



**Picayune Rancheria
of the
CHUKCHANSI INDIANS**
49260 Chapel Hill, PO Box 2226 | Oakhurst, CA 93644 | (559) 412-5590

February 2, 2022

CHUKCHANSI ECONOMIC DEVELOPMENT AUTHORITY

REQUEST FOR PROPOSAL

Public Relations Firm

The Picayune Rancheria of the Chukchansi Indians (PRCI or Tribe), a federally recognized sovereign Indian tribe, and the Chukchansi Economic Development Authority (CEDA) requests proposals for a Public Relations (PR) firm. PRCI is a tribal government and owns CEDA and the Chukchansi Gold Resort & Casino as well as other businesses. The scope of services may include, but is not limited to, assistance with government and business press releases, social media management, community relations, and other public relations related to PRCI and CEDA and its businesses. Experience working with governments and elected officials is preferred.

Required RFP Application Information

All RFP responses must be signed by an authorized representative of your firm, and they must include the following:

1. An overview of your firm, including when the firm was founded, what types of work it specializes in, the size of the firm's staff, and any details regarding firm infrastructure and resources that may be relevant;
2. A summary of your firm's experience with and results in providing public relations services working with governments or elected officials, if any;
3. A summary of your firm's experience in and familiarity with tribal communities and issues, if any, and any results relevant to working with tribal governments or tribal businesses;
4. A summary of your firm's social media experience, including what platforms the firm has used and any relevant success stories;
5. A proposed list of services that would be available to PRCI, CEDA and their businesses;
6. A statement of proposed fees and costs, including the basis by which rates and fees are determined; and
7. Any information relevant to a determination of Indian Preference, as described below.
8. At least 10 years of demonstrated experience working as public relations consultants for large businesses.



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Indian Preference

PRCI and CEDA exercises Indian preference in contracting. You are encouraged to include any information in your response that would qualify you for Indian preference including evidence that: (1) the majority ownership of the firm consists of one or more persons who are members of a federally recognized tribe; (2) that the persons claiming tribal membership are actively involved in the management of the firm; and (3) of the structure, management, and financing affecting the Indian character of the firm.

Contractor Selection

The selected firm will be expected to sign a retainer letter that recognizes the sovereignty of PRCI and CEDA and complies with other tribal and federal contracting requirements. PRCI and CEDA reserves the right to award or reject any response or proposal for any reason, to request modification of any proposal, or to solicit further proposals, or to determine not to pursue further action, as may become necessary in the best interest of PRCI and CEDA.

Application Submission Information

Please submit all responses electronically to: sgregg@chukchansi-nsn.gov no later than 5:00 pm (PDT) on March 1, 2022.