



# Request for proposal for event management of 90<sup>th</sup> Birthday gala

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by Goodwill of North Georgia

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## 1. GENERAL OVERVIEW

### 1.1 Company overview

The mission of Goodwill of North Georgia (Goodwill) is to put people to work. The nonprofit has provided services in the region for 90 years. In fiscal year 2014, Goodwill provided job training and employment services to 45,540 people and helped 14,652 people start new businesses or find jobs. This year, the company's goal is to help 16,500 people find employment. The organization currently operates 53 stores and more than 65 attended donation centers. Revenues generated from Goodwill's retail program help fund job training and placement programs.

### 1.2 Event Overview

In celebration of its 90<sup>th</sup> birthday (June 19, 2015), Goodwill of North Georgia will host a gala-style event. The objective of the event is to celebrate Goodwill's impact on the community and its historical significance over the past 90 years. It should also give attendees a peek into the organization's plans for the future. There should be a significant emphasis on organizational growth and mission.

The gala will serve as a culmination of a year's worth of smaller events held throughout the year and will take place in June 2016. The duration of the event will be between 3 and 4 hours with an expected attendance of about 500 people. Goodwill has narrowed its list of preferred locations to two venues (Delta Flight Museum and Fox Theater),

This will be a ticketed event that will offer a menu of corporate sponsorship opportunities. 100% of the proceeds will go back to Goodwill's job training programs and employment services. While there will be a fundraising component, (via ticket sales, sponsorships and possibly a silent auction) the focus of the event should be celebratory.

Measures of success will include number of attendees and dollars raised. Post-event objectives will focus on attendee/community engagement (e.g. growth of email lists, connections made with influencers, future financial and material goods donations).

## 2. STATEMENT OF WORK

### 2.1 Purpose

The purpose of this Request for Proposal (RFP) process is to invite event management and planning vendors to submit their proposal to manage the "Goodwill 90th Birthday Gala." (NOTE: name of the event has not yet been finalized and ideas will be solicited from selected vendor.) This document outlines the requirements necessary for successful event.

### 2.2 Scope

Goodwill will provide staff as resources for some aspects of the event such as on-site sales during the event and acquisition of budget. Goodwill will require the event management vendor to manage pre-event planning, budgeting, logistics and on-site management. Please refer to "Scope of Work" section for details.

## 2.3 Project schedule

This schedule is based on our current timelines and is subject to change.

Project Milestones	Deadline
RFP Delivered to Vendors	May 4, 2015
RFP Close Date	May 15, 2015
Start Vendor Evaluations	May 18, 2015
Award Contract to Vendor	May 25, 2015

## 3. PROPOSAL SUBMISSION PROCEDURE

### 3.1 Vendor RFP Reception

By responding to this RFP, the vendor agrees to fully understand the requirements and other details of the RFP. Vendors should ask any questions to ensure full understanding is gained prior to responding. Goodwill retains the right to disqualify vendors who do not demonstrate clear understanding of the event and needs.

### 3.2 Good Faith Statement

All information provided by Goodwill is offered in good faith. Specific items are subject to change at any time based on business circumstances.

### 3.3 Communication & Proposal Submission Guidelines

All vendors should submit the following information:

- Corporate Overview: general information about your company, including legal name, year of incorporation and number of employees
- Services: description of all services and products supplied
- Markets Served: description of geographic/industry markets served
- Partners: list of current event-related vendors and partners relevant to this event
- Fundraising Experience: demonstrate experience with managing a fundraising event
- References: description of at least two similar events (in scope and industry)

Official proposals should be submitted via email on or before **May 15, 2015**. Email all questions related to this RFP and vendor proposals to:

Goodwill of North Georgia  
Elaine Armstrong, Director of Public Relations  
235 Peachtree Street  
North Tower, Suite 2300  
Atlanta, Georgia 30303  
[earmstrong@ging.org](mailto:earmstrong@ging.org)  
404-420-9932

### **3.4 Evaluation Criteria**

The purpose of this RFP is to identify vendors with interest, capabilities and financial ability to manage the event as defined in the "Scope of Work." All proposals will be evaluated based on the following key criterion:

- Capabilities demonstrated with past events
- Budget and fees
- Depth of capabilities and partners
- Understanding of event and event objectives

### **3.5 Short-List Selection**

Vendors who have demonstrated their capacity to meet Goodwill's needs will be contacted via phone or email to be notified of their selection to move forward in the RFP process.

