



PROJECT SCHOLARS

Request for Proposals

EVENT MANAGAEMENT SERVICES

Issued: April 20, 2020

Revised: May 14, 2020

Request for Proposals Objective

The purpose of this solicitation is to receive responses from qualified candidates to obtain event management services for the Pig on the Pond (POP) event. For the purposes of this RFP, Pig on the Pond is referred to as “the Event.”

Upon the completion of the response review process, Project Scholars intends to select the most qualified candidate resulting in a contract for a period of twelve (12) months beginning June 1, 2020. Prior to completion of the initial term of the contract, Project Scholars shall have the option to renew the contract for an additional twelve (12) month period beginning June 1, 2021. The selected individual or organization will perform the duties requested as an independent contractor and not as an employee of Project Scholars.

Our Organization and Event Background

Project Scholars is a Lake County, Florida based 501(c)3 nonprofit organization whose mission is to provide educational scholarships and other support to local students, positioning them to lead successful and impactful lives in their chosen communities. Every year, we award four \$10,000 scholarships to selected graduating seniors from South Lake County high schools. To date, we have awarded over \$650,000 in scholarships to deserving students. The annual Pig on the Pond Community Festival is the vehicle used by Project Scholars to raise funds.

Pig on the Pond is a three-day family-friendly event which has been bringing fun to the South Lake community since 1998. Our Event has delicious food and drinks, live entertainment, carnival rides, fireworks, crafters, food competitions, and more. Our Event Stage showcases local talent and stage performances with community members, church groups, dance studios, etc. We work closely with the City of Clermont, and we are the city’s largest event, in both venue space (estimated 23 acres) and attendance (almost 30,000 people). Additionally, more than 20 local non-profit organizations that participate in the festival as a means to conduct fundraising for educational purposes.

Position Overview

We are seeking an enthusiastic and highly organized Event Manager to produce the Event from conception through completion. This position reports to the Board of Directors of Project Scholars and will be responsible for all planning and execution of the Event on March 5-7, 2021. The ideal candidate will have strong project management and communication skills and be able to work to objective completion with little supervision. The selected contractor must be highly organized, flexible, can thrive in a fast-paced environment, and handle multiple projects.

The contractor will be able to provide full management and oversight of the Event with the assistance of Project Scholars’ Administrative Coordinator. The selected contractor will look for ways to expand and continually improve the Event/experiences. Must provide monthly update to Board of Directors and work independently to ensure a successful and profitable event. This is a remote/work from home position with hours necessary to the success of the Event.

After an Event Manager is selected, the Event Manager will then work with designated board members and/or staff to create and an Event Operational Budget for all costs not covered under the Event Manager's service fees outlined in this RFP. The Event Operational Budget will be subject to Board approval and is not part of this RFP submission.

Scope of Services

Prior to Event: -

- Ability to see the "big picture" and meet objectives in all stages of planning, design, and execution of the Event.
- Management of all project elements within time limits and within the scope of the budget.
- Provide clear, well-written monthly reports to stakeholders.
- Work with Board Committees to create and implement Event-related activities including but not limited to the Chili Challenge, BBQ competitions, or water-based activities.
- Create master timeline to include all interactive elements happening throughout the Event.

Marketing

- In conjunction with the Project Scholars Board, Committees and affiliates, develop a marketing plan for the Event.
- Create and distribute press releases, develop print, radio and/or tv marketing plan including appearances and/or public interest stories for media.
- Create a social marketing plan and update all social media platforms with Event-related materials.

Sponsorship/Vendors/Volunteers/Nonprofits

- Event manager will be responsible for all sponsorship revenue. The Event manager will negotiate, secure and manage all Event sponsorships.
- Negotiate and manage all necessary vendors, crafters, Kid Zone participants, nonprofit organizations, and paid entertainment via invoice or written contract. Manage all carnival, crafters, vendors, stage performers, and entertainment contracts and documentation. –
- Coordinate all necessary stage set-up. Organize stage performers and create a production schedule related to the staged entertainment for the Event.
- Solicit, coordinate and manage more than 100 volunteers. Confirm each of the activities and responsibilities agreed upon and set schedule for volunteers.

Permits, Licensure, City Interaction

- Collaborates with government officials to secure all approvals and any necessary permits required for the Event.
- Liaison with Lake County, City of Clermont, Clermont Police and Fire Departments and other shareholders and logistics.
- Commitment to compliance and coordination with all insurance, legal, health, and safety obligations (including fireworks and carnival requirements).

