I. REQUEST FOR PROPOSALS

This request is issued by Academy of Hope Adult PCS. The purpose of this RFP is to establish a contract with a qualified fundraising event planner to manage all aspects of a unique fundraising gala – including planning, registration, securing sponsorships, overall event management, logistics, vendor relations, budget management, programming, implementation and analysis - to be held in Washington, DC in April 2020.

AoH is celebrating its 35th Anniversary by hosting a fundraising awards gala. The gala will celebrate AoH's 35 years of service to adult learners in Washington, DC. We have an ambitious fundraising goal of $250,000. The total budget for the event is $75K. The location of the event has yet to be determined. The duration of the awards gala (including a reception, dinner, awards presentation, and after dinner dancing) runs approximately five hours, with an expected attendance of 250-300 people. This will be a ticketed event that will offer a variety of corporate and individual sponsorship opportunities, as well as individual ticket sales.

We hope to attract Academy of Hope donors, volunteers, alumni; and the Washington, DC government, business, and philanthropic communities to the event. The Event Planner will report to Academy of Hope's Chief Development Officer (CDO) and work under the guidance of the Event Co-Chair to oversee the event, set ticket prices, determine entertainment, etc. The event will serve as a vehicle to highlight, acknowledge and recognize excellence in adult education through an award process. The main focus for the event planner is to create a fun, inviting atmosphere that allows everyone to celebrate past successes, encourage new friendships, generate excitement and raise funds for the future of AoH.

Measures of success include number of attendees, sponsorships obtained, quality of the event, social media exposure, and net income generated. Specific metrics will be set in partnership with planner prior to signing contract.

II. SOLICITATION SCHEDULE

Responses should be provided in electronic format and emailed to joy@aohdc.org by Friday, April 19, 2019. Please contact Joy at 202-269-6623 Ext. 109 with any questions you may have regarding this RFP.

III. BACKGROUND

Academy of Hope was founded in 1985 by two teachers who believed that education could empower those most marginalized in Washington, D.C. Academy of Hope's mission is to provide high quality adult education and services in a manner that change lives and improve our community.

IV. PROJECT SCOPE

The intent of this RFP is to have the firms under consideration specifically address the services required and provide a well-considered price proposal for those services. Contractor agrees to provide all necessary expertise and services to professionally and diligently prosecute the work authorized by Work Orders to be issued by the Academy of Hope.

Scope of services are being requested:

Reporting to the CDO, the Event Planner will work under the guidance of the Event Chair. This is a part-time/contract position. Work can be completed remotely and in office, as needed. Duties include but are not limited to:

Pre-Event

- Craft event plan, timeline and work plan with detailed goals, objectives and tactics
- Provide comprehensive planning, coordination, logistics development, event management, production services, registration management
- Serve as AoH Gala liaison in all client/vendor/committee meetings
- Co-develop sponsorship strategy; create and develop sponsorship levels as well as expected benefits; track and fulfill sponsor benefits (logo inclusion, table assignments/seats at the dinner, etc.); and solicit sponsorships
- Develop and implement marketing and communications plan; ensure timely execution of all creative associated with the event (invitation, letters, tickets, event advertisements, table signs, signage, etc.)
- Design and implement event theme/layout (decor, design, etc.)
- Work with Communications/Marketing team to promote event via website and social media outlets
- Work with venue/caterer to determine food/beverage options for reception and dinner; finalize and oversee selections
- Create day-of-event timeline, production schedule, and run-of-show
- Manage budget expenses and revenue.
- Investigate vendors required to produce the Gala (Sound; Lighting; Floral, etc.); negotiate and contract those needed; manage vendor relationships
- Work with staff, Host committee, sponsors, etc. to obtain number and names of attendees
- Prepare gala materials including name tags, programs, etc.
- Create, design, and solicit ads for program book
- Meet regularly, as required, with CDO, Event Chair to provide updates on progress, issues or budget related matters

Day-Of

- Attend Event
- Direct day-of event management, including speaker preparation, award winner coordination, photo shoots, registration, and various trouble shooting
- Oversee set-up, stage management, sponsor signage
- Work with CDO and Event Chair to ensure successful Raise the Paddle Fund-Raiser
- Manage onsite registration including check in, distribution of name tags, goody bags, etc.
- Oversee speaker prep, award winner coordination, photo shoots
- Various trouble shooting

Post Event

- Meet, or exceed, event budget expectations
- Post event wrap up; including review of pictures (post to web); correspondence to sponsors, donors, event participants, local media, and social media "shouts", etc.

V. CONTRACTOR QUALIFICATIONS

Academy of Hope Adult PCS is seeking a contractor that can address the above described projects. Contractor's Statement of Qualifications should clearly and accurately demonstrate the specialized knowledge and experience required for services under consideration. Proposals should also include:

- Provide a project organization chart showing the proposed staff for this job, including all professional staff.
- Describe the duties and responsibilities for all key staff positions.

VI. PROPOSAL REQUIREMENTS

Proposals are sought from firms with recognized expertise on design projects with experience in the nonprofit sector. In your proposal, please provide the below information in the order requested:

- Background on your organization including history, staff size and experience, average client size for this service, percent of business dedicated to technical support, and percent of business dedicated to nonprofits.

- Overview of your approach / business model.

- Describe your approach to the projects identified above

- Cost Proposal: Detail prices for all services proposed. As the nature of the work to be performed will vary depending on Academy of Hope's needs and, etc., vendors should present prices in an "a la carte" format.

Services for which fixed prices are charged must be clearly identified. Identify what specific services are covered and which are not covered by any fixed price service. For services charged on an hourly or other per-unit basis, the cost proposal must detail charges for the following:

i. If rates vary according to the nature of the contractor staff who perform the work, describe and enumerate the price for each labor category, i.e., provide a full hourly rate sheet for relevant staff.
ii. If prices vary according to time of day or the timing of the request for services (e.g., regularly scheduled visits versus emergency response), show those prices separately.
iii. Identify any other factors relevant to evaluation of pricing, such as billing increments (e.g., 15 minutes, etc.), whether travel time is charged, minimum billable units or amounts, mark-up on equipment procurement, etc.

- Technical Approach: The proposal must describe how the firm fulfills the "Contractor Qualifications" outlined in Section V.

- References: Include the three most similar clients to whom you have provided this service – name, organization, email and phone.

VII. EVALUATION FACTORS FOR AWARD

In considering proposals, Academy of Hope Adult PCS will make a best-value determination. Award will be made to the applicant that conforms to the RFP's requirements and is judged to represent the best value to Academy of Hope. Best value is defined as the proposal that presents the best overall value to Academy of Hope Adult PCS, cost and other factors considered, and which presents the most advantageous offer. Such an offer may not necessarily be the proposal offering the lowest cost or receiving the highest technical rating.

Academy of Hope Adult PCS will evaluate proposals based on a number of criteria, including:

- How well the vendor demonstrates an understanding of Academy of Hope's needs and its ability to meet those needs
- The overall business model and its match to Academy of Hope's needs
- Corporate experience with similar sized nonprofits
- Prior performance in similar engagements;
- Price

RFP Project Schedule:

- March 22, 2019: RFP opens at 10 am EST

- April 12, 2019: First Wave of RFP submissions will close at 5 pm EST (This group will be allowed to resubmit items if additional information is requested)

- April 19, 2019: Final Wave of RFP submissions will close at 5 PM EST (This group may not be allowed to send additional information once RFP is submitted)

- May 3, 2019: Award contract