



## **Request for Proposals for Event Management**

**Association of Fundraising Professionals – Greater Houston Chapter**  
**2929 Allen Parkway, Suite 200; Houston, Texas 77019**  
**(832) 871.5961/[www.afphouston.org](http://www.afphouston.org)**

*Proposals are due by Sunday, March 8, 2020 via email to Jillian Day ([afpghcjwd2015@gmail.com](mailto:afpghcjwd2015@gmail.com)).*

### **A. Introduction / Statement of Purpose**

This is an RFP for a qualified, experienced special events consultant or vendor (“Contractor”) to produce the 2020 Association of Fundraising Professionals Greater Houston Chapter’s (“AFP- GHC”) National Philanthropy Day luncheon (“NPD”) on Friday, November 13, 2020. The scope of services under the proposed agreement includes responsibility for all tasks as concerns this event including managing and executing the event. The Contractor reports to the AFP-GHC President and collaborates with those who provide association management and strategic support to the AFP-Greater Houston chapter.

### **B. Overview**

This event is the major fundraiser for AFP-GHC and carries out our mission to honor excellence in philanthropy in the City of Houston and to recognize and honor volunteers and organizations which are making a major impact on philanthropy in Houston. Approximately 1,000 philanthropists, corporations, foundations and professional fundraisers attend this luncheon from non-profits in the Houston area in November each year. Various awards (see AFP website) are awarded based on submissions/criteria yearly to outstanding volunteers and fundraising professionals. This event has a strong committee structure of volunteers but requires a Contractor which can support the committee’s functioning to maximize their volunteer time and results of the fundraiser.

### **C. Project Requirement Overview**

The Contractor duties include but are not limited to responsibly for the following deliverables: (Please note that all data generated by the Contractor will belong and be given to AFP-GHC.)

1. Serve on AFP-GHC NPD Committee and attend all meetings on a regular basis pertaining to event production.
  - Work with all committee sub-chairs on event details
2. Lead all event management in close conjunction with the event chair(s) with a focus on forethought, excellent communication, anticipation of next steps and excellent initiative.
  - Provide a full contact list for existing and new relationships.
3. With approval from the event Chair(s) and the AFP- GHC president, create the yearly event timeline, day-of production schedule, script, and budget.
  - Adhere to budgeted expenses approved by the Board.

4. Lead wrap up meeting with the Chairs within one month of the event producing a report for the Board.
5. Assist with corporate and philanthropic community positioning by coordinating all media relations surrounding event in collaboration with the VPs of Communication for the AFP GHC Board.
6. Prepare marketing plan to promote event for approval from AFP GHC board and event Chair(s)
  - Registration will be via website and AFP-GHC expects the utilization of its resident software (presently: Constant Contact) to conform to all other events held by AFP-GHC.
7. Day of supervision, including and not limited to set up and teardown, volunteer management, registration, vendor performance and response to attendee needs.
8. Work as needed on the awards process and sourcing of awards and thank you gifts as needed.

#### **D. Request for Proposals**

The selected Contractor must have a proven track record of major event production, including budget oversight. Proposals should include a proposed compensation structure. The Contractor will have adequate commercial insurances and furnish a certificate of insurance with their proposal.

##### **1. Scope of Work - Project Details**

As the selected Contractor, you will be expected to serve as the lead for all event management in close conjunction with the event Chair(s), AFP-GHC President and those who support the chapter administratively. We are looking for a company or individual who is proactive, collaborates successfully with volunteers, an excellent communicator, self-driven and demonstrates self-initiative. The Contractor will be responsible the following as it pertains to NPD:

- Managing all aspects of the NPD event production including but not limited to:
- Time line and updates, contract negotiation, suggest site design, budget updates, day of set up, monitoring run of show the day of, all mailings (sponsor packages, follow up letters, thanks you notes, website information and emails drafts), train and supervise volunteers for day of, respond to services requests, and set-up and tear down logistics.
- Support the event chair(s) in managing all event committee communications including agendas, meeting requests, review/approval of event materials
- Support the event chair(s) by managing various event sub-committees to meet necessary deadlines and produce a successful event.
- Value added of working with the sponsorship chair, to maximize underwriting, and securing individual ticket sales by support of that committee's coordination of donor packages, follow up letters and calls as needed.
- Value added via in-kind donations.
- Monthly reporting to AFP-GHC President, Board and NPD Chair(s) the event

milestones and progress.

- Completing and submitting all expenditure requests, and other related vendor contracts to the Chair(s) and Treasurer for approval for payment with our payment policy of 2 times a month being taken into consideration with timely payment to our vendors as our goal.
- Fulfilling sponsorship requirements, including signage placement, designated space, speaking opportunities, and drafting all communications including: drafting/ mailing proofing all packages, donor letters, thank you letters, creating/proofing script draft, donor commitments as to website, program, and mailings drafted and proofed for chairs.
- Having the resources to commit full-time to this project with regular monitoring to assess successes and challenges.
- Easily accessible via phone, text, email or in person at all times during business hours.

## 2. Proposal Format and Content

### Disclosure of Litigation

The applicant shall describe any pending, contemplated or ongoing administrative or judicial proceedings material to the applicants' business or finances. This includes, but is not limited to, any litigation, consent orders or agreements with any state or federal regulatory agency issued to the applicant or to any subcontractor the applicant plans to use for the services described in this RFP.

### Mandatory RFP Requirements

In order to be eligible for award of the posted competitively bid contract opportunity, proposals or any other response to this RFP will not be considered unless you have submitted your proposals to **Jillian Day**. All proposals should be submitted in digital format.

