



MR&C P MK R&C



2024 PRO-BONO PROJECT

The Original **ENTERTAINMENT** and **CULTURE** Agency

OUR PURPOSE

We drive **CULTURAL RELEVANCE** and **ENGAGEMENT** for talent, brands, and content creators

OUR VISION

To **INSPIRE COMMUNITIES** through **CULTURAL CONNECTION**

OUR VALUES



Be Human

Understand and embrace that we are all different and we all matter. Be respectful, compassionate, empathic and take care of one another to foster an inclusive environment.



Lead with Passion

Our passion fuels boldness, energy, creativity, and purpose driven decisions. Everyone who ever made a difference had passion. Nothing of significance is done without it.



Be Purposeful

Show up with a determination to achieve success and make an impact. To be brave, take risks and move forward with confidence. Being deliberate and with intent.



Be Open-minded

To lean into change and uncertainty with curiosity. We challenge each other if we become fixed and not adapting to the future.



Be Connected

To know each other, our clients, how we work together and clarity on who does what. We are stronger when we are connected.

Project **OVERVIEW**

Overview

PROGRAM PURPOSE

To help people and organizations who want the opportunity to accelerate the great work they're already doing by partnering with industry experts and accessing hands on support where they need it most, free of charge. Currently our two service areas for pro-bono work are Los Angeles and New York City.

WHY ARE WE DOING THIS?

To give back to our communities by supporting underrepresented organizations amongst us. This project is providing opportunities to our employees to collaborate with new inspiring organizations and to give back as well.

TYPES OF SERVICE

Our support will depend on your company & project needs.

Expertise

- Access to resources and teams of experts in Communications, Partnerships & Activations, Talent & Influencer, Brand Integration

Mentorship

- One on one with industry experts

Platform

- Access and ability to leverage our networks
- Joint opportunities to discuss projects both internally and externally

Our Divisions & Services



COMMUNICATION SERVICES

- Strategy & Planning
- Executive Visibility & Thought Leadership
- Crisis Management & Issues Preparedness
- Events & Press Trips
- Multicultural Marketing
- Trends Spotting



PARTNERSHIPS & ACTIVATIONS

- Launch Events, Mega Events, & Festival Execution, Tours & Sampling Programs
- Hospitality Strategy, Planning & Hosting
- B2C/B2B Sponsorship Activation
- Venue Scouting & Management, Vendor Sourcing, Permitting & Management
- Creative Strategy & development
- Campaign Development
- Event & Environmental Design



BRAND INTEGRATION

- Product Placement "Propping"
- Paid Integrations
- Promotions
- Entertainment Partnerships
- Placement Evaluation & Measurement
- Amplification



TALENT & INFLUENCER MARKETING

- Strategy & Insight
- Talent & Celebrity Procurement
- Marketing & Campaigns
- Dressing & Product Gifting
- Collaborations & Licensing



REPRESENTATION

- Communications Strategy
- Press Coverage & Interviews
- Media Relations
- Crisis Management
- Brand Partnerships

Our Selection Process

We will have a committee leading our selection process. There are four key principles that all applicants will be measured against.

GRADING SYSTEM

- Our committee will review each potential participant and grade them on a scale of 1-3 for each principle
- We will tally and base our decision on the highest rated project/company/person

RISK & COMPLIANCE

- After our selection committee identifies an organization, they will be required to go through the IPG risk and compliance approval process.

UNDER SERVED & UNDERREPRESENTED

- Is the person or organization led by someone from an under served & underrepresented group?
- Does person or organization cater to/for under served & underrepresented groups?

SHARED VALUES

- Does the person or organization prioritize inclusivity and diversity?
- Do their values align with our D&I Strategic Values?
- Do they align with corporate goals?

CAPABILITY MATCH

- Does the person or organization work in our spaces?
- Would the work we do for them match our agency capabilities?

LONGEVITY

- Is there potential for a long-term partnership?
- Would we want to be associated with this person's organization in the long term?

What will be expected of your organization?

COMMITMENT

- To ensure the success of this partnership, a spirit of collaboration and cooperation will be essential.
- Key stakeholders from the organization should be available at an agreed upon cadence for meetings. This could be weekly, biweekly, etc. depending on the need.
- The chosen organization will collaborate with their R&CPMK team to deliver an internal presentation within the agency, sharing the achievements of our successful partnership.
- The selected organization should have a clearly defined challenge for the agency to solve/help with.

FINANCIAL

- R&CPMK will be providing their services free of charge, but this does not include any OOP expenses for executing the project.
- An SOW will be drafted to cover all included project deliverables and timeline, this will be agreed upon before executing. Anything that falls outside of that scope or timeline may require project fees. This is meant to keep us on track and to deliver the best service we can.

TIMELINE

- We will be selecting the awarded organization in January of 2024, and we are expecting to kick off the project between then and February.



How to Apply

SUBMISSION FORM

Please complete our application at the link below by January 5th,
LINK [HERE](#)

If selected, your organization will need to go through our IPG background check.