



Central Ohio Chapter of the Association of Fundraising Professionals (AFP)

**Event Planner
Request for Proposal**

Date Issued: February 26, 2018
Proposals Due: March 21, 2018

EVENT PLANNER REQUEST FOR PROPOSAL (RFP): 2018 National Philanthropy Day

The Central Ohio Chapter of AFP seeks a professional event planner to assist in the organization, management and implementation of a successful 2018 National Philanthropy Day (NPD) event, slated to be held November 20, 2018.

The event planner will work closely with the NPD Chair and volunteers to create a luncheon experience that honors the local philanthropic community and highlights the work of AFP in central Ohio.

AFP is committed to inclusion, diversity, equity and access in the selection process and criteria for all proposals considered.

Additional information about the project and scope of services is provided in subsequent pages.

History

The 2017 National Philanthropy Day event honored nine individuals/groups during a lunch program in front of 650 guests at the Renaissance Columbus Downtown Hotel. The audience was a combination of corporate sponsors and local nonprofit organizations. It was the 25th year the event has been held. The event is the single, largest celebration of philanthropy in central Ohio.

Questions Regarding RFP

Inquiries concerning this RFP should be submitted to proposals@centralohioafp.org using the subject line: "2018 National Philanthropy Day RFP Inquiry." Inquiries will be addressed within 24 hours.

Submission

Documents must be submitted in PDF format via email to proposals@centralohioafp.org by 5:00pm on March 21, 2018.

Award of Contract

AFP intends to award a contract by March 28, 2018. The award date is subject to change based on volume of proposals received. A successful candidate will itemize each component separately and provide a grand total for services (see Appendix A). All candidates will be informed of a decision when a contract is awarded.

Note

All costs related to the submission of this RFP must be assumed by the submitting contractor/firm. No expenses will be reimbursed.

SECTION I. Organizational Overview and Introduction

AFP Central Ohio is recognized as the premiere resource for development and fundraising professionals, providing outstanding educational programs for those seeking professional development and career advancement opportunities. Our membership of 350+ development professionals, consultants, allied professionals and fundraising volunteers has opportunities to meet regularly for superb educational programs and networking activities.

Since 1992, members and the Board of the Central Ohio Chapter of the Association of Fundraising Professionals (AFP) have publicly recognized local philanthropic leaders and celebrated giving in our community through National Philanthropy Day. NPD has become the highly anticipated 'event to attend' in Columbus during November, the traditional month of giving thanks.



SECTION II. Scope of Work

AFP Central Ohio seeks to contract with an event planner to provide event planning and management services for National Philanthropy Day.

A. Event Details

Date: November 20, 2018

Venue: Downtown Columbus, exact facility TBD

Expected Attendance: 650

B. Event Agenda

The following is meant to provide a general idea of the event agenda, which has not yet been confirmed.

- Event rehearsal on November 19
- Pre-lunch networking begins at 11:30am
- Program begins at 12pm
- Break for lunch service at 12:30pm
- Program concludes at 1:15pm

C. Services Required

Committee Involvement
<ul style="list-style-type: none">• Attend all National Philanthropy Day Committee Planning Meetings• Attend National Philanthropy Day Committee Post Event Meeting• Develop event timeline and work plan
Event Design and Management
<ul style="list-style-type: none">• Responsible for script development for emcee, event chair, and chapter president• Responsible for program design and content• Work with event venue to determine décor, floral, and other decorative needs• Coordinates with audio visual vendor to produce the program, advise on sound, lighting, and other visual components• Arrange the taping of honoree interviews in partnership with the audio visual vendor and event chair• Provide script of each honoree interview to event chair prior to approving honoree videos• Supervise all aspects of the event and manage logistics• Serve as point person for walk through

Vendor Management

- Assist with vendor identification as needed
- The event planner will be the point of contact for the following vendors:
 - + Audio Visual and Staging
 - + Photographer and Videographer
 - + Printer
 - + Venue
- Event Planner will not sign contracts or commitments on behalf of the Chapter without the review and approval of the Event Chair

Collateral Graphic Design and Marketing Coordination

- Provide guidance on theme creation and/or event rebrand
- Coordinate all elements of event program book including sponsor logos, ads, honoree bios, etc., in partnership with printer and sponsorship committee
- Provide graphic design services for the design of the sponsorship packet, event signage, invitation and response card, and program, with approval by event chair and VP of Communications
- Responsible for the timely delivery of printed and purchased materials to venue

Post Event

- Within two months of event date, turn over a notebook with the details of work performed and vendor contacts to future chair.

SECTION III. Proposals

Those wishing to submit proposals for this contract should carefully review and submit the following information:

A. General Information

- Name of firm
- Contact Person
- Title
- Mailing Address
- Telephone Number
- E-mail

B. Organizational Overview and Qualifications

- Describe the firm, including history and scope of practice
- Provide examples of similar events you have serviced
- Provide a list of staff expected to work on the event, including expected role and brief summary of experience

C. Services and Fees

- Describe the equipment and services available to meet the needs outlined above (Sec. II) as well as any and all associated costs (please complete Appendix A).
- Please provide a descriptive explanation, as well as an itemized price list of subcontractors you expect to use for our event.
- Please be sure to explain all labor needs including setup and strike and any reimbursement expected.
- Please include a price list of any other commonly used equipment.
- Provide a description of any discounts available to AFP, a 501(c)(3) tax-exempt organization.
- Please explain any service fees that AFP should expect to incur in utilizing your firm/services.

D. References

Contact information for two (2) specific professional references for whom you have provided similar services.

SECTION IV. Selection Criteria

AFP's decision to select a candidate will be based on, but not limited to, the following priorities:

- Availability and costs of services
- Firm history and experience
- Quality of references

SECTION V. Additional Terms

A. Applicant Rights

All materials submitted in response to this RFP become the property of AFP upon delivery and shall be appended to any formal documentation, which would further define or expand the contractual relationship between the Partnership & the contracted vendor. Each applicant, as an express condition for AFP's consideration of such proposal, agrees that the contents of every other proposal submitted by other applicants with respect to this RFP are confidential, proprietary and trade secret information in all technical areas, and waives any right to access such proposals during the RFP process. No submissions or supporting documentation will be returned to the submitting applicant. Neither party shall be liable for disclosures that are required by law.

B. Conflict of Interest

Proposing contractors/firms are asked to identify any conflicts of interest in serving AFP and to clarify, if applicable, how conflicts will be managed/mitigated to ensure the best interests of AFP are met.

C. Reservations of Rights

This RFP does not commit AFP to award a contract, to pay any costs incurred in the preparation of the proposal to this request, or to contract for services. AFP reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified contractor or firm, or to cancel in part or in its entirety this RFP if, at the sole discretion of AFP, the organization determines that it is in its best interest to.

APPENDIX A. Services Grid

SERVICE	COST	NOTES
Collateral Graphic Design and Marketing Coordination		
Collateral Graphic Design and Marketing Coordination		
Committee Involvement		
Event Design and Management		
Other		
Post Event		
Vendor Management		