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THE PUBLIC INTEREST LAW CENTER ANNUAL EVENT
REQUEST FOR PROPOSAL FOR EVENT PLANNER
ISSUED: FEB 2023
SUBMISSIONS DUE: MARCH 1, 2023 5PM

I. OVERVIEW.

The Public Interest Law Center (“the Law Center”) is seeking a qualified and experienced fundraising event planner (“Event Planner”) to manage the execution of the Law Center’s Annual Event (“Event”), to be held in Philadelphia in the fall of 2023. The Event Planner’s scope of services should include concept development, event planning, assistance with event sponsorships and fundraising strategies, event production budget management and overall event management coordination, including day-of-event coordination needs.

For more detailed information, see SECTION IV. SCOPE OFWORK of this Request for Proposal (“RFP”) below.

II. ORGANIZATIONAL INFORMATION

The Law Center is a 501(c)(3) nonprofit organization founded in 1969, that uses high-impact legal strategies to advance the civil, social, and economic rights of communities in the Philadelphia region facing discrimination, inequality, and poverty. We use litigation, community education, advocacy, and organizing to secure access to fundamental resources and services. We work in six fundamental areas: education, employment, environmental justice, healthcare, housing and voting. We do not charge our clients for our services or receive government funding to complete our mission.

For more information: www.pubintl.org

III. EVENT DESCRIPTION

The Law Center’s Annual Event is our signature annual fundraising event, with up to 300 attendees. The funds raised from our Event support the Law Center’s legal work, advocacy, and programming throughout the year. It is the Law Center’s most visible and largest fundraising event of the year.

The Event features a cocktail reception and an awards program honoring individuals, law firms who championed our work, and our beloved clients who partner with us to make an impact. We recognize them with the Thaddeus Stevens Awards. The award winners have not been selected for the 2023 event yet.

The Law Center’s 2022 Event information can be found on our website ([CLICK HERE](#)). As referenced above, the venue is not confirmed yet.

Historically the Event schedule is as described below but this is open to change once we engage with an event planner

- Pre-Awards General Reception (6:00 p.m. – 7:00 p.m.) which provides passed and stations of heavy hors d’oeuvres. Recently we have included table seating and cocktail tables.
- The Awards Ceremony (7:00 p.m. – 8:00 p.m.) Depending on venue, we would hold this in the same space as the general reception or move to a theater. This has included opening with local art talent (examples: drumline, dance company), speeches, and a fundraising component. A local TV news anchor has emceed the event.
- Post-Awards Reception (8:00 p.m. – 9:00 p.m.), which is a standing reception with a dessert table and passed desserts

IV. SCOPE OF WORK.

The Event Planner will be expected to provide all services necessary and appropriate to manage and execute the 2023 Event, including but not limited to the services (“Services”) detailed herein. This list is therefore not meant to be exhaustive. The event planner will be a partner and collaborator with Law Center Development staff in execution of these services:

- Venue selection; make contact with potential venues and coordinate visits
- Development of a theme and implementation of the concept
- Participate in calls with the Law Center Events Host Committee
- Prepare detailed budget; manage budget throughout
- Identify vendors, supervise bids and negotiate contract terms
- Work with graphic designer and Law Center team to develop visual design and representation of event theme; supervise invitation design and production
- Coordinate food and beverage menu selections
- Assist with securing entertainment and coordinate rehearsals as needed
- Manage all logistical details related to day-of-event needs around seating cards/name tags, staffing plan, production of signage/banners, AV/video production needs, event set up and break down
- Fundraising—strategic partnership in securing sponsorships and auction items as needed

The ideal Event Planner will possess the following skills:

- Organized
- Detail oriented
- Flexible
- Excellent communicator
- Effective written communicator
- Calm under pressure
- Skilled negotiator for purposes of vendor contracts and related needs. Negotiate terms in the best interest of the Law Center
- Strong interpersonal skills including with people of diverse backgrounds

Requested Responses and Information for RFP Submission

In responding to our RFP please provide us with the following:

- A C.V./resume of your event planning/event management experience
- Two references who can speak to your skills and abilities in running a successful event
- A brief paragraph on why the mission of the Law Center aligns with your desire to manage our annual event

- Share your vision of what constitutes a successful event in general and what you bring to the table that realizes that vision
- Cost of Services

For any questions about this RPF, please reach out to Dena Driscoll, Chief Development and Communications Officer at ddriscoll@pubintl.org.

