



**Request for Proposals: Event Planner  
ACLU of Virginia 50<sup>th</sup> Anniversary Event  
September 7, 2019 in Richmond, Virginia**

**I. OVERVIEW:**

This Request for Proposals (RFP) is issued by the American Civil Liberties Foundation of Virginia ("ACLU-VA"). The purpose of this RFP is to establish a contract with a qualified event planner to manage the execution of a 50<sup>th</sup> Anniversary event to be held on September 7, 2019 in Richmond, VA including overall event management logistics including working with event planning committee, contracting with venue and caterers, day-of-event coordination, and budget management. ACLU-VA has already reserved a location for the event and has entered into a contract with the featured speaker. For more detailed information see the **Scope of Work** section below.

**II. ORGANIZATION INFORMATION:**

**III. EVENT DESCRIPTION:**

ACLU-VA is seeking assistance to deliver a 50<sup>th</sup> Anniversary program for 200-250 attendees to be held on September 7, 2019. Our goal is to increase public education about ACLU-VA and our history and have a successful fun event that is enjoyed by those in attendance. We don't have an income goal for the event.

To deliver a great event, we are seeking the assistance of a professional event coordinator, who is a strong leader who can work with the volunteer committee chair and committee, ACLU-VA staff and vendors to help coordinate this event.

Vision for the event: The event will include a pre-program welcome reception (heavy hors d'oeuvres and cash bar), a program featuring a keynote speaker (Shaun King), a panel discussion, an awards ceremony recognizing the contributions of ACLU-VA history makers, and a post-program coffee and desert reception.

There may be a charge to attend but the event will not be marketed as a fundraiser.

**IV. SCOPE OF WORK**

To realize the above, ACLU-VA seeks an innovative event planner to provide the following services:

**General Management and Financial Operations**

- ☐ Develop a timeline and work plan
- ☐ Help finalize the event budget
- ☐ Assist with vendor identification, negotiating and contracting

### **Event Marketing**

- ☐ Assist ACLU-VA communications staff with development and implementation of a marketing and communication plan
- ☐ Ensure timely execution of all creative associated with the event
- ☐ This includes: invitation, letters, tickets, press kits, press materials, table signs, sponsor signage, advertising materials, etc.

### **Event Management**

- ☐ Coordinate logistics with the venue (Institute for Contemporary Art) and finalize parking arrangements with VCU offices.
- ☐ Manage and coordinate general event 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.
- ☐ Ensure all applicable licenses and appropriate insurance coverage is acquired.
- ☐ Create and execute volunteer duty program, meeting and training.
- ☐ Submit a post-event evaluation report with recommendations to ACLU-VA.
- ☐ Other duties as assigned.

### **Day of Event**

- ☐ Supervise all aspects of the event and manage the logistics and onsite supervision of the event – as mentioned in event management above

### **Other**

- ☐ Meet regularly and/or communicate by email/phone as required with 50<sup>th</sup> Anniversary committee chair and designated ACLU-VA staff to provide updates on progress, issues, resources and budget matters.

## **V. Request for Proposal Process**

This RFP represents the opportunity to be involved in the creation and delivery of the ACLU-VA 50<sup>th</sup> Anniversary event.

The contract is not full-time and will last from date of execution of agreement through September 15, 2019. ACLU-VA 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 identify and execute the necessary tasks to make sure that the event is successfully completed. ACLU-VA management reserves the right to accept or reject, in whole or in part, any and all submissions/responses to this RFP.

Note that the information in this RFP represents the current vision of ACLU-VA 50<sup>th</sup> Anniversary Event and is subject to change as the project moves forward.

Questions: Participants may ask questions about the RFP by sending them in writing via email to ACLU-VA Executive Director Claire Gastañaga, [claire@acluva.org](mailto:claire@acluva.org). Participants are asked NOT to contact any other staff or contractors involved with the ACLU-VA project.

Confidentiality: All submissions will be treated as confidential between ACLU-VA and each participant. ACLU-VA will not disclose their contents to other participants or the public. ACLU-VA reserves the right to discuss submissions with its consultants and related parties.

Contractual status: ACLU-VA is not bound to accept any RFP. Participants should be aware that no contractual relationship with ACLU-VA will arise upon submission to the RFP. All submissions become the property of ACLU-VA.

**All applicants must submit the following information:**

1. Name and # of employees.
2. Address
3. Short description of work history in planning and executing successful events.
4. Description of event planning services offered.
5. Two (2) professional references, including contact information.
6. Two (2) event references (including a description) for events of similar size/type that the event planner has coordinated.
7. Explanation and listing of all costs and fees applicant proposes to charge the ACLU-VA for event planning services.
8. If coordinating other events in the metropolitan Richmond, Virginia area, please address any conflict of interest related to the other events.

**RFP SCHEDULE**

Offerors must submit one (1) electronic copy of the proposal by email to:  
Claire Gastañaga, Executive Director  
ACLU Foundation of Virginia  
claire@acluva.org

For full consideration, proposals must be received by ACLU-VA at the location specified no later than **5:00 p.m., June 3, 2019.**

This schedule of events represents ACLU-VA'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: May 20, 2019
- Proposals due: June 3, 2019
- Review of Proposals: June 3- June 7, 2019
- Intent to Award Contract: June 12, 2019

*The ACLU of Virginia is an equal opportunity organization. We are committed to maximizing the diversity of our team and vendors and want to involve all those who can contribute to our inclusive culture. We encourage responses from all qualified vendors without regard to race, color, gender, sexual orientation, gender identity and expression, age, national origin, marital status, citizenship, disability, and veteran status. Persons with disabilities may request accommodations.*