



UNITED STATES  
OLYMPIC MUSEUM



## U.S. OLYMPIC MUSEUM ~ REQUEST FOR QUALIFICATIONS

The U.S. Olympic Museum, a nonprofit organization, seeks qualifications from firms with specialties in public relations and marketing to include but not limited to: press release writing, crisis communications, speechwriting, web content generation, graphic design, media event coordination and social media, with experience in fundraising campaigns.

As the U.S. Olympic Museum moves toward groundbreaking in spring 2017, we anticipate several needs through the remainder of the year. These include the following:

- Coordination and management of marketing and media outreach for groundbreaking activities
- Coordination and management of marketing and media outreach for Community Fundraising campaign
- Brief audit of website (usolympicmuseum.org), the expansion of which will include visitor tracking, content development, and video testimonials in close coordination with the Museum's Executive Administrative Coordinator and Content Development Team
- Crisis communications management in the event those services are required
- Comprehensive social media management to raise public interest and assist in fundraising
- Close coordination and compliance with the USOC concerning marketing and graphic standards
- Content writing in close coordination with USOM's Interim COO and Content Development Team for press releases and marketing materials for fundraising purposes and local events
- Graphic design and collateral development for Community Fundraising campaign
- Arranging local media relationships and coverage including interviews and appearances
- Identifying public relations opportunities within a designated budget, to include liaison support among local businesses and volunteers
- Existing communications platforms include: website built in Wordpress; Facebook and Twitter; e-mail marketing list through Constant Contact with subscribers; museum collateral design standards in accordance with USOC

### All statements of qualification should include:

- A list of proposed team members, including biographies, billing rates and level of participation on the account
- An hourly billing estimate to develop a public relations plan and detail primary program elements for the U.S. Olympic Museum
- An explanation of firm's billing procedures including rates, mark-ups, etc.
- At least three collateral samples with client references

**United States Olympic Museum**

P.O. Box 681

Colorado Springs, Colorado 80901 USA

Tel: (719) 358-6325

[www.usolympicmuseum.org](http://www.usolympicmuseum.org)



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All proposals will be evaluated based on:

- The understanding of and ability to meet our goals and objectives, anticipating needs and delivering impeccable, timely results
- A collaborative teamwork approach embodying the Olympic Values of Respect, Friendship and Excellence; this project will thrive on a culture of cooperation
- Firm and personnel qualifications and experience, with weight given to experience of account team, ability to manage breadth of project activities, and locality based in Colorado Springs
- Competitive pricing structure that meets the Museum's ambitious goals and modest budget

U.S. Olympic Museum Project Description:

The United States Olympic Museum and Hall of Fame in Colorado Springs will be the first and only comprehensive Olympic Museum in the United States. The new iconic building will contain the artifacts, media, technology and personal stories associated with the Olympic Movement, the Olympic and Paralympic Games, and the myriad of stories behind the dedicated athletes who follow their dreams. Through the use of compelling video and highly interactive experiences, visitors will be immersed in the drama and exhilaration of being at the Games--in the pool, on the track, at the starting line, and on the podium.

The U.S. Olympic and Paralympic community, the USOC and the citizens of Colorado Springs have the highest aspirations for this new museum. The new U.S. Olympic Museum, which aims to open prior to the Olympic Winter Games in 2018, will be a gold medal win for the community, for Olympic history and for the nation.

Submission:

**Submissions must be received by April 5, 2017. Selection will be made by mid-April 2017.**

To facilitate the review process, please provide an electronic version (all PDF format) of the submittal and questions to the following address:

[pmaiurro@usolympicmuseum.org](mailto:pmaiurro@usolympicmuseum.org)

If the electronic version exceeds or email limitation of 20MBs, a USB drive or CD can be mailed to the following address:

U.S. Olympic Museum  
P.O. Box 681  
Colorado Springs, CO 80901

Disclaimer: The period of service for the U.S. Olympic Museum Public Relations Agreement will terminate automatically after six months, unless both parties mutually agree to renew. Either party may cancel the agreement, at any time, with thirty-day prior written notice.