

## REQUEST FOR PROPOSAL (RFP) FOR EVENT PLANNING SERVICES

The Delaware HIV Consortium (DHC) requests a proposal from you/your organization to provide planning services for the DHC's 2022 WOW Awards Gala & Auction, an event geared towards raising funds for the agency.

Based on the responses provided, it is the intent of DHC to select, at its sole discretion, an individual or firm to provide event planning and productions services for the above-referenced event.

### **WHO WE ARE**

**MISSION:** The Delaware HIV Consortium works to improve the lives of people living with-, and vulnerable to HIV, through leadership, service, and advocacy.

**HISTORY:** Founded in 1991, Delaware HIV Services Inc., d/b/a The Delaware HIV Consortium, has served as the State's primary administrator of supportive services provided through the Ryan White HIV/AIDS Program and funding from the Centers for Disease Control and Prevention. During the early days of the epidemic, the Consortium was formed to assist the State of Delaware in forming consensus about the state's needs for HIV services, care and prevention.

**WHAT WE DO:** By working collaboratively with community partners and by providing direct services itself, the Consortium ensures that Delawareans living with HIV have access to HIV case management, transportation assistance, a housing assistance program, emergency financial assistance, HIV community planning, outreach, education, testing and linkage to care, and advocacy. The Consortium also provides subcontracted services to the Delaware Division of Public Health, administering programs such as a HIV prevention education campaign, a data to care re-engagement program, a mail order condom distribution program, and a PrEP Navigation program. The Consortium provides statewide services to Delawareans living with, and affected by HIV through offices in Wilmington and Milford, Delaware.

### **DESCRIPTION OF EVENT**

*Delaware Today* has stated that, "The WOW gala for the Delaware HIV Consortium is one of the best parties in the state." The event – one part dinner, one part auction, one part awards ceremony - is the agency's largest special events fundraiser and an important source of revenue allowing the organization to continue its many statewide services to people living with, and affected by HIV. The 2022 WOW Awards – scheduled to be held in Wilmington in August – will be the 17<sup>th</sup> year the agency has hosted the event.

This special evening allows the Delaware HIV Consortium, and the entire community to celebrate and honor those who make a difference in the fight against HIV in Delaware. These prestigious awards recognize excellence in HIV philanthropy, volunteerism, fund raising, client services and leadership. Notable past WOW Award winners include: U.S. Senator Chris Coons, U.S. Congresswoman Lisa Blunt Rochester, the MAC AIDS Foundation, Matt Pellman of 6ABC, and Highmark Delaware.

### **PROJECT DELIVERABLES**

The selected individual or firm will be expected to furnish all services necessary and appropriate to produce the event, including all of the deliverables stated in the Appendices – Scope of Services.

### **DOCUMENTATION REQUESTED**

1. INDIVIDUAL/COMPANY BACKGROUND AND QUALIFICATIONS

- a. Respondents are requested to provide an overview of your organization and staff applicable to the proposal, areas of expertise, number of years in operations, etc. Include an overview of similar services provided.
  - b. Provide a minimum of two recent examples of success in large-scale event planning.
  - c. Respondents should include any special circumstances or capabilities that you would like DHC to know about you, your company/team.
2. PROPOSED FEES FOR YOUR SERVICES
- a. Please include a budget that includes all anticipated costs and fees associated with planning and executing the event.
  - b. All actions and anticipated expenses should be itemized with all hourly rates for services included.

### **INSTRUCTIONS FOR PROPOSALS**

Please provide a written response to each of the above requested documents including (1) full names of the company or individual respondent, (2) names and titles of each principal of a company, (3) contact information for each such person, and (4) proposed project team who will manage and work on this event. Proposals may be submitted electronically to Tyler Berl ([tberl@delawarehiv.org](mailto:tberl@delawarehiv.org)) under the title “Event Planning Services RFP Response,” or mailed physically to 100 West 10th Street, Suite 415, attn.: Tyler Berl, Wilmington, DE 19801.

