



Request for Proposals

Public Relations & Marketing Support

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Confidentiality and Non-Disclosure Statement

In choosing to participate in this Request for Proposal (RFP) process, the recipient, hereafter referred to as “partner” or “agency,” acknowledges and agrees that all information, documentation, and materials provided during the RFP process are confidential and proprietary to the Detroit Riverfront Conservancy (“DRFC” or “The Conservancy”). The potential partner shall treat all such information as sensitive and confidential, exercising the utmost care to prevent its unauthorized disclosure or use.

The potential partner shall not disclose, discuss, or share any information received during the RFP process with any third parties without the prior written consent of DRFC. This includes, but is not limited to, this RFP document, specifications, pricing details, technical data, operational strategies, and any other information disclosed in writing, verbally, or through any other means.

If, while preparing a response to this RFP, the potential partner determines that it is necessary or appropriate to involve a third party (such as a specialty consultant) to complete the response, written permission must first be obtained from DRFC prior to communicating with that third party.

Please submit a Disclosure Request via E-mail to cassie.brenske@detroitriverfront.org with the subject line RFP Disclosure Request. The DRFC response to the Disclosure Request will not be distributed to all parties.

Potential partner further understands that any information provided by the DRFC during the RFP process is solely for the purpose of evaluating and responding to the RFP. This information may not be used for any other purpose.

Failure to comply with this confidentiality requirement may result in legal action, including but not limited to seeking damages and injunctive relief. The obligations set forth in this confidentiality statement shall survive the conclusion of the RFP process, whether the potential vendor is awarded the contract.

Introduction/Organization Overview

The Detroit Riverfront Conservancy is a nonprofit organization dedicated to transforming, maintaining and programming the Detroit Riverwalk and associated parks and greenways. Founded in 2003 through a public-private partnership, the Conservancy was created to reclaim an underutilized industrial waterfront and reimagine it as a vibrant civic asset that reflects the spirit and resilience of Detroit.

Today, the Conservancy stewards more than eight miles of trails and 100 acres of greenspace spanning the Riverwalk, Dequindre Cut, Dennis Archer Greenway, Southwest Greenway and five distinct parks, including the recently opened 22-acre Ralph C. Wilson, Jr. Centennial Park. The Detroit Riverwalk was voted #1 in the USA by the readers of USA Today in 2021, 2022 and 2023, and currently welcomes millions of visitors each year.

The Detroit Riverfront Conservancy is supported by a diverse mix of philanthropic, corporate, government, and individual funding.

Purpose

The Detroit Riverfront Conservancy is seeking a strategic communications partner to provide ongoing public relations and media support to assist our internal communications team in their efforts to share news and tell stories about the work of the Conservancy and the ongoing transformation of the Detroit Riverfront.

DRFC is also interested in a partner to assist with various marketing initiatives and projects as identified based on our 2026 communications goals and identified themes, including a comprehensive promotional strategy for our largest event of the year, Detroit Harvest Fest & Food Truck Rally, taking place in October 2026.

The selected partner will have the opportunity for a long-term relationship combining retainer-based PR services with scoped campaign-based project work.

Scope of Services

Public Relations Support

The agency will provide ongoing PR support including:

- PR strategy development around DRFC communications goals & themes
- Proactive story ideation and pitching
- Creation of key local, regional and national media outlets for pitching
- Press release and media advisory development when necessary to supplement our in-house communications
- Media coordination and on-site support for key announcements and events
- Crisis communications support when necessary
- Media monitoring with monthly reporting, including yearly summary in December

Project-Based Marketing & Campaign Support

On an as-needed basis, the agency may be engaged to support defined campaigns to supplement in-house marketing efforts. Potential needs include:

- Social media campaign support, video content creation, and asset creation
- Identifying and executing paid digital opportunities
- Identifying potential influencers for collaborations and manage relationships
- Identifying supplemental marketing efforts to support the public relations storytelling around our identified communications themes

Harvest Fest 2026 Promotion

Detroit Harvest Fest & Food Truck Rally, which takes place over a TBD Saturday and Sunday in October, is the largest event hosted by the Conservancy and draws thousands of guests each year. Moving from the Dequindre Cut to Ralph C. Wilson, Jr. Centennial Park, Detroit Harvest Fest & Food Truck Rally provides the Conservancy with an excellent opportunity to highlight its riverfront revitalization successes and showcase its newest park. The selected agency will develop and execute a comprehensive promotional strategy for Harvest Fest that includes:

- Earned media strategy and pitching to key outlets
- Traditional media buys/trades, such as with print, radio and TV
- Social and digital media campaign framework, content creation, ad buys
- Media preview opportunities and on-site live interviews with staffing as appropriate
- Sponsor visibility integration
- Post-event reporting

Brand Position & Audience

A Brand Position document will be shared following completion of the Disclosure Request to learn more about the DRFC brand identity. Also, please take some time to become familiar with the DRFC website and key social media channels.

[Website](#)

[Facebook](#)

[Instagram](#)

The Conservancy serves and engages with a broad and diverse audience as visitors, partners and donors. Key audiences to consider include:

- Detroiters
- Metro Detroit residents

- Regional visitors and other tourists seeking recreational and travel experiences
- Corporate sponsors
- Program partners
- Philanthropic donors and foundations
- Local, regional and national media

Agency Qualifications

The ideal agency partner will demonstrate experience working with non-profit, place-based or civic organizations and have strong media relationships in Detroit and in the Southeast Michigan region, with potential for regional and national connections.

The selected agency will have proven success promoting public events and demonstrating integrated campaign development capabilities. It is essential that the selected agency and team members possess a collaborative and responsive working style.

Budget & Contract Structure

DRFC budget for PR services and project-based marketing initiatives should not exceed \$75,000 per year. The Conservancy anticipates entering into a one-year agreement with options to renew.

Proposal Requirements & Submissions

Proposals should include:

- Agency introduction and executive summary
- Relevant experience and case studies or examples of work
- Proposed approach to an ongoing PR partnership
- Preliminary approach to Harvest Fest 2026 promotion
- Team structure and key personnel bios of proposed team members
- Reporting methodology and success metrics
- Name of media monitoring service to which the agency subscribes
- Fee structure for monthly PR retainer and project-based pricing model plus any other anticipated costs
- Relevant references

Questions for clarification can be directed to cassie.brenske@detroitriverfront.org

Submit your RFP response via email to cassie.brenske@detroitriverfront.org no later than May 4, 2026. Please include “DRFC PR & Marketing Partner Response” in your subject line.

Timeline

- RFP Released on 4/13/26
- Proposal submission deadline on 5/4/26
- Finalist interviews 5/11 thru 5/22
- Selection and contract execution by 5/29/26
- Start Date 6/1/26