
**PROPOSAL FOR
PUBLIC RELATIONS AND COMMUNICATIONS
and MEDIA RELATIONS CONSULTING SERVICES**

**SUBMITTED TO
THE CITY OF MISSION, TEXAS
BY**





June 19, 2023

The Honorable Norie Gonzalez Garza
Mayor
City of Mission, Texas
1201 E. 8th St.
Mission, Texas 78572
Via Email: mayorgarza@missiontexas.us

RE: Proposal for Public Relations and Communications Consulting Services

Dear Mayor Garza:

Thank you for meeting with us recently and allowing us the opportunity to share the public relations services offered through KM International, LLC (KM). With more than 40 years' combined experience in the public and government arena, including working for local municipalities, KM's team has an extensive history of reputable public relations, marketing, media relations, and communications consulting services.

We are confident that we can assist the City of Mission in meeting its goals to promote general updates, news, and activities, information, and awareness among Mission families and throughout the broader community-at-large.

As such, we are pleased to submit this proposal for Public Relations and Communications Consulting Services and Media Relations Consulting Services, services provided through KM's awarded contract (Contract #200601 - Consulting and Other Related Services) with The Interlocal Purchasing System (TIPS), a national purchasing cooperative that offers access to competitively procured purchasing contracts to its membership. As you may be aware, members can procure directly from TIPS-awarded vendors through this awarded contract since the services have already been competitively bid.

Please refer to the attached TIPS pricing sheet for Public Relations and Communications Consulting Services and Media Relations Consulting Services.

Should you have any questions or require additional information, please do not hesitate to contact me at 956-343-0011 or via email at info@kminternationalpr.com. We look forward to hearing from you soon!

Sincerely,

Karina Cardoza, M.A.
Public Relations Consultant

PROJECT SUMMARY

KM International (KM) proposes to provide Public Relations and Communications Consulting Services and Media Relations Consulting Services to the City of Mission, Texas, for the purposes of promoting and marketing city news, activities, and accomplishments within and among the Mission community and the broader community-at-large, as well as developing and implementing strategies for effective relations with media outlets to maintain optimal media coverage of client on an ongoing basis.

SCOPE OF WORK

KM will provide the following services on an ongoing, as-needed basis, as requested by the City of Mission:

PUBLIC RELATIONS CONSULTING SERVICES

- Provide ongoing strategic public relations and communications consulting services;
- Assess communication needs and target audience(s);
- Work with client to develop and implement plans and processes to promote client's identified needs to target audience(s);
- Develop and implement public awareness and outreach strategies to increase awareness of client;
- Promote client's successes in community and beyond;
- Assist with creative digital and print content development, and marketing and promotional campaigns; and
- Other related duties as assigned.

MEDIA RELATIONS CONSULTING SERVICES

- Develop and implement strategies for effective relations with media outlets to maintain optimal media coverage of client on an ongoing basis;
- Utilize proven earned media strategies and foster relationships with media to promote client's needs;
- Overseeing development of press releases and media statements;
- Organizing press conferences and special events, i.e., State of the City;
- Assisting with opinion editorials, columns, and more; and
- Provide ongoing support to government spokesperson, elected officials and administration to enhance client's presence and appearance in the media and in the community.

PROJECT COST

The TIPS-discounted pricing for members as listed in its catalog for services under Contract #200601, and agrees to perform the aforementioned services for Public Relations Consulting Services and Media Relations Consulting Services at an all-inclusive monthly rate of **\$6,750.00.**

Please refer to attached TIPS pricing catalog.

KM International Public Relations
TIPS Pricing for Services - Contract #200601

	Service or Travel type or service component name	Description	Level	Fixed, Hourly or other measurable Unit Cost	Unit	% Disc	TIPS Price
1a	Public Relations and Communications Consulting Services	Provide ongoing, as-needed strategic public relations and communications consulting services, including but not limited to, analysis of communication needs and target audience(s); develop and implement plans and processes to promote client's identified needs to target audience(s); develop and implement public awareness and outreach strategies to increase awareness of client, and promote client's successes in community and beyond; develop marketing and promotional campaigns; assist with creative digital and print content development.	up to 40 hrs	\$5,000.00	month	10%	\$4,500.00
2b	Media Relations Consulting Services	Develop and implement strategies for effective relations with media outlets to maintain optimal media coverage of client on an ongoing basis. Utilize proven earned media strategies and foster relationships with media to promote client's needs. Services include overseeing development of press releases and media statements, organizing press conferences, assisting with opinion editorials, columns, and more. Provide ongoing support to government spokesperson, elected officials and administration to enhance client's presence and appearance in the media and in the community.	up to 15 hrs	\$2,500.00	month	10%	\$2,250.00