

RFP for Event Planner for TEMPO Madison 40th Anniversary Event  
October 8, 2022 | Monona Terrace Community & Convention Center

**OVERVIEW:**

This Request for Proposal (RFP) is issued by TEMPO Madison & the TEMPO Madison Foundation. The purpose of this RFP is to establish a contract with a qualified event planner to manage the execution of TEMPO Madison's 40th Anniversary gala on October 8, 2022, including concept development, planning, assisting with sponsorships, overall event management logistics including the day-of event coordination, budget management, programming, implementation, and analysis.

For more detailed information, note below the *Scope of Work*.

**ORGANIZATION INFORMATION:**

TEMPO Madison is an invitation-only, peer-to-peer organization in greater Madison that connects women leaders with diverse backgrounds and experiences to support, advise, learn and build relationships with one another. Dedicated to shaping the climate and culture of our community by allowing future generations of women to succeed, TEMPO Madison continues to grow, adapt and change. TEMPO Madison embraces the future while staying true to its mission of encouraging the advancement of women in all business sectors. TEMPO Madison membership is comprised of approximately 250 women in executive-level leadership positions throughout the Madison area community.

Members are invited to monthly luncheons with featured speakers intended to stimulate conversation and develop professionally. Networking events encourage TEMPO Madison members to connect with each other socially and maintain a perspective on life outside of the office. Informal groups allow members to pursue connections with women who share common interests, such as book clubs, travel groups, scholarship fundraising, and business board leadership preparation.

The TEMPO Madison Foundation is TEMPO Madisons 501(C)3 counterpart, which provides funding for scholarships and other educational initiatives for Madison-area women. The Foundation has awarded over \$110,000 in scholarships to 37 high school seniors since its inception. Many of these recipients are first-generation college students.

**EVENT DESCRIPTION:**

TEMPO Madison and the TEMPO Madison Foundation is seeking a professional event planner to successfully create and implement a gala featuring a high-profile national speaker. The attendance goal is 800-1,000 people. Monona Terrace has already been reserved for October 8, 2022. The speaker is confirmed, though not announced.

Our goal is to celebrate 40 years of TEMPO Madison, highlighting our Foundation and its scholarship program, increasing net revenues, and having a memorable event enjoyed by our supporters and guests. The gross income goal for the gala is \$70,000-\$85,000, with the net proceeds to be shared by the TEMPO Madison Foundation and TEMPO Madison. In order to accomplish our goal, we are seeking the assistance of a professional event planner, who is a strong leader that can work with the 40th Anniversary Committee Chair, volunteers, TEMPO Madison staff, speaker and their personnel, and event vendors.

*Vision for the gala:* TEMPO Madison connects our community, our members, and local leadership. TEMPO Madison wishes to deliver a sophisticated gala that will generate an additional revenue stream for TEMPO Madison and the TEMPO Madison Foundation, celebrate 40 years in all of its forms, and recognize the contributions of the community in our work.

The gala will feature a VIP pre-reception, dinner, national headline speaker, and a potential youth/student broadcast journalism contest announcement.

## **SCOPE OF WORK**

To realize the above, TEMPO Madison and the TEMPO Madison Foundation seek an innovative event planner to provide the following services:

### **General Management**

- Participate in monthly 40<sup>th</sup> Anniversary Planning Committee Meetings
  - Assist with sub-committees
- Support Planning Committee activities, including assistance in developing a timeline and work plan
- Assist in the development of a final event budget
- Assist with vendor identification, negotiating and contracting

### **Gala/Event Management**

- Manage and coordinate general gala logistics, such as catering, venue coordination, contracts, staging, entertainment, floor plans, seating plans, décor, volunteers & staffing, technical equipment, presentations, emcee, protocol management of VIP guests and dignitaries, and any other relevant tasks as required.
- Coordinating with the speaker and their personnel, if needed, on any promotion/PR activities that they may provide
- Develop and manage volunteer duties, program, meeting, and training.
- Submit a post-gala evaluation report with recommendations to TEMPO Madison and TEMPO Madison Foundation.
- Other duties as assigned, agreed by both parties

### **Event Marketing**

- Assist with Implementation of marketing and communication plan
- Ensure timely execution of all creative materials associated with the event
  - This includes: invitation, letters, tickets, pledge forms, press kits, press materials, table signs, sponsor signage, advertising materials, etc.