Week of Event:

- Proactive approach to handling issues and troubleshooting any emerging problems during Event week.
- Manage all on-site sponsor/vendor fulfillment including but not limited to banner placement, load-in of special supplies to sponsor areas/tents.
- Manage walk-through with vendors and logistic partners including but not limited to tent set-up, carnival set-up, fireworks set-up, vendor and crafter set-up. Work with police/fire departments to address any parking, street closure and/or other safety concerns related to each of the Events.

Post-Event Support

- Develop analytics to assist with evaluation of the impact of the components of the Event including vendor and sponsor evaluation, reporting on the outcomes to the Board of Directors.
- Issue final budget report to include sponsorships, in-kind donations, discounts, and actual costs.

Proposal Information

Proposals should not contain information in excess of that requested and the critical point of focus must specifically address the components of this RFP.

Section 1. Executive Summary

- Event Manager name, company name, address, telephone number, and email address.
- Company applicants, please provide an overview of your organizational chart, areas of specialization, number of years in operation, etc.
- Individual applicants are requested to provide an overview of educational background, specialized training, areas of specialization, years of experience. Note that a comprehensive resume will be acceptable documentation.

Section 2. Proposed Fees for Your Services

Please submit a budget that includes all your anticipated costs and fees associated with planning and executing the Event, including the deliverables stated in Scope of Services. This is for your services only. See "Position Overview" regarding the Event Operational Budget.

Section 3. Understanding, Approach, Scope Response

- Provide detailed components how you propose to manage the scope of work for the Event.
- Describe strengths and challenges that you may foresee regarding the success of the Event.
- Include a brief statement about any key relationships, business or personal, that you, your company has that they believe might bring value (sponsorships, media exposure, access or otherwise) to achieving the objectives of the Event.

Section 4. Event Experience

- Provide a minimum of four (4) and a maximum of eight (8) recent events performed within the past five (5) years which best illustrate the experience of the event manager as related to your success in large-scale event planning in an outdoor setting.

- For each event please provide a. Name and location of the event; b. Size, attendance, and cost of the event; c. Event representative name and contact information; d. Date the event occurred or is anticipated to occur; compared to the original date. e. Provide the original budget and the final budget of the event. Explain the reason(s) for differences.

Section 5. Expertise in the Nonprofit Sector

- Detail experience with negotiating multi-level sponsorships and fundraising.
- Describe experience working with volunteer staff

RFP Questions and Proposal Deadline

Questions about this RFP should be directed by email to dorisbloodsworth@gmail.com. Phone calls will not be accepted. Respondents are asked to provide their proposal on or before **May 31, 2020**, by email to dorisbloodsworth@gmail.com.

Next Steps

Responding individuals or companies must agree to keep their proposed project budget and the other terms of their engagement open for a period of at least 60 days past the submission deadline. Each respondent shall assume all fees and costs (including but not limited to legal fees) incurred in responding to this RFP and negotiating a contract with The Event. Project Scholars shall bear no liability to any respondent for any costs, fees or liability incurred in connection with this RFP or any response thereto.



Addendum I

May 14, 2020

The following revisions are made to the original Project Scholars Request for Proposals for Event Management Services dated April 20, 2020. These changes have been incorporated in the revised edition.

Page 2, Position Overview (continued)

The following paragraph has been added:

“After an Event Manager is selected, the Event Manager will then work with designated board members and/or staff to create and an Event Operational Budget for all costs not covered under the Event Manager’s service fees outlined in this RFP. The Event Operational Budget will be subject to Board approval and is not part of this RFP submission.”

Page 3, Proposal Information, Section 2, Proposed Fees for Your Services

The following sentence has been revised with the change noted in red:

“Please ~~include~~ **submit** a budget that includes all **your** anticipated costs and fees associated with planning and executing the Event, including the deliverables stated in the Scope of Services. **This is for your services only. See “Position Overview” regarding the Event Operational Budget.**

Page 4, RFQ Questions and Proposal Deadline

Questions about this RFP should be directed by email to ~~kelly@ourprojectscholars.org~~ **doriskbloodsworth@gmail.com**. Phone calls will not be accepted. Respondents are asked to provide their proposal on or before ~~May 15, 2020~~, **May 31, 2020**, by email to **kelly@ourprojectscholars.org** **doriskbloodsworth@gmail.com**.