DHC reserves the right to accept or reject any and/or all proposals, and to grant final acceptance to the proposal that best meets the needs and interests of DHC, as determined by DHC in its sole discretion.

### **DEADLINE**

Submissions are due by April 15, 2022 by 4:59 p.m. Proposals may be submitted electronically to Tyler Berl ([tberl@delawarehiv.org](mailto:tberl@delawarehiv.org)) under the title “Event Planning Services RFP Response,” or mailed physically to 100 West 10th Street, Suite 415, attn.: Tyler Berl, Wilmington, DE 19801.

### **NEXT STEPS**

Once a company or individual is selected, DHC and the selected respondent or company will enter a written contract for the event. 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 DHC. DHC shall bear no liability to any respondent for any costs, fees or liability incurred in connection with this RFP or any response thereto.

### **QUESTIONS**

Questions about this RFP should be directed by email to Tyler Berl, Executive Director at [tberl@delawarehiv.org](mailto:tberl@delawarehiv.org). Please note that phone calls will not be accepted. All questions and DHC answers will be made available to all potential RFP respondents, upon request.

### **IMPORTANT**

The selected individual or organization will perform the duties requested as an independent contractor and not as an employee of DHC.

We look forward to working with the successful candidate.

## APPENDICES – SCOPE OF SERVICES

Supplier/Sponsor/Volunteer Procurement: Bid out (if required) or contract with (via invoice or written contract approved by DHC) and award all necessary vendors for each individual activity forming a part of the event and recruit all necessary volunteers, including but not limited to:

- Print Advertising
- Signage
- Activity Sponsors
- Auction items to be donated
- Volunteers for individual activities
- Entertainers

Supplier/Sponsor/Volunteer Management: Once vendors or volunteers have been selected, reach out to:

- (Vendors or sponsors) confirm the scope work and finalize the costs/sponsorship commitment.
- (Volunteers) confirm each of the activities and responsibilities agreed upon.
- Create a detailed Contact List for vendors, sponsors and volunteers and keep updated.
- Produce a Production Timeline for each component of each of the event, oversee load-in, and load out activities.
- A master timeline to include all entertainment and interactive elements happening throughout the evening.
- A working site plan.
- Meet with vendors, sponsors, volunteers, and DHC appointees, as necessary.
- Coordination of donated auction items into database.

Volunteer Support: Provide the DHC Board of Trustees' planning committee with a key list of volunteer positions to cover the components of event.

- It is the responsibility of the planning committee to provide the volunteers.
- Provide a Volunteer Coordinator/Manager day of event to assist in managing all on-site volunteers and their individual areas of responsibility.
- Meet with the Volunteer Coordinator prior to event to ensure that both parties have a clear understanding of volunteer resources and allocation.

Budget: Maintain a budget spreadsheet of vendor costs and sponsorship commitments for event including:

- Maintaining and managing, an electronic operational budget.
- Providing updated and timely accounting to DHC on all expenditures.

Professional Staffing: Provide a Project Manager to oversee all event logistics. Provide management staff for day of the event to manage vendor set and breakdown and management of overall event logistics.

Entertainment: Entertainment for each of the events can include artists, musicians, and/or performers.

- Coordinate with selected entertainers and create a production schedule related to the staged entertainment).

Sponsor Fulfillment: Manage all on-site sponsor fulfillment including but not limited to banner/signage placement, and tabling with displays. DHC will provide an initial list of sponsors secured along with their contact details. Respondent will be responsible for updating such list.

Marketing: Develop a marketing plan for event including:

- Creation of one or more press releases for event and distribution of the same on a timely basis.
- Develop print, radio and/or TV marketing plan including appearances and/or public interest stories, if needed.
- Create a social marketing plan.
- Once the marketing plans have been finalized, provide the designated volunteer(s) with visual assets and approved copy suitable for inclusion on the website, local event calendars, newsletters, and all social media platforms.
- Develop analytics to assist with evaluation of the impact of the components of event.

Post Event Support: Provide for and/or prepare:

- Final event expense budget to include in-kind donations, discounts, and actual costs.
- Prepare final wrap-up report and meeting.