

RFP for Event Planner for MCM Gala Fundraising Event in April 2017 (Deadline Extended to 9/16/16 at Noon)

I. OVERVIEW:

This Request for Proposal (RFP) is issued by Montgomery Community Television, dba Montgomery Community Media (hereinafter referred to as "MCM"). The purpose of this RFP is to establish a contract with a qualified fundraising event planner to manage the execution of a unique fundraising gala event including include concept development, planning, securing sponsorships and, overall event management logistics including day-of-event coordination, budget management, programming, implementation, and analysis. For more detailed information see the **Scope of Work** section below.

II. ORGANIZATION INFORMATION:

Montgomery Community Television, dba Montgomery Community Media (MCM), is Montgomery County, MD's community media center, and the region's largest public access television station. Since 1984 our aim remains to "inform, connect and educate" the 1+ million residents of Montgomery County. Our mission is to create and deliver unique media content that educates, entertains, informs and inspires those who live and work in Montgomery County. MCM serves the community through content distribution, educational training, economic development, nonprofit partnerships and collaborations, and production services.

III. EVENT DESCRIPTION:

MCM is seeking assistance to create and deliver an inaugural, high-profile, one-of-a-kind annual gala and awards event for 300-400 attendees to be held in April 2017. Our goal is to increase public education about our charity, increase net revenues and also have a successful fun event that is enjoyed by our donors. The gross income goal for the fundraising event is **\$50,000**. In order to do this, we are seeking the assistance of a professional event coordinator, who is a strong leader that can work with the Gala Chair and volunteer committee, MCM staff and vendors to help coordinate this event.

Vision for the event: MCM connects our community through media and the gala should reflect this intention. MCM wishes to deliver a sophisticated gala that will generate an additional revenue stream for MCM, celebrates community media in all of its forms, and recognizes the contributions of the community in our work. The gala will feature a VIP pre-reception, dinner, an awards ceremony recognizing the contributions of honorees, and a silent auction. The gala will be promoted as a fundraiser and the focus of the evening will be on raising funds for MCM. Pledge cards will be placed on every table and MCM will directly ask attendees to give.

IV. SCOPE OF WORK

To realize the above, MCM seeks an innovative fundraising event planner to provide the following services:

General Management and Financial Operations

- Develop a timeline and work plan
- Establish the event date and help develop event budget
- Assist with vendor identification, negotiating and contracting

Event Marketing

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

- Develop sponsorship strategy; Create and develop sponsorship levels and benefits
- Track the fulfillment of sponsors' benefits – logo inclusion, etc.

Silent Auction

- Prepare an auction procedure document that will detail all aspects of the auction's pre-launch, launch and fulfillment operations.
- Assist in the solicitation and securing of items/packages.
- Prepare an Auction recognition plan and ensure that the proper information is on the Auction's donor's list (package description).
- Support and coordinate all signage, bid sheets, arrange easel rentals and set up displays.

Event Management

- Help identify venue
- 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 MCM.
- 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 as required with Gala Chair and MCM's Development & Communications staff and the Board's Development Committee 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 inaugural MCM annual gala.

The contract is not full-time, however it will last over a period of 9 months. MCM 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. MCM 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 vision of MCM Annual Gala at this time, 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 Tony Spearman-Leach, Director of Development and Communications at TSpearman-Leach@mymcmedia.org. Participants are asked NOT to contact any other staff or contractors involved with the MCM project.

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

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

All applicants must submit the following information:

1. Name and # of employees.
2. Address
3. Short description of work history in planning of fundraising 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 Foundation for event planning services.
8. If coordinating other fundraising events in the Metro Washington area, please address any conflict of interest related to the other events.

RFP SCHEDULE

Offerors must submit one (1) original hard copy of the proposal to:

Merlyn Reineke, CEO
Montgomery Community Media
7548 Standish Place
Rockville, MD 20855

Proposals must be received by MCM at the location specified no later than 12:00 **p.m.**, **September 16, 2016**. 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 MCM'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: August 10, 2016
- Proposals due: September 16, 2016
- Review of Proposals: September 22, 2016
- Intent to Award Contract: September 26, 2016