



Request for Proposals

Project: Marketing Campaign for the Coleman A. Young Statue Initiative, Statuary Hall, United States Capitol

Introduction

In December 2022, the Michigan State Legislature unanimously passed a resolution introduced by former State Senator Adam Hollier to place a full-bodied statue of late Detroit Mayor Coleman A. Young Statue in the United States Capitol building, Washington D.C. As a result, Mayor Young stands to become the first African-American voted by a state legislature to have his likeness take residence in Statuary Hall.

Coleman A. Young Foundation, as fiduciary for a fundraising initiative designed to support the creation, marketing and placement of the Young statue, has assembled a lead commission consisting of the following corporate and community leaders:

Marvin Beatty, *vice president of Community and Public Relations, Hollywood Casino at Greektown*

Adam Hollier, *director, Michigan Veterans Affairs Agency*

Chris Ilitch, *CEO, Ilitch Holdings*

Wendy Jackson, *director of Detroit Programs, Kresge Foundation*

John James, *chairman, James Group International*

Suzanne Shank, *CEO, Siebert Williams Shank & Co.*

Objective

The Coleman A. Young Statue Initiative requests proposals from marketing companies with expertise in building and executing national media campaigns to promote the Coleman A. Young Statue story and educate the public about Coleman A. Young's legacy and contributions.

Scope of Work

The selected marketing company will be responsible for:

- developing a comprehensive marketing strategy to raise awareness about the Coleman A. Young Statue,
- crafting a compelling media narrative that tells Coleman Young's story, and builds anticipation towards the statue's eventual unveiling, while creating the impetus to further tell Mayor Young's story and support his lasting educational legacy, the Coleman A. Young Foundation
- helping citizens across the United States understand why Coleman Young is just the fourth African-American to have a full-bodied statue placed in this hallowed hall;



- creating engaging content for various media channels including digital, print, and social media;
- securing media placements, with an emphasis on strategic national press impressions, and partnerships to maximize reach and impact,
- analyzing campaign performance to optimize results;
- partnering with Shahida Mausi, The Right Productions, to re-energize production of the Coleman A. Young documentary;
- connecting with the Viking Penguin publishing company, on behalf of the Coleman A. Young Statue Initiative, to negotiate the re-release of *Hard Stuff: The Autobiography of Coleman Young*;
- identifying a podcast partner to distribute a podcast about Coleman Young's legacy;
- collaborating with relevant stakeholders to ensure alignment with project goals.

Proposal Requirements

Interested companies should submit a proposal that includes the following:

- company background and relevant experience in executing national media campaigns,
- proposed approach and strategy for promoting the Coleman A. Young Statue;
- detailed timeline with strategic marketing targets and budget allocation for the project,
- samples of previous work demonstrating creativity and effectiveness in reaching target audiences;
- documented expertise in fundraising, especially for non-profits;
- verifiable experience in earned, digital and social media
- and team members' credentials and roles in the project.

Submission Details

Proposals should be submitted electronically to info@cayf.org by August 15, 2024. Late submissions will not be considered. Selected companies will be contacted for interviews to further discuss the project.

Contact Information

For inquiries or clarifications regarding this RFP, please contact Coleman A. Young Foundation at info@cayf.org or at (313) 217-2127.

We look forward to receiving your proposals and working together to bring awareness to the Coleman A. Young Statue.

Sincerely,

The Coleman A. Young Statue Commission
