



Request for Proposals  
Event Planning and Management Services

## **I. Overview**

This applicant will contract with the DC Chamber of Commerce (“Chamber”) to plan the Chamber’s Annual Golf Tournament and Chamber’s Choice Awards and Gala. Applicant will manage the execution of all aspects to include concept development, planning, day of coordination, overall event management logistics, budget management, programming, implementation and analysis. For more detailed information see the Scope of Work section below.

## **II. Organization Information**

The Chamber is a 501(c)(6) non-profit organization dedicated to promoting economic, commercial, industrial and general civic welfare of the District of Columbia. Our mission is to be a valuable resource and leading advocate to improve the climate of doing business throughout the District of Columbia.

## **III. Event Descriptions**

### **A. Golf Classic “*Doing Business on the Green*”**

The DC Chamber will hold its golf tournament on Monday, June 27, 2016 at the Country Club at Woodmore in Mitchellville, MD. This 18 hole tournament promises to be enjoyable for every golfer, and it will be packed with fantastic networking opportunities as Washington’s top business and civic leaders hit the links at Woodmore.

We expect approximately 80 golfers to attend, representing all major business sectors. Corporate sponsorships including hole-in-one, as well as, foursomes will be sold. Golfers will receive meals, drinks, goodie bags and other prizes. Scramble format play will be followed by an awards ceremony.

### **B. Chamber’s Choice Awards & Gala**

The Chamber’s Choice Awards & Gala is the DC Chamber’s annual black tie awards dinner where the Chamber recognizes organizations and individuals that have made outstanding contributions to making Washington, DC a great place to do business.

On Friday, November 4, 2016, Washington’s dignitaries, elected officials, corporate citizens and business owners will honor exemplary member businesses and individuals on their business and civic successes. The program will feature a general reception and corporate room sponsors, recognition of honorees with video presentations and Live Entertainment. Approximately 1,100 participants are expected that include business leaders, government officials, professionals from various industries and individuals of

influence. Marketing efforts will incorporate a full strategic integration of communication vehicles such as social media (Facebook, Twitter & Instagram), press releases/media advisories, email blasts, eNewsletters, and web promotions.

**Location:**

Marriott Marquis Hotel  
901 Massachusetts, Avenue, N.W.  
Washington, DC 20001  
202.824-9200

**Time:**

6:00pm – 7:00pm - VIP and General Receptions  
7:00pm – 10:00pm – Awards Dinner  
10:00pm – 11:00pm – Live entertainment and Dancing

**IV. RFP Reception**

By responding to this RFP the applicant agrees to be responsible for fully understanding the requirements of the RFP and will ask any questions to make sure that understanding is gained. The Chamber reserves the right to reject any or all responses to the RFP, to advertise for new responses, or to accept any RFP response deemed to be in the best interests of the Chamber.

Acceptance of any RFP should not be construed as a contract nor shall indicate any commitment on the part of the Chamber for any future action. The RFP does not commit the Chamber to pay for any costs incurred in the submission of a response to this RFP or for any cost incurred prior to the execution of a final contract.

**V. Applicant Information**

**All applicants must submit the following information:**

- A. Name and Overview:** Name and size of company
- B. Services:** Description of services offered
- C. Customer and Event References:** List of at least two similar events in the scope and industry.
- D. Draft Event Descriptions** of the proposed events that specifies theme, entertainment, logistics and timeline. The descriptions should define the overall concept of the events.
- E. Performance Portfolio** from an event that the applicant has planned to concisely demonstrate experience in every facet of events (research, design, planning, calendar, logistical needs, budget and evaluation).
- F. Company Resume/Profile**
- G. Potential Conflict of Interest**
- H. High level overview of registration process pre-event and on-sight**

**VI. Report to:**

The applicant will report to the DC Chamber's VP & Chief Operating Officer.

**VII. Status:**

Contract

**VIII. Scope of Work**

- A. Develop, manage and execute master event logistical plan and timeline; assign/delegate tasks to volunteer teams; evaluate, analyze and report results for the event.
- B. Create, manage and reconcile event budgets, expenses and timelines. Adhere to project timelines and budget guidelines.
- C. Oversee the implementation of the marketing campaign.
- D. Responsible for leading/managing event planning team in the planning and implementation process for all aspects of the event; including attending regular meetings at the Chamber.
- E. Event Management including VIP
- F. Event Production including script writing
- G. Manage Pre-event and On Site Registration
- H. Oversee the Creation and Production of Event Materials including signs, programs and invitations
- I. Develop and manage event theme and decor
- J. Deliver project deliverables on-time, on-budget and to client expectations.
- K. Direct and manage volunteer committees, both pre-event and on-site.
- L. Conduct negotiations and manage relationships with event vendors including but not limited to Entertainment, Audio/Visual, Floral, Photographer and Videographer.
- M. Direct and manage on-site event set up and clean up.
- N. Manage and execute event debrief including analyzing surveys as well as recommended improvements/changes.

**IX. DC Chamber Involvement**

- A. Volunteers including Host Committee Members
- B. Limited access to Board and staff
- C. No access to office space and equipment
- D. Payment Cycle: Deposit and Installment payments

**X. Project Schedule**

This schedule is based on our current guidelines but is subject to change:

**January 29, 2016:** RFP Delivered

**February 5, 2016:** Last day for questions to be received on the RFP document intent.

**February 10, 2016:** RFP Close Date

**February 15, 2016:** Start Applicant Evaluations

**February 19, 2016:** Award Contract

**XI. Job Qualifications**

- A. Education: Bachelor's degree in Events Management preferred.
- B. Experience: Minimum 3 years experience in all aspects of event planning including outdoor event experience
- C. Experience managing volunteer team
- D. Experience managing event budgets
- E. Excellent organization and project management skills.
- F. Energetic, innovation, creative self-starter
- G. Problem solver and results oriented
- H. Able to work well under pressure of event deadlines
- I. Ability to prioritize tasks in a fast paced environment

**XII. Selection**

Applicants who have demonstrated the capacity to meet our requirements will be notified via phone/email of our selection to move forward with the RFP process.

Applicant will be required to become a paid member of the DC Chamber, if selected.

**XIII. Send Proposals To:**

Responses should be delivered to Krystal Brumfield at [kbrumfield@dcchamber.org](mailto:kbrumfield@dcchamber.org) no later than 5:00 pm on February 10, 2016.

Any questions or clarifications regarding definitions or interpretations of this RFP must be submitted to Krystal Brumfield at [kbrumfield@dcchamber.org](mailto:kbrumfield@dcchamber.org) or 202-624-0600.