



Request for Proposal (RFP)

EVENT PLANNING & FUNDRAISING SERVICES

Community Action Partnership of San Bernardino County

DUE DATE FOR SUBMISSION:

Monday, June 6, 2022

5:00 p.m.

Community Action Partnership of San Bernardino County
Contact person: Xiomara Henriquez-Ortega, Administrative Support Manager
696 S. Tippecanoe Avenue San Bernardino, CA 92408-2607
Phone Number: (909) 723-1525

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Purpose of Request

Community Action Partnership of San Bernardino County (CAPSBC) is a 501(c)3 nonprofit serving San Bernardino County since 1965. CAPSBC works with our low-income communities by supporting, advocating for and empowering low-income residents to achieve self-sufficiency. CAPSBC is seeking proposals for planning our 2022 annual Gala scheduled for Friday, November 4, 2022 at the DoubleTree by Hilton Ontario Airport. The fundraising goal is \$100,000.

The objectives of this event are:

- To earn unrestricted revenue for the agency.
- To raise the profile of the agency and the work performed in the community.
- To invite the community to become a supporter and donor of CAPSBC.

CAPSBC will solicit sponsorships and sales of program advertisements for this event. Individuals and organizations will also be able to purchase tickets for the event. The target number of guests for the event is 300.

Entertainment, no-host bar, sit down dinner, keynote speaker presentation, Community Action Legacy Awards presentation, a live auction and raffle prizes are tentatively slated to take place during the evening. This is mainly designed to be an elegant fundraising gala as well as an opportunity to highlight the agency and honor humanitarian efforts in the community.

Questions & Clarifications

The following contact is to be used for all questions and clarifications:

Xiomara Henriquez-Ortega, Administrative Support Manager
Community Action Partnership of San Bernardino County
696 S. Tippecanoe Ave.
San Bernardino, CA 92408
Office: (909) 723-1525
Email: xhenriquez@capsbc.org

Submission Deadline

Submissions may be submitted electronically or in person. The submission deadline is on: **Monday, June 6, 2022 no later than 5:00 PM.**

Submission Delivery Address

xhenriquez@capsbc.org

Or

Community Action Partnership of San Bernardino County
Attention: Xiomara Henriquez-Ortega, Administrative Support Manager
696 S. Tippecanoe Ave.
San Bernardino, CA 92408

RFP Schedule

CAPSBC will maintain the following timeline in selecting a qualified organization that can meet our needs:

Issued Request for Proposal	May 31, 2022
Deadline for Submission of Proposals	June 6, 2022
RFP Award Notification	June 10, 2022

Detailed Scope of Services

1. Event Planner will be responsible for the following work deliverables:
 - Event Management
 - i. Complete planning, development, and execution of a successful CAPSBC Gala.
 - ii. Help prepare, review, and update an event budget.
 - iii. Serve as liaison between CAPSBC and the DoubleTree by Hilton Ontario Airport to coordinate event. Event Planner will coordinate set up and tear down, catering and bar service, production, staging, sound, lighting, décor, etc.
 - iv. Coordinate entertainment including hiring, directing, scripting, and staging.
 - v. Manage the process for selecting Community Action Legacy awards.
 - vi. Oversee and produce short videos on awardees and procure award trophies.
 - vii. Manage pre-event publicity & media relations including press releases and website verbiage.
 - viii. Assist with design of creative materials including all graphic elements and printed items such as logos, letterhead, invitations, tickets, program booklet, and posters for sponsor recognition.
 - ix. Manage printing and mailings (save the date, invitations, program, posters, banners).
 - x. Tracking of RSVPs; event planner will serve as the primary contact for event.
 - xi. Solicit and negotiate with vendors for centerpieces, florals, décor, and other program elements.
 - xii. Prepare mailings for bulk mail.
 - xiii. Develop floorplans and seating charts.
 - xiv. Help develop the event night program plan with timelines (run of show).
 - xv. Prepare biweekly project status updates.
 - Sponsors/Donors
 - i. Develop fundraising sponsorship packages.
 - ii. Help identify and secure the sponsorships.
 - iii. Enhance and expand the current mailing list/database with additional contacts for fund development.
 - iv. Procure items for silent auction and opportunity drawings.
 - v. Help prepare necessary documents for billing and tax purposes.
 - vi. Help track/manage monetary receipts from donors/sponsors.
 - Event Night
 - i. Identify set up and tear down tasks with timelines.
 - ii. Oversee day-of-event activities including event night program/run of the show.
 - iii. Oversee coordination of registration table.
 - iv. Collect/track supporter and donor information.
 - v. Work with CAPSBC staff regarding handling VIPs and seating information.
 - Post-Event/Follow-Up
 - i. Prepare a final report.
 - ii. Provide all donor/supporter data collected.
 - iii. Send out thank you letters to event sponsors.
2. The successful bidder will be required to provide evidence of liability insurance, a business license and/or other form of business identification.
3. CAPSBC proposes to pay a flat fee for services to the winning bidder, please submit your bids for services accordingly.

Proposal Format

The following is the format that is to be used in your proposal. Please respond to the inquiries in this order.

- 1. Cover Letter** – Letter of interest in this project.
- 2. Experience** – List events similar in scope and size your firm (under its present name) has completed within the last 2 years. Highlight any events that were fundraisers and indicate whether the event achieved fundraising targets.
- 3. Project Approach/Vision** – Describe procedures, systems-in-place, and strategies that your firm will employ that will help ensure that this project will be successfully completed on time and within budget. Discuss your approach to advertising, marketing and promoting this event. Discuss the breadth and quality of your mailing list, and how you will help CAPSBC enhance its existing mailing list. Provide a Gala concept/theme in alignment with Agency’s mission.
- 4. Fees** – Please submit your bid proposal fee for services based on the scope of work outlined here and your project approach. CAPSBC will pay a flat rate for services to the winning bidder.
- 5. References** - Provide a minimum of three (3) references, including name, address and telephone number of the persons who will attest to your performance.

Selection Criteria

Proposals will be evaluated on the following factors: A, B, and C.

Factors	Weight
A. Cost of services.	35%
B. Response of the written proposal to the detailed scope of services and overall service delivery approach.	30%
C. Ability and history of successfully completing contracts of this type, meeting projected deadlines, and experience in similar work.	35%
	100%

Right to Change RFP and Process

CAPSBC reserves the right to accept or reject any and all submissions, in whole or in part, to advertise for new submissions, to abandon the need for services and to cancel or amend this RFP at any time. CAPSBC reserves the right to waive any formalities or minor deficiencies in the RFP process, consistent with CAPSBC’s best interest.

Solicitation Caveat

Bidders understand and agree that CAPSBC shall have no financial responsibility for any costs incurred in responding to this RFP and shall not be liable for any costs until the bidder has executed a contract with CAPSBC and has been authorized in writing to proceed. CAPSBC reserves the right to terminate this RFP. The submission of a proposal shall be conclusive evidence that the bidder has investigated and understands, to its own satisfaction, the conditions to be encountered, the character, quality, and scope of work to be performed, the requirements of CAPSBC and the applicable regulations as set forth in this RFP.