



FIRST 5 LA Marketing Communications Agency

PROPOSAL REVIEWER – REQUEST FOR QUALIFICATIONS (RFQ)

First 5 LA seeks qualified reviewers to evaluate applications for a Marketing and Communications Agency. As a reviewer, you will assist First 5 LA in selecting a firm that will assist First 5 LA in the marketing and communications materials for a multicultural audience in a wide range of media, strategic and creative planning, development, and implementation, media planning and buying, public relations, marketing partnerships strategy and implementation, branding and re-branding, community event staff and logistics support, website design and maintenance and success measurement with the purpose of educating the public and creating public awareness of First 5 LA, our programs, grantees and goals.

Interested reviewers should send a résumé with the attached application form highlighting relevant experience no later than **February 24, 2012 at 5:00 pm** via e-mail to Francisco Oaxaca, Director of Public Affairs, at FOaxaca@first5la.org. For further information, please call (213) 482-7804.

Reviewers will be paid \$300 for reviewing up to five applications. If more than five applications are received by First 5 LA, reviewers will be paid \$50 for each additional application.

Thank you for your interest in partnering with First 5 LA.

General Qualifications

- Applicants should demonstrate knowledge of the marketing, advertising, public relations and media buying business, with particular knowledge of the business landscape in L.A. County.
- Applicants should have previous experience utilizing the services of a marketing/communications agency or been employed by one.
- Applicants should demonstrate general knowledge about non-profits, foundations or government agencies.
- Applicants should demonstrate knowledge of the multiethnic and multicultural populations in L.A. County.

Requirements

- Attend an information session where s/he will learn about First 5 LA, the RFQ and the review tools to be used in evaluating applicants (date to be determined).
- Review and score approximately five to ten applications, each approximately ten pages in length.
- Sign a Conflict of Interest and Confidentiality Statement
- Attend a final evaluation session where s/he will consult with his/her fellow reviewers and determine which applicant(s) First 5 LA should interview for this contract.

Next Steps

Upon review of your application and résumé, you will be notified of your reviewer status by **March 2, 2012**.



PROPOSAL REVIEWER APPLICATION FORM

If you are interested in applying to assist First 5 LA as a Proposal Reviewer, please submit the completed application form below, along with your résumé, via e-mail to Francisco Oaxaca, Director of Public Affairs, at Foaxaca@first5la.org. For further information, please call (213) 482-7533.

Résumés and application must be received no later than **February 24, 2012 at 5:00 pm** via e-mail.

Name: _____ Title (if applicable): _____

Organization/Affiliation (if applicable): _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Fax: _____

E-Mail: _____

Please describe your experience utilizing marketing and communications agencies on behalf of organizations similar to First 5 LA, and why this experience is particularly relevant to being a reviewer for this RFQ.

Why does serving as a Proposal Reviewer for First 5 LA interest you?

