



**The Canadian Foundation for AIDS Research (CANFAR)
2017 Request for Proposal (RFP)
and
Value-Added Services**

REQUEST FOR PROPOSAL / STATEMENT OF NEED

The Canadian Foundation for AIDS Research (CANFAR), a not-for-profit national organization is initiating this Request for Proposal (RFP) to solicit responses from Toronto-based persons or Event Management Companies (EMC) interested in participating in a 3 year-long contract to plan and execute its 2017 - 2019 event schedule, including but not limited to *Bloor Street Entertains* (BSE) and *AIDSbeat* (AB).

BACKGROUND

CANFAR is Canada's only independent charitable foundation dedicated to eliminating AIDS through research. By funding promising Canadian HIV and AIDS research and promoting prevention through educational campaigns, CANFAR is working to end AIDS globally.

MISSION

CANFAR is a national charitable foundation whose goal is to raise awareness in order to generate funds for research into all aspects of HIV infection and AIDS.

VISION

To end AIDS through research.

PERIOD OF WORK

The event planning service contract will run from February 2017 to December 18, 2017, and will automatically be extended for a period of one year, if notification of non-renewal has not been issued to the event planning company by July 1st 2017.

Note: AIDSbeat 2017, scheduled on May 26th 2017 is *excluded* from this contract, as it is included in the existing event service contract.

ADMINISTRATION

Reporting directly to the Director of Events and Stewardship, the EMC will work closely with the Event Committees to plan CANFAR's annual events in Toronto.

All correspondence on behalf of CANFAR is to be copied to the Director of Events and Stewardship.

The EMC will liaise with the Director of Events and Stewardship, providing timely updates on activities, budgets and will provide formal, written and verbal reports for all committee meetings.

The EMC will work with the established budgets, submitting expenditures for approval prior to confirming vendors and / or expenses.

SPONSOR(S)

The EMC will assist in the attraction, retention and coordination of event sponsors and ticket purchasers, as needed or deemed necessary by CANFAR.

The EMC will assist the CANFAR Marketing and Communications department to ensure sponsorship deliverables are itemized and met. This includes the execution of onsite activations.

ADDITIONAL

Any value-added component that the EMC is able to offer, as it pertains to CANFAR's 2017-19 Event Schedule, will be taken into consideration.

PROPOSAL REQUIREMENTS

Each proposal must include a Title Page and contain the following information:

- ❖ EMC Name
- ❖ Title of proposal
- ❖ EMC Proposer (Primary Contact)
- ❖ Name of contact person, if different than the Proposer, who can respond to inquiries regarding the proposal
- ❖ Complete contact information for Proposer and contact person, including: title, phone number(s), email and mailing addresses
- ❖ The proposal should include the project leader and proposed project team
- ❖ List of subcontractors, if any

CANFAR requires the following information in your proposal, which should be no longer than five (5) pages:

- ❖ Background of your company, including principals
 - ❖ Provide the key milestones required to effectively manage an event the scale of *Bloor Street Entertains*, [see www.bloorstreetentertains.ca]
 - ❖ With the information available, provide a recommended critical path, indicating roles and responsibilities for your company, for the two (2) major CANFAR events [*Bloor Street Entertains* and *AIDSbeat*]
 - ❖ Provide examples where your firm has executed events based on a theme
 - ❖ Based on providing support services for *Bloor Street Entertains*, and *AIDSbeat*, provide your fee (separately) reflecting the attached scope of work for each event
- Note:** Fees must be inclusive of all charges (e.g. transportation within city, photography, printing of reports, etc.)
- ❖ Project / performance evaluation

Provide evidence that the Proposer understands CANFAR's needs and can meet those needs by:

- ❖ Describing related experience
- ❖ Providing expertise of staff and professional qualifications
- ❖ Submitting at least three reference letters from within Canada. [These will be considered attachments and not part of the 5-page maximum]
- ❖ Staff biographies may also be attached [and will not be considered as part of the 5-page minimum]

NOTE: All questions / inquiries must be submitted in writing to Debbie Osske, Director of Events and Stewardship at dosske@canfar.com and will be responded to in writing within 24 hours.

AWARD OF CONTRACT

The decision to award a contract will *not* be based on price alone and will not be based upon any single criterion. The criteria considered includes: relevant and proven experience, references, technical support, reliability, price, timelines, warranties, financial viability and whatever additional factors CANFAR deems appropriate.