Thank you for your interest in our organization and in wanting to plan our annual event!

ADDENDUM-Detailed Scope of Work

A. EVENT MANAGEMENT

- Establish regular ongoing communication with and provide agendas to the Law Center Event Committee and work closely with Law Center staff to determine overall look and theme of Event, including the layout and flow of Event, ensure effective internal communications and promote a collaborative and cooperative process
- Collaborate with Law Center staff to draft, manage, and finalize the Event's project plans, budgets, timelines, deployment schedule and oversee execution of all related tasks; Identify potential challenges and recommend solutions
- Serve as liaison with vendors, venues, sponsors, and other Event stakeholders ("Third Parties") and upon the Law Center's written request, serve as proxy for certain matters

B. DELIVERABLES

- Develop and update a detailed project plan with estimated delivery dates and agreed upon budget, which details anticipated tasks and required expenses;
- Maintain a budget spreadsheet of vendor costs related to Event;
- Secure the best possible pricing for all expenditures relating to Event, providing documentation (unless waived by the Law Center) showing that a competitive, fair and transparent Request for Quotations process was used and followed, where at least three vendors were considered and details supporting the reasoning as to why the selected vendor is ultimately recommended;
- Oversee and manage all approved vendor relationships and ensure vendor deliverables are delivered on-time, and maintain a vendor list as vendors are confirmed;
- Manage submission of all invoices to ensure timely payments
- Meet and act as primary point of contact for related vendors, including but not limited to the following:
 - Food & beverage
 - Production, to include the following:
 - Audio and Visual;
 - Talent and entertainment;
 - Lighting;
 - Set design and fabrication;
 - Décor;
- Branding and design to include the following printed items: invitations, letters, tickets, pledge forms, table signs, sponsor and other signage, advertising materials, program book, etc.
- Provide staff with regular updates of Event progress on timeline;
- Draft, manage, and distribute a complete production schedule for the entire Event, including load in, setup, rehearsals, and strike, to all parties, including but not limited to the client, vendors, and venue;
- Collaborate with Law Center to develop a script outline, gather remarks, and review all video content;
- Provide timing cues to the overall event script to keep program on time and on message;
- Develop a deployment schedule for execution of day of Event and days leading up to Event;

- Participate in any additional meetings and/or calls as needed, or reasonably requested by the Law Center, including scheduling and walk-throughs;
- Submit a post-event evaluation report with recommendations to the Law Center;
- Prepare final expense report for budget reconciliation to include in-kind donations, discounts, and actual costs;
- Provide participant, vendor, and sponsor evaluations and thank you letters; and
- Other duties as assigned.

C. GENERAL MANAGEMENT

- Arrange and manage flow/seating arrangements;
- Oversee any design, sound, lighting, and construction of a set that is appropriate for the venue and the needs of the Event;
- Oversee any design, sound, and selection of stage set, including video screens, podium, and furniture;
- Ensure a full walk-through/rehearsal prior to the Event if needed.

E. STAGE MANAGEMENT

- Provide a Stage Manager to oversee the execution of the program, as detailed herein;
- Designate a staff member to support all participants before and during the event, including on-site greeting, hold room arrangements, and ensuring smooth program participation;
- Draft, update, and finalize run of show documents including cue-to-cue;
- Oversee the execution of the program;
- Oversee the execution of all A/V elements;
- Schedule and manage rehearsals and draft briefing documents for program participants in collaboration with the Law Center;
- Schedule, manage, and supervise all rehearsals, video test runs, complete program rehearsal, performance rehearsals, etc.

F. ARTIST MANAGEMENT

- Secure any car services needed for Emcee
- Support any performers/artists needs at event