

REQUEST FOR PROPOSALS #02846
Event Planner for the Global Champions of A Mother's Fight NYC Event
in support of
ELIZABETH GLASER PEDIATRIC AIDS FOUNDATION ("EGPAF")
1140 Connecticut Avenue, NW Suite 20
Washington, D.C. 20036

Firm Deadline: June 29, 2012 TIME 5:00 PM Eastern Time

The Elizabeth Glaser Pediatric AIDS Foundation, a non-profit organization, is the world leader in the fight to eliminate pediatric AIDS. Our mission is to prevent pediatric HIV infection and to eliminate pediatric AIDS through research, advocacy, and prevention and treatment programs. For more information, please visit <http://www.pedaids.org>.

BACKGROUND

The Elizabeth Glaser Pediatric AIDS Foundation has been holding Kids for Kids, a family-friendly Saturday carnival, as our annual signature event in New York since 1993.

This year, in 2012, in lieu of Kids for Kids and in recognition of the global momentum to eliminate pediatric AIDS, the Board of Directors of the Elizabeth Glaser Pediatric AIDS Foundation has decided to honor three longtime leaders in the fight to eliminate pediatric AIDS through a special Gala luncheon to be held on Monday, October 29, 2012 at the Mandarin Hotel in New York from 11:30 a.m – 1:30 p.m with set-up times beginning at 6 am and breakdown by 3 pm.

PURPOSE/SCOPE OF WORK

To coordinate and oversee the Front of House production details for a 1 hour and 15 minute Award Ceremony and Gala fundraiser Luncheon with three award recipients that will include a living room style interview format with all three awardees seated on stage with a Celebrity Media Emcee, brief speeches by Foundation leadership and two musical performances. The Event Planner will work closely with development and communications Foundation staff, volunteer event Co-Chairs and Host Committee to offer creative design input for the event décor, work with Interior Designer/Installation Artist/Museum Exhibit Designer (TBD) on the layout and production of any front of house display multi-media elements, partner with Guest Celebrity Chef (TBD) on menu design suggestions, organize and manage the Guest Registration Desk day of event, organize the load-in, set-up and break-down of event décor including any plants, floral arrangements, table linens, red carpet, stanchions and step and repeat banner, between 6am and 3 pm on Monday, October 29th, and work closely with either their own in-house Run of Show Producer (please submit the separate RFP # 02845 if you want to be considered for both scopes of work) or another Run of Show Producer contracted directly by the Foundation to coordinate any front of the house needs with the Awards show and AV, sound, lighting services. Run of Show producer cannot be a sub-contractor to Event Planner firm.

CONTRACTOR DELIVERABLES

To help facilitate the “Front of House” needs for a Gala fundraiser Awards luncheon delivered with extraordinary attention to detail and professionalism. The Event Planner will be responsible for the management of the Guest Registration Desk on the day of the event and the distribution of favor gift bags at same registration desk at the end of event, handing out any VIP tickets or lanyard passes, overseeing and organizing the delivery and set-up of event décor, supervising the breakdown and transport of event décor immediately after the event, and working closely with any Guest Celebrity partners including Guest Celebrity Chef, Guest Celebrity Interior Designer/Installation Artist/Museum Exhibit Designer on creative elements of event.

CONTRACTOR QUALIFICATIONS:

- 10+ years experience as event production firm producing successful high-profile awards ceremonies, gala musical productions, entertainment as part of a black-tie or business attire not-for-profit fundraising event.
- 10+ years experience working with not-for-profits in NYC and corporate clients.
- Event planner assigned to Foundation event must possess excellent listening and communication skills—verbal and in writing.
- Event planner assigned to Foundation event must excel at time management, as each of the duties will have a strict deadline.
- All interpersonal skills of the Event Planner must be exemplary, as he/she will interact collaboratively with a variety of staff and volunteers.
- It is also crucial that he/she be a critically thinking problem solver.
- Firm must have references that can attest to the Event Planner’s ability to work calmly under pressure and work collaboratively with a variety of work styles.

LOGISTICS:

The majority of the work will be “day of event” on

Monday, October 29th at the Mandarin Oriental



80 Columbus Circle at 60th Street
New York, New York 10023, USA

KEY CONTRACT TERMS:

All deliverables provided to the Foundation must be furnished for the use of the Foundation without royalty or any additional fees.

All Materials will be owned exclusively by the Foundation. Contractor will not use or allow the use of the Materials for any purpose other than Contractor's performance of the Contract without the prior written consent of the Foundation.

EVALUATION CRITERIA:

All proposals will be evaluated by the Foundation against the following criteria:

1. Past performance based on three references of recent (within last 3 years) similar scope of work
2. Proposed approach
3. Cost as a set fee with ceiling and no additional cost charges
4. Availability

INSTRUCTIONS FOR SUBMISSION OF PROPOSAL:

1. Three professional references with phone and email contact information who can attest to the contractor's experience producing high end events with tight timing and multiple celebrity components.
2. One (1) page summary of the proposed approach and working methodology for Front of House event production
3. Detailed cost for fee for service
4. Estimated time-frame to produce scope of work and deliverables, including any dates you would not be available to work on this assignment
5. Firm literature with client lists

TIMELINE:

June 15, 2012 – Release of RFP

June 15 - 29 – Submission of Inquiries directed to:

Contractual Inquiries: Joy Hallinan, jhallinan@pedaids.org

No phone calls please.

DEADLINE June 29, 2012 - Completed proposals must be delivered electronically by the deadline mentioned on page one to:

Joy Hallinan
Director of Development
Elizabeth Glaser Pediatric AIDS Foundation
1140 Connecticut Avenue, NW, Suite 200
Washington, D.C.

With a "cc" to:
Cathy Colbert

Sr. Contracts Administrator
Awards & Compliance
ccolbert@pedaids.org

July 10th – Final decision announced and Offerors notified

July 15th – Contract executed and Services begin.

Please note it is our best intent to comply with the above timeline but unavoidable delays may occur.

ADDITIONAL INFORMATION

All proposals and communications must be identified by the unique RFP# reflected on the first page of this document. Failure to comply with this requirement may result in non-consideration of your proposal.

Any proposal not addressing each of the foregoing items could be considered non-responsive.

Late proposals will be rejected without being considered.

This RFP is not an offer to enter into agreement with any party, but rather a request to receive proposals from persons interested in providing the services outlined above. Such proposals shall be considered and treated by the Foundation as offers to enter into an agreement. The Foundation reserves the right to reject all proposals, in whole or in part, and/or enter into negotiations with any party.

The Foundation shall not be obligated for the payment of any sums whatsoever to any recipient of this RFP until and unless a written contract between the parties is executed.

The Elizabeth Glaser Pediatric AIDS Foundation is an Equal Employment Opportunity employer and does not discriminate against any employee or applicant for employment because of age, disability, race, religion, color, national origin, or sex.