

## **RFP For Public Relations Services**

The Seneca Nation of Indians has issued a Request for Proposals for media relations and strategic communications services. Interested individuals and public relations firms are invited to submit a letter of interest, statement of qualifications, and a detailed rate and service proposal to the Nation. Proposals are due on or before May 1, 2009. The Nation plans to schedule interviews and select the successful candidate by mid-May. A copy of the RFP is available by calling the Nation's Department of Justice at 716-945-1790, or on the Nation's website at [www.sni.org](http://www.sni.org).

The Seneca Nation desires to enter into an annual arrangement with the selected candidate. Applicants should be experienced in New York State media relations and be knowledgeable of New York State Indian affairs issues.

Proposals should be submitted to:

Seneca Nation of Indians  
Department of Justice  
3644 Administration Drive  
Salamanca, NY 14779  
Attn: Molly Zarzecki

Or via email to: [molly.zarzecki@sni.org](mailto:molly.zarzecki@sni.org)

***Seneca Nation of Indians  
Request For Proposal  
Public Relations Services***

**A. Notice**

Information provided in this request is to be used only for purposes of preparing a proposal detailing the scope and cost of providing media relations and strategic communications services to the Seneca Nation of Indians. It is expected that each candidate submitting a proposal will read this request with care, as failure to meet the conditions or specifications herein may invalidate a proposal.

Proposals are being solicited by the Seneca Nation of Indians, a sovereign and federally recognized Indian nation with lands in western New York State. The Nation reserves the right to accept, reject or negotiate any or all proposals or any portion thereof. Price shall not be the sole criteria for selecting the appropriate individual or firm. Rather, scope of available services, experiences with similar clients in similar matters, and references shall also be considered.

Requests for additional information clarifying the specifications should be directed via email to Seneca Nation of Indians, Attn: Molly Zarzecki, Department of Justice, at [molly.zarzecki@sni.org](mailto:molly.zarzecki@sni.org). This RFP and all modifications, clarifications or interpretations will be available for review and downloading from the Seneca Nation website at [www.sni.org](http://www.sni.org). Firms are encouraged to check the website periodically for modifications to the original proposal.

**B. Introduction**

The Seneca Nation of Indians is a federally recognized, self-governing Indian nation in Western New York State with approximately 7,700 enrolled members. The Seneca Nation is one of the original Six Nations of the Iroquois Confederacy, which also consists of the Cayuga, Onondaga, Oneida, Mohawk and Tuscarora nations. The Seneca Nation holds title to five distinct Territories in New York State, including land in Niagara Falls and Buffalo and land set aside by the 1794 Treaty of Canandaigua: the Allegany, Cattaraugus and Oil Spring Territories.

**C. General Information**

**1. Agreement**

A written agreement will be drawn up between the Seneca Nation, as the client, and the selected firm specifying the terms and conditions of the agreement.

## **2. Terms**

The initial agreement would be for one year. In addition, the agreement may be annually renewed at the option of the Nation for up to two additional years provided services and fees are satisfactory. The proposal should address fees for all three years.

## **3. Records**

Records, files, data and work product regarding the Seneca Nation and this engagement will remain the property of the Nation.

## **4. General Responsibilities**

To provide media relations and strategic communications services to the Nation as directed by the Council and President.

## **5. Conflict of Interest**

The Nation is very sensitive to matters of conflict of interest. The proposal must address the individual's or firm's policy and procedure for disclosing and addressing conflict of interest issues.

## **6. Compensation & Billing**

Please submit a proposal for compensation consistent with the following:

The Nation anticipates that the selected firm will initially need to work closely with the Nation's President/CEO to articulate the Nation's needs and concerns. The selected firm shall provide a monthly itemized billing statement. The statement must include a description of the subject matter of work, each professional involved, the time spent, the rate charged and the total of the amount billed for that item.

Include with the proposal, an explanation of reimbursable expenses and the method for determination of cost for reimbursable expenses. Alternatively, an annual "not to exceed" agreement with additional hourly charges for work beyond the scope of the agreement or other alternative proposals will be considered.

## **D. Procedures for Submission of Proposals**

Proposals shall be submitted to the address (or the email address) indicated below no later than May 1, 2009. The Nation may reject any proposal that is received after the specified date and time.

**Seneca Nation of Indians  
Department of Justice  
3644 Administration Drive  
Salamanca, NY 14779**

## **E. Interpretation of Specifications**

If any person contemplating submitting a proposal is in doubt as to the meaning of any part of this request, he/she may submit a request in writing or email to the Office of the President for an interpretation. **Any such request must be submitted not later than by 5:00 P.M on May 1, 2009.** The individual or firm submitting the request will be responsible for its prompt delivery. Any interpretation of these specifications will be via addendum posted to the Nation's website. Oral explanations will not be binding.

## **F. Consideration of Proposal**

The Nation President, subject to the final approval of the Nation's Council, shall represent and act for the Nation in all matters pertaining to the review and consideration of responses to this request for proposal. The Nation reserves the right to reject any or all proposals.

## **G. Proposal Format**

The Proposal should include a discussion of your understanding of the scope of the media relations and strategic communications relations services required and should indicate your plan and time schedule to initiate the engagement. A concisely outlined proposal providing the scope of services and corresponding costs which is easily understood and clearly readable will receive more favorable consideration.

Please include in your proposal the following:

1. A short executive summary of why your firm should be selected.
2. Resume of the primary representative(s) to serve as the contact for the Nation.
3. Resumes of others who may work on the Nation's matters.
4. A representative list of Indian nations that your firm represents or has represented.
5. The address and telephone number for the firm's main office and any branch offices that may be involved in providing the services.

## **H. Acceptance of Proposal**

The Nation anticipates that it will enter into a fully executed agreement with the selected firm in May, 2009.