CANFAR reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential EMC or individual
- Accept other than the lowest price offered
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers, and
- Award more than one contract

PROPOSAL EVALUATION CRITERIA AND RATING SHEET

CANFAR has appointed a selection committee to review the RFP applications. Key decision factors will include the ability of the applicants to show relevant experience and provide examples of work.

RFP RATING METHODOLOGY

Award of the contract resulting from this RFP will be based upon the most responsive submission and the offer that will be the most advantageous to CANFAR in terms of cost, functionality, and other factors as specified elsewhere in the RFP.

APPEARANCE BEFORE THE CANFAR SELECTION COMMITTEE

Final bid candidates may be invited to attend a meeting to discuss further their proposals.

COST OF PREPARING PROPOSAL

The cost of developing and submitting a response to this RFP is the responsibility of the Proposer.

SUBMISSION DEADLINE

Friday, February 3rd, 2017 at 4:00 p.m.

ANTICIPATED RFP ANNOUNCEMENT OF CANFAR DECISION

Friday, February 24th, 2017

FOR MORE INFORMATION:

Debbie Osske
Director, Events & Stewardship
CANFAR
dosske@canfar.com
416-361-6281 ext. 234

To assist in the preparation of proposals, the following is the scope of work, focusing on *Bloor Street Entertains* and *AIDSbeat*.

1. CANFAR's *Bloor Street Entertains* is the Foundation's flagship Toronto gala, held at the end of November each year and for which the EMC will play a primary support role.
2. *AIDSbeat* is a rock n' roll event staged by Toronto's legal community, held in May each year, for which the EMC will be expected to play a secondary support role.

Bloor Street Entertains 2017 (BSE 2017)

Bloor Street Entertains is an annual benefit gala supporting CANFAR. The evening features gourmet meals prepared by Toronto's finest chefs, hosted in over 20 locations in the Bloor-Yorkville area, such as BOSS, Holt Renfrew and Harry Rosen. The evening finishes at the Royal Ontario Museum, where the popular BSE After party takes place. Guests are treated to a silent auction, open bar and various forms of entertainment. Dinner attendance for *Bloor Street Entertains* 2016 was approximately 700 guests.

SCOPE OF WORK

Logistics (*Venues, Chefs & Florists*)

Venues

- Confirm a minimum of 20 Bloor Street venues to participate at BSE 2017, by August 31, 2017 and provide:
 - Event schedule for each venue
 - SOPs for each venue (including ROM & Gardiner Museum)
 - Manage the implementation of a "partner portal" to ensure seamless tracking of all communication with venue partners, chefs, florists, sponsors and ticket purchasers
 - Provide CANFAR with a detailed Excel spreadsheet including all contact information for each venue (e.g. Name, telephone number, email address, street address, delivery address, etc.)
- Coordinate the following for each venue:
 - Site Visits (will advise CANFAR when visits scheduled to allow CANFAR staff to attend should they deem necessary)
 - Tables, chairs, etc.
 - Linens, Chair Covers, Napkins
 - Dinnerware
 - Rental equipment as required by Chef and Venue
 - Deliveries and load in/ load out schedule on the night of the event

Chefs

- Confirm a minimum of 20 Chefs to participate at BSE 2017 by August 31, 2017 and coordinate:
 - Equipment requirements | rentals
 - Menus
 - Chef assistants, if required
 - Biographies, photos and logos to be submitted to CANFAR's Communications and Marketing department
 - Kitchen schedule
 - Deliveries and load in/ load out schedule on the night of the event
 - Wine selection / other beverage selection (in collaboration with the venue)
- Coordinate servers and banquet captains for each venue (using volunteers wherever possible)
- Prepare event script and schedule for each venue in collaboration with CANFAR's Director of Events and Stewardship, as required

- Liaise with client on specific requirements for dinners (i.e. special needs, entertainment, collateral material, seating plans, name cards, dietary restrictions, entertainment etc.)

