



Request for Proposals:

Integrated Marketing Agency or Consultant for The Apollo's New Digital Platform

Apollo Stories: A 21st Century Storytelling Project

Bringing Together the Performing Arts, Education, Media, and Public Discourse

Proposal Deadline: December 21, 2022

Definition of Project and Scope

- **Project:** Requesting proposals from marketing consultants or integrated marketing agencies to create a robust marketing plan for the launch of Apollo Stories, a new digital learning environment produced by The Apollo.
- **Scope:** Over the course of calendar year 2023, with the possibility for extension, you will work to develop an integrated marketing plan. Scope of work will include developing key messages, advertisement plans and budgets, and a timeline for all deliverables leading up to the launch.

Background information:

Apollo Stories is a catalyst for learning and action, for educators and students to engage creatively and collaboratively in arts education and creation for a more just and truthful future. With this unique digital learning platform, teachers and students can engage with hand crafted curriculum (lesson plans and projects) created by a cohort of educators at the top of their field.

Ultimately, with Apollo Stories, we seek to catalyze the intellectual and artistic development of teenagers as a key pedagogical opportunity to spark, reframe, and invigorate civic conversation and cultural participation around some of the most critical issues of our time. We believe that true dialogue requires mutual respect and cooperation to develop the deep listening, learning, and understanding that must be present in “authentic” educational spaces.

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Services Needed:

- Crafting an integrated marketing plan for the launch of Apollo Stories including, but not limited to the following responsibilities:
 - Advertisement plans and budgeting
 - Spearheading the creation of marketing collateral in collaboration with the in-house design team
 - Collaboratively working with the in-house communications and social teams on messaging including:
 - Press
 - Social media copy
 - Talking points
- Lead Generation
- Market research
- Search Engine Optimization

Selection Criteria:

- Demonstrated experience working with non-profit organizations.
- Experience marketing educational programs for asynchronous learning.
- Campaign management experience from kick-off to wrap reporting.

Submission requirements:

- Description of the consultant or agency that includes a general overview and background, names and credentials of creative team, number of employees.
- One-page description of expertise and previous experience as it relates to The Apollo and Apollo Stories.
- Sample works from previous projects similar to the above.
- Contact information for at least two references.
- Submit all appropriate documents to press@apollotheater.org Att: Apollo Stories RFP.

Timeline:

- Submission Deadline: Dec 21, 2022
- Interviews: Jan. 5 - 15, 2023
- Start Date: Feb. 1, 2023

ABOUT THE APOLLO'S EDUCATION PROGRAM

The Apollo's Education Programs extends the organization's commitment to enhancing the life of our community. The Education Program focuses on four distinct areas of learning and engagement: residencies, workshops, and tours for schools; curriculum materials aligned to state and national learning standards and study guides derived from the Theater's history; career development for teens and adults through the Apollo Theater Academy; and discussions and lectures for the public that highlight the history of the Apollo and its impact on American art, culture and entertainment. To learn more, visit www.ApolloTheater.org/Education.

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ABOUT THE APOLLO

The legendary Apollo—the soul of American culture—plays a vital role in cultivating emerging artists and launching legends. Since its founding, the Apollo has served as a center of innovation and a creative catalyst for Harlem, the city of New York, and the world.

With music at its core, the Apollo’s programming extends to dance, theater, spoken word, and more. This includes the world premiere of the theatrical adaptation of Ta-Nehisi Coates’s *Between the World and Me* and the New York premiere of the opera *We Shall Not Be Moved*; special programs such as the blockbuster concert *Bruno Mars Live at the Apollo; 100: The Apollo Celebrates Ella*; and the annual *Africa Now!* Festival. The non-profit Apollo is a performing arts presenter, commissioner, and collaborator that also produces festivals and large-scale dance and musical works organized around a set of core initiatives that celebrate and extend the Apollo’s legacy through a contemporary lens, including the *Women of the World (WOW)* Festival as well as other multidisciplinary collaborations with partner organizations.

Since introducing the first *Amateur Night* contests in 1934, the Apollo has served as a testing ground for new artists working across a variety of art forms and has ushered in the emergence of many new musical genres—including jazz, swing, bebop, R&B, gospel, blues, soul, and hip-hop. Among the countless legendary performers who launched their careers at the Apollo are James Brown, Ella Fitzgerald, Sarah Vaughan, Billie Holiday, Gladys Knight, Luther Vandross, H.E.R., D’Angelo, Lauryn Hill, Machine Gun Kelly, and Miri Ben-Ari; and the Apollo’s forward-looking artistic vision continues to build on this legacy. For more information about the Apollo, visit www.ApolloTheater.org.