any third party. GCA shall have the right to use ideas or adaptations of ideas that are presented in the bid proposals.



5.12 Release of Claims

By submitting a bid proposal, the vendor agrees that it will not bring any claim or cause of action against GCA based on any misunderstanding concerning the information provided herein or concerning GCA's failure, negligent or otherwise, to provide the vendor with pertinent information as intended by this RFP.

5.13 Acceptance of Terms and Conditions

The vendor shall specifically agree that the bid proposal is predicated upon the acceptance of all terms and conditions stated in the RFP. If the vendor objects to any term or condition, the vendor must specifically refer to the RFP page and section. Objections or responses that materially alter the RFP may be deemed non-responsive and disqualify the vendor.

5.14 Choice of Law and Forum

This RFP and any resulting contract are to be governed by the laws of the State of New York, United States of America. Changes in applicable laws and rules may affect the award process or the resulting contract. Vendors are responsible for ascertaining pertinent legal requirements and restrictions. Any and all litigation or actions commenced in connection with this RFP shall be brought in the appropriate New York forum.

5.15 Certification of Independence and No Conflict of Interest

The vendor shall certify that it developed the bid proposal independently, and that no relationship exists or will exist during the contract period between the vendor and GCA that interferes with fair competition or is a conflict of interest.

5.16 Proposal Terms

Terms of the proposal, including price, will remain firm for a minimum of 90 days following the deadline for submitting proposals.

6 Proposal Requirements


All proposals must adhere to the following criteria. Failure to do so may result in the disqualification of the bid proposal.

6.1 Format

The proposal shall be an Adobe PDF document using 8.5" x 11" paper size.

6.2 Delivery

The proposal shall be included as an attachment to an email addressed to the GCA POC. The subject line of the email should be "Proposal for Public Relations Services to Global Cyber Alliance."



6.3 Proposal Content and Documentation

The following responses shall be included in the bid proposal in the order given below. The Respondent has a continuing obligation to disclose information throughout the RFP process should any qualifications or situations change that might render the Respondent as an unqualified candidate.

6.3.1 Company Background

- a. Name of agency.
- b. Federal/National tax identification number or equivalent government designator.
- c. Business street address and phone number.
- d. Principle contact (phone and email address).
- e. A brief description of your firm as you would describe it to prospective clients. Include evidence the firm has five years of experience in providing public relations services in the same manner as described in this RFP.
- f. Indicate the year the agency was founded and whether or not it operated continuously since that time.
- g. Submit an organizational chart of your staff by title and indicate the number of full-time professionals. In addition, attach biographies of the principals.
- h. List all primary services offered by the agency, excluding those that are subcontracted. Please provide a list of subcontractors that may be used for this account.
- i. List three clients and a brief description of the work you do for each account (respondent should include accounts with similar scope and or purpose as is described in this RFP) and indicate the following for each: client name, a reference contact and telephone number.
- j. Provide the name of the person that will be the key personnel assigned to work with GCA. Include evidence that the key personnel have a minimum of three years of experience managing an account with similar scope as is described in this RFP.
- k. The firm and its personnel have all authorizations, permits, licenses, and certifications as may be required under national, state or local law to perform the services specified in this RFP at the time it submits a response to the RFP.
- l. The firm has a policy and practice of equal employment opportunity and nondiscrimination based on race, age, creed, sexual orientation or gender.
- m. On May 25, 2018, the General Data Protection Regulations were updated. As an entity that may be in possession of EU National PII your compliance with GDPR is mandatory.

- 6.3.2 Action Plan for Scope of Services.** Describe the firm's overall strategy for accomplishing the Scope of Services and rationale.
- 6.3.3 Work Schedule for Completing Scope of Services.** Provide a work schedule that outlines possible timelines and potential completion dates for each of the itemized requirements in the Scope of Services.
- 6.3.4 Measurement Plan.** Provide a measurement plan that details metrics to be used to determine the success of the implementation of the itemized requirements in the Scope of Services.
- 6.3.5 Budget.** Provide a comprehensive budget page detailing the projected costs for the activities listed in the Scope of Services (and other services as anticipated by the vendor). Include in this budget the planned compensation to your firm as a separate item. Your proposed compensation should be stated for each of the following contract periods:
- 1) an initial contract to run from October 2020 through September 2021; and
 - 2) a potential renewal period from October 2021 through September 2022.
- GCA is interested in creative ideas that maximize the value of the communication and PR dollar spent. Please outline your plan (which would include all associated costs) by referencing projects listed in the Scope of Services within the specified target ranges outlined. Again, please show compensation to your firm as a separate item.
- 6.3.6 Litigation.** Provide details of any regulatory, self-regulatory organization, professional organization, litigation, or other legal proceedings action taken against your firm or any of its owners, principals, or personnel, in the three preceding years.
- 6.3.7 Flexibility.** GCA is interested in providing flexibility to all vendors in their responses to this RFP. Provide any additional comments or information relevant to your proposal that has not already been included in your responses to the preceding questions.
- 6.3.8 Cost of Services.** Evidence that services will be reasonably priced and provide a good value to GCA.

6.4 Selection

After the review and evaluation of the proposals, GCA may conduct interviews. GCA reserves the right to award the contract based upon the written proposals received without prior discussion or negotiations. GCA will select the firm that the selection committee determines, in its sole discretion, to be fully qualified and best suited among those submitting proposals to fulfill the purposes of the RFP in a cost-effective manner.



7 Evaluation and Selection

7.1 Evaluation Criteria

- 7.1.1 Corporate Information.** Evidence of corporate maturity, fiscal stability, and dedicated senior and intermediate staff resources to provide the services outlined in the Scope of Services.
- 7.1.2 Account Services.** Past, current, and prospective services demonstrating capabilities to mount and execute a PR program outlined in the Scope of Services.
- 7.1.3 Account Team.** Professional qualifications and work experience on similar project engagements of the account team members who will be primarily responsible for the majority of the work performed in the Scope of Services.

8 Contract Negotiation

Upon selection of the chosen Vendor, GCA and Vendor will negotiate a contract for services. The contract must be executed by both parties before work begins.

Issued: August 25, 2020

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