

# Request for Proposal

## Press Attaché for Canadian Equestrian Team at 2010 World Equestrian Games

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### 1. OVERVIEW

When: September 25 – October 10, 2010

Where: Lexington, Kentucky, USA

Who: Canada will be fielding teams/individuals in eight (8) disciplines: Endurance, Eventing, Driving, Dressage, Jumping, Reining, Vaulting & Para-Equestrian.

### 2. OBJECTIVE

- Increase public awareness both with equestrian community and general public
- Promote achievements of athletes
- Promote owners of team horses
- Promote Canadian breeders of team horses where applicable
- Promote CET sponsors for the WEG team

### 3. MINIMUM RELEASES

- Pre-WEG
  - Media release covering final preparations leading up to the Games
- WEG
  - Up to 4 media releases per discipline covering the competitions: results, interviews with athletes/coaches,
- Post-WEG
  - Media release providing a summary of Canada's achievements at the Games

#### **4. RESOURCES PROVIDED**

Equine Canada will provide the press attaché with:

- Access to Equine Canada staff, discipline committee members, athletes, coaches & support staff where applicable
- Letter of support to assist with obtaining official 2010 WEG Media Accreditation
- Access to accompanying photos for media releases; the press attaché would be expected to work with Equine Canada's official 2010 WEG photographer

#### **5. EXPENSES**

Press attaché is responsible for their expenses (ex. travel, hotel, meal etc.)

#### **6. DISTRIBUTION**

Completed media releases will be provided to Equine Canada for distribution to Equine Canada's emailing lists and website. Equine Canada will provide translated releases to media attaché for distribution to their emailing lists. All media releases will be Equine Canada branded.

#### **7. SUGGESTIONS**

Applicants are encouraged to provide their suggestions for what they see as a more robust and effective media plan.

#### **8. SELECTION CRITERIA**

The following criteria will be used as part of the selection process:

- Quality of proposed solution
- Understanding of the subject matter
- Demonstrated experience
- Price (per release as well as any package discounts)