

This is a request for a public relations proposal for the International Folk Art Market in Santa Fe, NM, and its signature event the International Folk Art Market Santa Fe. The proposal should incorporate the development of a public relations plan for the 2022 International Folk Art Market | Santa Fe (July 5, 6, 7, 8, 9, 10, 11, 2022) and the following activities: media relations management, relationship building with appropriate centers of influence, and distribution of overall marketing messages for the International Folk Art Market.

**Immediate Goals:**

- **Messaging:** development of brand identity assets for IFAM and IFAM Santa Fe to be leveraged among national and international audiences
- **Visibility:** Expand national and international messaging for IFAM Santa Fe through earned media and in-depth editorial coverage by expanding key messages and impact stories that include social innovation and entrepreneurship.
- **Audience:** identify and expand messaging to new audiences and visitors to IFAM Santa Fe as well as increase overall national exposure for the organization.

**We anticipate these activities would include among the following:**

- Development and execution of a national media relations strategy with clear timelines, goals, and deliverables
- Collaborate with designated IFAM staff on media and public and relations strategy for local and regional markets in New Mexico, California, Texas, Colorado, and Arizona.
- Coordination and management of desk side editorial meetings with targeted media outlets
- Identifying and training key IFAM spokespersons
- Coordination and management of interviews with IFAM staff members and stakeholders
- Identifying possibilities for speaking engagements and appearances
- Identifying additional public relations opportunities within the designated budget
- Identifying community partnerships with the goal of building relationships with community stakeholders

**All proposals should include:**

- Recommended key messages, primary media targets, media program elements, and evaluation criteria
- Estimate to develop a public relations plan
- Detailed budget and timeline with monthly reporting schedule
- List of proposed team members, including biographies, billing rates and level of participation in the account
- Brief case histories that illustrate ability and experience in arts, tourism, and social entrepreneurship
- List of current and former clients in related fields for whom you have worked in a similar vein, including independent contractors
- Explanation of PR firm's billing procedures including rates, mark-ups, etc.
- Three current client references

### **All proposals will be evaluated on:**

- Demonstrated understanding of the International Folk Art Market Santa Fe, and current social entrepreneurship and large event trends.
- Understanding of and ability to meet our organizational goals and objectives.
- Ability to provide an individualized attention and guidance client
- Firm and personnel qualifications and experience with weight given to experience of the account team.
- Ability of proposal to be executed within budget.

**The proposal should be based on a budget of approximately \$75,000 for fees and expenses. The deadline for submitting this proposal is Friday, January 21, 2022. Address the proposal to: International Folk Art Market, Attn: Adrienne Murray, 620 Cerrillos Road, Santa Fe, NM 87505**

**Email to: [adrienne@folkartmarket.org](mailto:adrienne@folkartmarket.org)**

### **International Folk Art Alliance**

The mission of the International Folk Art Alliance is to celebrate and preserve living folk art traditions and create economic opportunities for and with folk artists worldwide. The International Folk Art Alliance envisions a world that values the dignity and humanity of the handmade, honors timeless cultural traditions, and supports the work of folk artists serving as entrepreneurs and catalysts for positive social change.

### **IFAM Programs**

#### **International Folk Art Market | Santa Fe: July 5, 6, 7, 8, 9, 10, 2022.**

The largest and most prestigious folk art festival in the world that brings master folk artists from around the world together to display and sell their handmade art.

- More than 1,100 artists representing 102 countries have participated in IFAM Santa Fe and earned more than a combined \$36 million since the Market's founding in 2004.
- Between 12,000 and 20,000 people attend the Market annually, which has generated over \$150 million in economic impact for New Mexico.
- More than 1,800 volunteers provide their time and talent to help produce the Market and positively impact the world.

#### **International Folk Art Market Center**

The idea of a space where IFAM can hold year-round programming including lectures, workshops, and events.

#### **International Folk Art Market Collection**

A partnership with the Dallas Market Center, this wholesale opportunity brings folk artists to one of the largest home and gift shows in the United States.

#### **Mentor to Market Artist Education Programming**

Entrepreneurial education workshops that help folk artists develop business and marketing skills to participate more effectively in the global marketplace.

**IFAM Media**

Advocates for artists by sharing their inspirational stories in print and film.

**Passport to Folk Art Trips**

A travel program that offers a unique opportunity to meet folk artists in their home countries and experience rich histories and traditions firsthand.