The above disclosure form as well as a proposal or any other response document required should be included in the proposal. The current insurance certificate is required to be part of the proposal for it to be a valid RFP response.

### Evaluation of Proposals

Proposals will be evaluated by an ad hoc committee created by the Board at the direction of the AFP-GHC President.

## 3. Selection Criteria

The successful respondent will be selected based on the following criteria:

### a. Cost

- Cost-effectiveness, cost-efficiency, proposed savings, expense reduction
- Price, fee caps and other cost control measures

### b. Experience

- Specialized experience
  - Documented prior experience in handling project(s) of similar size and scope
  - Demonstrated ability to meet deadlines
- c. Proposed plan of action/strategy/solution for NPD**
- Utilization of most efficient methodology
  - Innovativeness of solution
  - Utilization of best practices
  - Ability to meet project deadlines under proposed solution/project plan
  - Staffing model
- d. Staffing qualifications (e.g., staff prior experience, education, licenses, professional achievements)**
- Technical, administrative, financial capacity
  - Specific licensure requirements for organizations/businesses
- e. Expressed willingness to comply with industry standards for contracting (e.g., indemnification, nondiscrimination)**
- f. Contractor profile**
- Business integrity and reputation in the industry relevant to the vendor or area of work
  - Shared commitment with AFP-GHC to achieve inclusion of Minority, Women and Disabled Businesses in all phases of contracting;
- g. Superior customer service and the highest level of professionalism leading up to and at the day of the event**
- h. Superior ability or capacity to meet requirements of contract opportunity**
- i. Superior prior experience, as confirmed by references**
- j. Superior skill and reputation, including timeliness and demonstrable results, as confirmed by references**
- k. Administrative and operational efficiency, requiring less AFP-GHC oversight and administration, as confirmed by references**
- l. Meets qualification requirements as set forth in the RFP**
- 4. Proposers Restriction**
- No applicant may be a party to or have an interest in more than one proposal submitted pursuant to this RFP.

**5. Proposal Binding**

By signing and submitting its proposal, each applicant agrees that the contents of its proposal are available for establishment of final contractual obligations for a minimum of 30 calendar days from the application deadline for this RFP.

### **Administrative Information and Requirements**

#### **A. Procurement Schedule:**

- RFP Release Date: Monday, Feb. 10, 2020
- Proposal Due: Sunday, March 8, 2020
- Interviews\* with Contractors: Monday, March 23, 2020.
- Notification of Selected Proposal: Thursday, March 26, 2020
- Contract Negotiation TBD

\*Only complete proposals submitted by the deadline and meeting the RFP criteria will be reviewed and respondents invited for presentations. Presentations will last no longer than 45 minutes.

#### **B. Revisions to RFP**

AFP-GHC reserves the right to change, modify or revise the RFP at any time. Any revision to this RFP will be posted on [www.afphouston.org](http://www.afphouston.org) website. It is the applicant's responsibility to check the [www.afphouston.org](http://www.afphouston.org) website frequently to determine whether additional information has been released.

#### **C. Interviews/Presentations**

Interviews may be required as part of the review and selection process. \*Only complete proposals, submitted by the deadline and meeting the RFP criteria will be reviewed and respondents invited for presentations on Monday, March 23. Presentations will last no longer than 45 minutes.

#### **D. Inclusion/Responsiveness**

Provisions of this RFP and the contents of the successful proposal are considered available for establishment of final contractual obligations for a minimum period of 60 days following the proposal submission.

#### **E. Contract Term**

The contract resulting from this RFP will commence as of the date of execution of the contract. The length of the contract will be negotiated by AFP-GHC and the awarded respondent.

#### **F. Compensation**

This is a turn-key operation. AFP-GHC will pay the vendor based on the arrangement agreed upon.

#### **G. Contract Requirements**

## 1. Insurance

Unless otherwise specified, the successful applicant shall, at its sole cost and expense, procure and maintain or cause to be procured and maintained, in full force and effect throughout the term of the Agreement, required minimum limits of insurance. All insurance shall be procured from reputable insurers authorized to do business in the State of Texas.

At least thirty (30) days prior written notice must be given to AFP-GHC in the event coverage is materially changed, cancelled or non-renewed. The successful applicant will provide Certificates of Insurance evidencing the required coverage at least ten (10) days before work is begun and at least ten (10) days before each insurance renewal date.

## 2. Indemnification

The successful applicant shall indemnify, defend and hold harmless the FP-GHCs, employees and agents, from and against any and all losses, costs (including, but not limited to, litigation and settlement costs and counsel fees and expenses), claims, suits, actions, damages, liability and expenses, occasioned wholly or in part by applicant's act or omission or negligence or fault or the act or omission or negligence or fault of applicant's agents, subcontractors, independent contractors, suppliers, employees or servants in connection with the Contract that may result from this RFP. This includes, but is not limited to, those in connection with loss of life, bodily injury, personal injury, damage to property, contamination or adverse effects on the environment, intentional acts, failure to pay any Subcontractors and suppliers, any breach of the Contract, and any infringement or violation of any proprietary right (including, but not limited to, patent, copyright, trademark, service mark and trade secret).

***All proposals in response to this RFP must be submitted by Sunday, March 8, 2020.*** AFP GHC will review all proposals and interview contractors that will lead to a negotiated contract. AFP GHC will select the Contractor based on best value and service offered. Any changes may be negotiated as needed.