Florists

- Confirm a minimum of 20 professional florists and / or décor companies to participate at BSE 2017 by August 31, 2017, who will provide:
 - Creative floral décor for the venues and the After party location (ROM)
 - Biographies and logos for each florist to be submitted to CANFAR's Communications and Marketing department

Event Production / Management

- Supervise and manage the dinner portion of the event, including, but not limited to:
 - Co-ordinate on-site load-in/out schedules for all venues
 - Develop production schedule, including requirements (e.g. audio, visual, etc.) in collaboration with venue representatives, as needed
- Supervise and manage the After party at the Royal Ontario Museum, including but not limited to:
 - Assisting in securing entertainment for the After party based on agreed budgets
 - Determine overall audio visual, staging requirements, etc. based on budget specifications
 - With CANFAR, develop production schedule for the After party
 - Organize coat check
 - Co-ordinate guest transportation, liaising with CANFAR as needed (e.g. from venues to the After party)
- In collaboration with CANFAR, negotiate alcoholic beverage sponsorship for the After party
- Prepare detailed "minute by minute" logistics and production schedule for all aspects of the event
- Arrange for ALL deliveries of event materials, leading up to the event and on the day of the event
- Arrange technical set-up with suppliers, as required
- On-site liaison with suppliers and facilities (at venues and the ROM)
- In collaboration with CANFAR co-ordinate sponsors' requirements for facility space, including recognition
- Prepare venue and décor layouts as required, in collaboration with venue staff
- Support the Seneca College Event Management Program students (teams of students will be assigned a venue and are responsible for the décor)
- Support CANFAR's Communications and Marketing department in preparing dinner / party visuals / materials (e.g. sponsor loop, programme, plate cards, etc.)
- Coordinate truck(s) for deliveries, including detailed delivery schedule and load-out schedule, in advance and consult with CANFAR as required
- Prepare emergency contact list

Volunteer Management

Working with CANFAR's Director of Events & Stewardship:

- Determine volunteer requirements for each venue
- Recruit qualified dinner servers with the goal of staffing the dinners with volunteer professional staff (as well as work with professional staffing companies)
- In collaboration with CANFAR, assign volunteer duties

Post-Event

The EMC will provide a detailed analysis of the event, including objectives met, challenges and recommendations.

AIDSbeat, is CANFAR's annual rock n' roll fundraiser. The tone of the event is fun, and decidedly informal. AIDSbeat traditionally raises more than \$250k to advance CANFAR's mission.

SCOPE OF WORK

Logistics

In advance of the event, the EMC will participate in a maximum of five (5) AIDSbeat Committee planning meetings and will:

- Assist with the logistical planning for the event, in conjunction with the committee and its sub-committees, the venue and the secured suppliers
- The EMC will be responsible for the on-site management of the venue, and assist with the volunteer management in cooperation with CANFAR's Director of Events & Stewardship
- On an as needed basis, the EMC will collaborate and support the committee's activities pertaining to sponsorship, ticket sales, and any other revenue-generating operations
- On an as needed basis, the EMC will support volunteer recruitment, marketing, and securing entertainment, including the advance coordination of the Battle of the Bands

Event Production / Management

- Set a critical path, outlining the responsibilities to be performed by the AIDSbeat Committee, CANFAR staff and volunteers
- Advise, as needed, on budgetary requirements
- Provide a floor plan for the night of the event and a detailed show flow for the event
- Act as the primary contact to the venue and all approved event suppliers, including caterers, rental companies, audio visual etc.
- Manage / communicate all work scope changes as needed and / or deemed by the Committee
- Co-ordinate requirements for staging, lighting, sound and all physical set up for the Battle of the Bands, as required by the Committee
- Arrange for any deliveries of event materials
- Co-ordinate on-site load-in/out schedules with venue, including deliveries leading up to the event and day of the event
- On-site liaison with suppliers and the facility, including technical set up, as required, the night of the event
- With CANFAR, co-ordinate sponsors' requirements for facility space, including sponsor recognition
- Support CANFAR's Communications and Marketing department as required regarding collateral / visual materials (e.g. sponsor loop, programme, etc.
- Act as "stage manager" for the Battle of the Bands, as determined by the Committee

Volunteer Management

Working with CANFAR's Director of Events & Stewardship:

- Assist with volunteer recruitment as necessary
- Collaborate with CANFAR in preparing volunteer lists and requirements
- Organize coat check if required
- Assist with any other fundraising activities on the night of the event as required
- Ensure adequate space is allocated for "Volunteer Lounge" and assist with volunteer and celebrity hospitality as needed or deemed necessary by CANFAR

Post-Event

The EMC will provide a detailed analysis of the event, including objectives met, challenges and recommendations.