### **Registration Management**

- Registration
  - Work with committee to finalize ticket pricing
  - Work with TEMPO Madison staff for ticketing / day of nametags
    - Which includes printing and day of set-up
- Sponsorship Follow-up
  - Assist in developing a sponsorship fulfillment plan
  - Track the fulfillment of sponsors' benefits – logo inclusion, signage, attendee names, etc.

### **Day-of Gala**

Supervise all aspects of the gala and manage the logistics, onsite supervision of the gala – as mentioned in gala/event management above.

### **Other**

Meet regularly as required with the 40<sup>th</sup> Anniversary Planning Committee Chair and TEMPO Madison's Communications Chair to provide updates on progress, issues, resources and budget matters.

## Request for Proposal Process

This RFP represents the opportunity to be involved in the delivery of TEMPO Madison's 40<sup>th</sup> Anniversary gala.

This is a one-time event contract. The duration of the contract is approximately 10 months. TEMPO Madison and the TEMPO Madison Foundation will negotiate a contractual agreement with the preferred consultant. By responding to the RFP, the applicant understands that they will be fully responsible for meeting the requirements of the RFP and will ask and execute the necessary tasks to make sure that the event is successfully completed. **The RFP Committee has the right to accept or reject any and all submissions/responses to this RFP in whole or in part.**

*Note that the information in this RFP represents the vision of TEMPO Madison 40<sup>th</sup> Anniversary gala at this time and is subject to change as the project evolves.*

**Questions:** Participants may ask questions about the RFP by sending them in writing via email to Erin Fabrizius, [tempomadison@tempomadison.org](mailto:tempomadison@tempomadison.org). Participants are asked NOT to contact any 40<sup>th</sup> committee or board members involved with the TEMPO Madison and the TEMPO Madison Foundation project.

**Confidentiality:** All submissions will be treated as confidential between the RFP Committee and each participant. The RFP Committee will not disclose RFP contents to other participants or the general public. TEMPO Madison and the TEMPO Madison Foundation reserve the right to discuss submissions with consultants and related parties.

**Contractual status:** The RFP Committee and TEMPO Madison/TEMPO Madison Foundation are not bound to accept any RFP. Participants should be aware that no contractual relationship with TEMPO Madison/TEMPO Madison Foundation will arise upon submission to the RFP. All submissions become the property of TEMPO Madison/TEMPO Madison Foundation.

All applicants must submit the following information:

- Name and # of employees.
- Address
- Short description of work history in planning fundraising events/galas
- Description of event planning services offered.
- Two (2) professional references, including contact information.
- Two (2) event references (including a description) for events of similar size/type that the event planner has coordinated.
- Explanation and listing of all costs and fees applicant proposes to charge for event planning services.
- If coordinating other events in the Madison area, please address any conflict of interest related to the other events.

## RFP SCHEDULE

Respondents must submit the proposal electronically to: Erin Fabrizius, [tempomadison@tempomadison.org](mailto:tempomadison@tempomadison.org)

Proposals must be received by TEMPO Madison/TEMPO Madison Foundation at the location specified no later than 12:00 p.m., January 5, 2022. Proposals will not be publicly read at the opening. No proposals will be accepted after that time. Responses received after the stated time will be returned unopened and will not be considered.

This schedule of events represents TEMPO Madison/TEMPO Madison Foundation's best estimate of the schedule that will be followed for this RFP. If a component of this schedule such as the deadline for receipt of proposals is delayed, the rest of the schedule will be shifted by the same number of days. The approximate RFP schedule is as follows:

RFP issued: December 17, 2021

Proposals due: January 5, 2022 at 5 p.m.

Review of Proposals: January 6, 2022

**\*\*Interviews will likely take place on Monday, January 10 (with potential back-up January 11 & 12), 2022  
(PLEASE HOLD)**

**Intent to Award Contract: By January 31, 2022**