Vendors who have not been selected will not be contacted.

## **4. SCOPE OF WORK & BUSINESS REQUIREMENTS**

Goodwill will require the event management vendor to manage the following aspects of the event.

### **4.1 Planning**

- Location Selection: Work with Goodwill to provide insight and recommendation for event location if location has not yet been determined before the awarding of the contract.
- Pre-event Schedule: Create project schedule with timelines and key milestones for the event.
- Theme: Provide options for event theme that will also be incorporated into all promotions, printed collateral and on-site signage.
- Budget: Manage the overall budget throughout event planning.
- Event Agenda: Work with Goodwill staff to create schedule of speakers, entertainment, activities and auction.

### **4.2 Sponsors, Speakers, Entertainment & Auction**

- Sponsors: Contact and confirm sponsors for the event at various sponsorship levels. Goodwill will provide a list of potential sponsors. Communicate with sponsors regarding their requirements, deadlines and deliverables.
- Speakers: Work with Goodwill to identify and confirm all speakers, internal and external. Communicate with speakers regarding their requirements, deadlines, deliverables and preparation.
- Entertainment: Contact and provide suggestions to Goodwill for entertainment. Work with Goodwill to select entertainment and communicate with entertainer(s) regarding their work, requirements, deliverables and preparation.
- Auction: Secure items for and manage execution of auction. (NOTE: This portion of event is not confirmed.)

### **4.3 Event Promotions**

- Promotion: While, Goodwill will manage email, media relations and other marketing to promote the event to partners, community leaders, etc., event management vendor should provide guidance and expertise, as needed.
- Registration: Goodwill will provide online registration and ticketing and provide updates to the event management vendor.
- Promotional Giveaways/Swag Bags: Provide options for and manage production of all event giveaways and prizes.
- Event Materials: Goodwill will provide guidance on materials required (printed and digital). Event management vendor will be required to produce programs and other printed materials distributed at event.

### **4.4 Event Plan & Logistics**

- Meals: Manage and order all meals for event.
- Awards: Manage production of partner awards. Goodwill will manage award categories, nomination and selections. (NOTE: This portion of event is not confirmed.)
- On-site Signage: Create all on-site signage including programs, registration area, dinner menus, and table signage.
- Audio/Visual: Work with AV contractor/venue for all audio/visual requirements.
- Photography/Videography: Coordinate photography and videography of the event. Work with Goodwill to establish a shot list for photographer and videographer.
- Vendor Oversight: Manage all vendors, staff and speakers involved with the event.
- Media Relations: Goodwill will manage all media relations and PR related to this event.

### **4.5 Facilities**

- Venue: Manage all required space, meals and A/V.
- Accommodations: Secure a block of rooms and discount hotel rates (as needed).

### **4.6 On-site Management**

- Check In: Manage the check-in process and guest list for ticketed and complimentary admissions.
- Parking: Manage parking for attendees and work with venue to ensure adequate parking is available.
- On-site sales: Goodwill will handle financial aspects of all items sold on-site or via auction.

## **5. ESTIMATED BUDGET & RESOURCES REQUIRED**

All vendors must provide a breakdown of costs related to management of the event as outlined in the Scope of Work. Vendor must agree to keep the quoted pricing in their proposals for a minimum of 10 days after proposal submission. Finally, all proposals must include a project schedule and work breakdown structure, which identifies timelines, key milestones, project phases or other project plan information.