



**BIRTHPLACE OF COUNTRY MUSIC®**  
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## Request for Proposal: Public Relations Services for Bristol Rhythm & Roots Reunion 2026

### Introduction:

Birthplace of Country Music (BCM), organizers of the Bristol Rhythm & Roots Reunion music festival, is seeking an experienced public relations vendor to develop and execute a comprehensive media relations strategy for the 2026 festival, scheduled for September 11-13, 2026, which will additionally serve as the launching point for the 100th anniversary celebration of The 1927 Bristol Sessions. This RFP outlines the scope of services required and provides instructions for submitting a proposal.

### Background:

Bristol Rhythm & Roots Reunion is a three-day music festival celebrating the rich musical heritage of the region. The 2026 festival marks the significant milestone of the 25th anniversary of the event and serves as a precursor and launching point for the celebration of the 100th anniversary of the legendary Bristol Sessions in 2027. The festival features a diverse lineup of established and emerging artists across multiple genres, drawing attendees from across North America.

### Scope of Services:

The selected vendor will be responsible for providing the following services.

### Media Outreach (May 1 - October 31, 2026):

- **Media Strategy:** The vendor will be hired to prepare a media narrative and strategy with an outreach timeline for the festival, including specific goals and measurable objectives to highlight the 25th anniversary festival.
  - The media strategy should incorporate the celebration of the milestone 25th anniversary of Bristol Rhythm & Roots Reunion in 2026.
- **Press Conference:** A press conference is scheduled for May 27, 2026 to announce a key artist project and the full festival lineup at the Birthplace of Country Music Museum. The vendor will be expected to assist with this press event.
- **Press Materials:** The vendor will write and distribute press releases and announcements to regional and national media outlets for the 2026 festival.



- **Media Relations:** The vendor will secure advance editorial coverage and commitments for press attendance at the event on assignment (news items, features, event previews, spotlights).
- **Media Interviews:** The vendor will schedule/manage media interview opportunities for festival organizers and artists. The vendor will develop a strategy for working with artist publicity teams.
- **Media Partnerships:** The vendor should demonstrate experience in establishing media partnerships, trades, and contesting in coordination with BCM Marketing & Communications staff.
- **Media List:** The vendor will leverage existing and/or seek to create new relationships with media outlets relevant to the festival (Print, Radio, Digital Media, Podcasts/Video) and will maintain updated media lists.
- **Radio Promotion:** The vendor will assist with communication with radio stations for advance promotion.
- **TV Segments:** The vendor will coordinate advance TV segment interviews leading up to the festival.
- **Social Media Influencers:** The festival is seeking information regarding relevant social media influencers to add to the media mix and expertise and guidance in this area of public relations is a bonus.
- **Coordination & Collaboration:** The vendor should be amenable to receive guidance from the BCM 100th Anniversary Committee through the Marketing & Communications Director/Team, and to coordinate with an external project assistant for 100th anniversary events and public relations opportunities.

#### **On-Site Media Coordination (September 11-13, 2026):**

- **Media Application & Credentialing:** The vendor will assist with the process for managing the media applications, vetting outlets, communicating requirements, and the process for distributing media/photo passes to media.
- **On-Site Logistics:** The vendor should have experience in developing a media-friendly environment, and will manage media requirements and communicate with BCM Marketing & Communications and festival staff regarding media needs.
- **Communication:** The vendor will communicate with the media in advance and on-site and will provide information in a media orientation communication. The vendor will handle on-site media requests, changes, and updates and communicate those in a timely manner with BCM MarCom staff and content teams including on-site photographers and videographers.
- **Crisis Management:** The vendor will work with the Director of Marketing and Communications to ensure accurate and timely communications for any media-related crisis or staff incident. Any incidents must be reported to the Birthplace of Country Music Marketing & Communications Director immediately.



- **Confidentiality:** In order to protect the reputation and brand of the festival, a strict confidentiality agreement will be required to protect the processes of the festival; identities and personal information of all attendees, artists, and sponsors involved.
- **Photography/Videography:** The vendor may be called upon to assist with on-site photography needs specifically in communicating artist-specific photo/video restrictions or scheduling assistance with multiple media recording sessions.
- **Reporting:** The vendor will provide media activity reports to the BCM Marketing Department on an agreed upon basis and daily during the event.

#### Post-Festival:

- **Coverage Recap:** The vendor will collect all media coverage and provide a written recap of media placements, opportunities, and promotions within a reasonable and timely manner agreed upon with the BCM Marketing Director.
- **Media Quote Sheet:** The vendor will provide a media quote sheet for future marketing use working with festival staff to collect this material.
- **Upcoming Milestone Anniversary of the 1927 Bristol Sessions:** The 100th anniversary celebration of The 1927 Bristol Sessions will kick off at the 2026 Bristol Rhythm & Roots Reunion and will culminate at the 2027 Bristol Rhythm & Roots Reunion festival. The vendor will be briefed to assist the BCM 100th anniversary committee at the 2026 festival with teasing the 100th anniversary milestone coverage prior to, during and following the festival.
- **2027 Festival Preparation:** A 2027 festival lineup announcement typically occurs prior to Black Friday and the vendor will work with the BCM MarCom team to prepare media announcements and strategy for that purpose to be distributed by the BCM Team.

#### Proposal Requirements:

Proposals should include the following information:

- **Company Overview:** Provide a brief history of your company, including your mission, values, and areas of expertise.
- **Relevant Experience:** Detail your experience working with music festivals, live events, or similar organizations. Provide examples of successful campaigns and coverage as applicable.
- **Team:** Introduce the team members who would be dedicated to this project, highlighting their relevant skills and experience.
- **Proposed Strategy:** Elaborate on your proposed strategy for achieving the objectives. Be as specific as possible regarding tactics, timelines, and measurable outcomes.
- **Pricing:** Provide a detailed breakdown of your fees for the services. Please specify any rates for mileage reimbursement, lodging requirements, or reimbursement for meals.
- **References:** Provide up to three professional references from previous clients.



## Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

- **Experience and Expertise:** Demonstrated experience in public relations, media relations, and event promotion.
- **Strategic Approach:** Strength and creativity of the proposed media strategy, particularly in relation to the festival's milestone 25th anniversary and preview of the 100th anniversary of the 1927 Bristol Sessions.
- **Team Qualifications:** Qualifications and experience of the team members.
- **Pricing:** Competitiveness and clarity of the proposed fees.
- **References:** Positive feedback from previous clients.

## Timeline:

- RFP Release Date: April 6, 2026
- Proposal Submission Deadline: April 20, 2026
- Vendor Selection: April 27, 2026
- Vendor Contract: Six Months, May-October 2026

## Submission Instructions:

Please submit your proposal electronically to [lprater@birthplaceofcountrymusic.org](mailto:lprater@birthplaceofcountrymusic.org) by April 20, 2026.

## Questions:

Any questions regarding this RFP should be submitted in writing to Birthplace of Country Music's Director of Marketing & Communications Leah Prater at [lprater@birthplaceofcountrymusic.org](mailto:lprater@birthplaceofcountrymusic.org).

We look forward to receiving your proposal and learning more about how you can support the 2026 Bristol Rhythm & Roots Reunion's historic success.

