



Gary Dunning
President and Executive Director

Celebrity Series of Boston
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Request for Proposals

Marketing and Public Relations Consultant

Celebrity Series of Boston: Alvin Ailey American Dance Theater, Sankofa Danzafro, and The Just and the Blind

Contact Info:

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Celebrity Series of Boston

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About Celebrity Series of Boston

We are a non-profit performing arts presenting organization founded in 1938. Our mission is to present performing artists who inspire and enrich our community. We believe in the power of excellence and innovation in the performing arts to enrich life experience, transform lives, and build better communities. We envision a community of Greater Boston where the performing arts are a valued, life-long, shared experience — on stages, on streets, in neighborhoods — everywhere.

Projects Requesting PR and Marketing Support

Sankofa Danzafro: *Accommodating Lie*

Dates: February 26 & 27, 2022

Location: Boch Center Shubert Theatre

Sankofa Danzafro – an Afro-Colombian dance company based in Medellín, Colombia -- returns to the Celebrity Series with a timely and thought-provoking performance: *Accommodating Lie*, the latest full-length work by Artistic Director Rafael Palacios. *Accommodating Lie* showcases seven dancers with live music performed by three musicians (drums/ native flute, marimba, and voice). In this powerful call for awareness, Palacios seeks to dismantle stereotypes and beliefs, denouncing the clichés around the Black body. Embodying decades of slavery and overt racism, the dancers and musicians personify what it means to be of African descent.



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Created from the perspective of Colombians of African descent who have lived in oppression in a society shaped by racism since the time of colonization, Sankofa Danzafró offers insight not only into Colombia's racial and class history, but also interrogates issues with more far-reaching implications, including here in the United States. After partnering with Palacios to present the phenomenal *Black Voices Boston* showcase virtually during 2020/21, we are especially grateful for the opportunity to share this event with live, in-person audiences. This is an important, resonant work from a company whose mission is "to dance to be heard, rather than to be seen."

Learn More: <https://www.celebrityseries.org/productions/sankofa-danzafró/>
Previous *Black Voices Boston* work: <https://www.celebrityseries.org/live-performances/artist-connections/black-voices-boston/>

The Just and the Blind

Conceived & written by Marc Bamuthi Joseph

Original music by Daniel Bernard Roumain

Directed by Michael John Garcés

Dates: April 1 & 2, 2022

Location: Emerson Paramount Center

The Just and the Blind is one of the most unique and powerfully urgent works that we're presenting this season. This multimedia journey of poetry, music, dance, photography, and projected animation sold out its commissioned premiere at Carnegie Hall, and it's now touring the country's most significant cultural centers. Conceived, written, and narrated by the captivating spoken-word artist Marc Bamuthi Joseph, *The Just and the Blind* "explore[s] themes of racial profiling, sentencing, and the prison-industrial complex from the perspective of fathers of Black and Brown children... centered on the humanity of the historically marginalized, provid[ing] a framework for the unique voices of the community, striving to humanize the Black and Brown children who are enmeshed in it."

The work features live, original music composed and performed by multi-instrumentalist Daniel Bernard Roumain, a boundary-defying musician whose high-profile collaborations include such varied artists as Philip Glass, Bill T. Jones, Savion Glover, and Lady Gaga. Joining them will be vocalist Debo Ray, a Boston-based performer taking on the performance's lone and sought-after rotating spot. The experience of *The Just and the Blind* is more than the sum of these already impressive parts, and we anticipate a great deal of interest and energy surrounding its Boston premiere.



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To support the premiere, we aim to present a public event – or a digital presentation – featuring the principal talent and potential educational opportunities surrounding the event: more information will be forthcoming.

Learn More: <https://www.celebrityseries.org/productions/the-just-and-the-blind/>

Alvin Ailey American Dance Theater

Dates: April 28 – May 1, 2022

Location: Boch Center Wang Theater

Alvin Ailey American Dance Theater's return to Boston is more than just a performance, it's an eagerly-awaited sign of our city's return to the traditions we love. This world-renowned African American modern dance company has been one of Celebrity Series' most popular annual events, a tradition dating all the way back to 1968. In 2008, a U.S. Congressional resolution designated the Company as "a vital American cultural ambassador to the world" that celebrates the uniqueness of the African American cultural experience and the preservation and enrichment of the American modern dance heritage.

Enjoyed by aficionados and newcomers alike, the Alvin Ailey American Dance Theater reminds us of the power that dance has to amaze and bring people together. Expect new and classic works alongside the company's most enduring signature work, *Revelations*. Performance programs are typically announced in late December/early January.

