

REQUEST FOR PROPOSAL

For Event Planning Services



OVERVIEW

This Request for Proposal (RFP) is issued by the Girl Scouts of Southern Illinois. The purpose of this RFP is to establish an event planning and management company or professional to assist the Girl Scouts of Southern Illinois in the execution of a fundraising gala including event design and theme, event logistics including, day-of-event coordination, and event programming.

Organization Information:

Girl Scouts of Southern Illinois (GSofSI) is a high-capacity Girl Scout council serving approximately 11,300 girls and engaging 4,550 adult volunteers in 40 ½ counties in Southern Illinois. GSofSI Mission: Girl Scouts builds girls of courage, confidence, and character, who make the world a better place. The Girl Scouts organization is the world's largest leadership development organization for girls. In partnership with committed adults, girls develop qualities that will serve them all their lives – such as strong values, social conscience, and conviction about their own potential and self-worth. Today's Girl Scouts not only enjoy camping and crafts; they also explore math and science and learn about diversity, good citizenship, leadership and teamwork. Girl Scouting is the place where girls experience the fun, friendship and power of girls together. Girl Scouts of Southern Illinois is a not-for-profit organization supported by various United Ways throughout the region. Girl Scouts is a Proud Partner of United Way.

Event Description

GSofSI is seeking assistance to design and deliver our inaugural, high-profile gala, "United We Lead" for 400-500 attendees to be held on August 17th, 2019. Our goal is to increase awareness and publicity for the Girl Scouts, celebrate women's leadership, increase net revenues, and also have a successful fun event that's enjoyed by our donors. The gross income goal for the fundraising event is \$270,000. We are seeking a professional event planner or planning/management company to work with our CEO, Fund Development Director, Events and Advocacy Coordinator, and Gala Committee to help coordinate this event. The gala will feature a VIP pre-reception, dinner, a keynote speaker, and a 'fund-a-need' paddle auction.

Scope of Work

To realize the above, GSofSI seeks an innovative event planning company to provide the following services:

Event Management and Design:

- Coordinate with the Events and Advocacy Coordinator on the management of the gala
- Develop a design, theme, and layout for the gala, including the VIP reception
- Develop general event logistics, such as staging, entertainment, floor plans, seating plans, décor, technical equipment, presentations, and protocol management of VIP guests and dignitaries
- Develop and Assist with the design and set-up for the 'fund-a-need' paddle auction

Day of Event:

- Provide day of service and management including décor and design set-up, valet, and videography/photography
- Coordinate with the Events and Advocacy Coordinator on all aspects of the event and help with the management of logistics and onsite supervision of the event

- Assist the Events and Advocacy Coordinator in the implementation and 'run of show' for the gala, including VIP reception, presentations, keynote speaker, and 'fund-a-need' paddle auction

Other:

- Meet and Communicate regularly with the Events and Advocacy Coordinator and Fund Development Director
- Provide updates and communication as needed with the Gala Chair and CEO

Request for Proposal Process

This RFP represents the opportunity to be involved in the design and delivery of the GSofSI "United We Lead" Gala. The contract is not full-time, however, it will last over a period of, no more than 11 months. GSofSI will negotiate a contractual agreement with the preferred event planning company or professional. 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. Girl Scouts of Southern Illinois 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 GSofSI "United We Lead" 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 to Michelle Ochsner, Events and Advocacy Coordinator at mochsner@gssofsi.org. Participants are asked NOT to contact any other staff or contractors involved with the Girl Scouts of Southern Illinois.

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

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

All Applications must submit the following information *(please limit to 10 pages):*

- Name and # of Employees
- Address and Contact Information
- Short description of work history in planning of fundraising events, including galas
- Description of event planning services offered.
- Two (2) professional references, including contact information.
- Two (2) event references (including 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 GSSI for event planning services.
- If coordinating other fundraising events in the Greater St. Louis region (both MO and IL), please address any conflict of interest related to the other events.

If all of the items are not included, the proposal is disqualified.

RFP SCHEDULE

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

Michelle Ochsner
Girl Scouts of Southern Illinois
#4 Ginger Creek Parkway
Glen Carbon, IL 62034
618.307.3622
mochsner@gssofsi.org

Proposals must be received by GSofSI at the location or in email specified no later than 12:00pm on Monday, October 8th, 2018. Proposals will not be publicly read at the opening.

No proposals will be accepted after that time. Responses received after the state time will be returned unopened and will not be considered.

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

RFP Issued: September 19th, 2018
Questions Due: September 27th, 2018
Proposals Due: October 8th, 2018
Review of Proposals: October 15th, 2018
Intent to Award Contract: By November 15th, 2018

For general questions, please contact:

Girl Scouts of Southern Illinois
#4 Ginger Creek Parkway
Glen Carbon, IL 62034
800.345.6858
friends@gssofsi.org



UNITED WE LEAD

Gala