Learn More: <https://www.celebrityseries.org/productions/alvin-ailey-american-dance-theater/>

Target Audiences

Although the three projects will have unique target audiences according to the content of the production, in searching for a marketing and public relations firm to support this work we are hoping to partner with a consultant to help us develop a long-term strategy for attracting earned media and creating marketing plans that help us to reach and build long term meaningful relationships with the Black community in Greater Boston. Consultant will have access to a CRM database containing information about previous audiences, as well as other sector-wide and Celebrity Series-specific survey information. They will work with Celebrity Series marketing staff to understand key attributes of current Alvin Ailey and similar audiences, and identify gaps between the current and desired target audiences,



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working to make the audience composition more reflective of the population of Greater Boston.

Channels

Earned Media:

Consultant will serve as the primary PR contact for the three productions included in the scope of this work. Consultant will draft, route, and distribute press releases, pitch media storytelling ideas, invite press to interview artists and coordinate press reviews for performances, and track and report on press activities.

Grassroots Marketing:

Consultant will identify and reach out to organizations, groups, and individuals to partner with to promote the events to new audiences. Create a strategy for reaching out to organizations with information about the shows, ticket link distribution for discounting plans, and poster/flyer distribution.

Organic Social Media:

In partnership with digital marketing team at Celebrity Series, consultant will help craft a social media strategy for organic posts on Facebook and Instagram; including identifying assets, scheduling content, positioning social media copy, optimizing content based on platform, and coordinating posting.

Influencer Strategy:

Consultant will identify key local influencer partners to work with in order to reach target audiences on Instagram. Influencer strategy includes reaching out to artists participating in events and providing them with social media toolkits in order to help artists promote Celebrity Series engagement. Influencer strategy also includes coordinating opportunities to participate in pre-show events leading up to the performance.

[For Alvin Ailey Only]

Broadcast and Traditional Media:

For Alvin Ailey, consultant will create advertising mix plan and schedule for paid media. Consultant will analyze previous years' media plans and use them to make informed recommendations for upcoming engagement. Consultant will work with Celebrity Series marketing team to place all paid media across print, radio, out-of-home, transit, and broadcast channels, negotiating with media companies and identifying opportunities for media trade and sponsorship, if applicable.



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Note: If paid media strategy and placement is outside of consultants' services offered, please proceed in submitting a proposal and indicate this scope within in the proposal.

Constraints

Brand Guidelines:

In promoting the projects within the scope of this assignment, consultant will align their work with the currently existing Celebrity Series of Boston brand guidelines, including brand visual identity and tone. Brand guidelines will be provided to the consultant at the beginning of the project.

Content Creation:

In planning for content for the campaign, consultant will have access to in house graphic design and videographers to accomplish campaign content creation. Consultant will work with Celebrity Series staff to identify content creating requirements and fit them into overall project planning to ensure staff resource availability.

Paid Media Budget:

Celebrity Series will provide consultant with clear budget guidelines for paid media investments which are not to be exceeded without written approval from the client.

Project Goals

1. Increase brand awareness and favorable perception of Celebrity Series of Boston in target audience communities, notably younger audiences and audiences of color.
2. Diversify audiences attending performances, increasing the percentage of BIPOC audiences engaging with the projects compared to third-party data and audience survey baselines.
3. Achieve the Celebrity Series of Boston ticket sales goals for each performance (sales goals and progress will be shared at the beginning of the project and at regular intervals throughout campaign).

Goals will be measured in partnership with Celebrity Series, using performance attendance data, appended demographic data, feedback from partners and community members, and survey analysis of audiences.



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Expected Output

Consultant will develop a proposal outlining their scope of work, including an outline of a timeline and a budget.

Once selected, consultant will put together public relations and marketing plans for approval by Celebrity Series. Consultant will execute their plans and keep Celebrity Series informed as plans change and throughout the project term. At the conclusion of each event, consultant will analyze and report back on their efforts, preparing reports to be used internally by Celebrity Series staff.

Timeline

We will be accepting proposals through November 30 for a selection process that will begin in early December. Work will take place between January 3, 2022 and May 15, 2022.

Submission Requirements

To submit a proposal for consideration, submit a survey response:

https://form.asana.com?k=OWYeHz7_jM-8c2pTYOrMdQ&d=1143031459579065

Answer the following key questions:

1. Why is consultant or agency a good fit for these projects with Celebrity Series of Boston?
2. What previous experience does consultant or agency bring to the table that will inform their work on these projects?
3. What approach will the consultant or agency use to drive our business goals?

Additionally, please include a proposal as an attachment including scope of work, timeline, and budget. A portfolio of work may also be included as an attachment.