

## REQUEST FOR PROPOSAL

**Deadline for receipt of proposals is Monday, September 9th, 2019 at 5:00 pm EST**

### **PURPOSE AND SCOPE**

Facing Race: A National Conference is presented by Race Forward: The Center for Racial Justice Innovation. A unique collaborative space for racial justice movement making, Facing Race is the largest multiracial, inter-generational gathering for organizers, educators, creatives and other leaders.

This is a **Request For Proposals (RFP) for an event and production company** that will manage and coordinate the logistical and production requirements leading up to and during the conference in Raleigh, North Carolina on November 2020.

### **BACKGROUND**

#### **About Race Forward:**

Race Forward: The Center for Racial Justice Innovation united with Center for Social Inclusion in 2017 to become the new Race Forward.

Founded in 1981, Race Forward brings systemic analysis and an innovative approach to complex race issues to help people take effective action toward racial equity. Founded in 2002, CSI catalyzes community, government, and other institutions to dismantle structural racial inequity and create equitable outcomes for all.

The new Race Forward is home to the [Government Alliance on Race and Equity \(GARE\)](#), a national network of government working to achieve racial equity and advance opportunities for all. Race Forward publishes the daily news site [Colorlines](#) and presents [Facing Race](#), the country's largest multiracial conference on racial justice.

#### **About Facing Race:**

Facing Race: A National Conference is presented by Race Forward: The Center for Racial Justice Innovation. A unique collaborative space for racial justice movement making, Facing Race is the largest multiracial, inter-generational gathering for organizers, educators, creatives and other leaders.

Facing Race offers local community unprecedented access to information and resources on racial equity, includes over 70 workshops and access to over 180 presenters. In 2018, the conference in Detroit hosted over 3,500 attendees from all over the world. Previous Facing Race National Conferences have been held in Atlanta, Baltimore, Berkeley, Chicago, Dallas, Oakland and New York.

## SCOPE OF WORK

We anticipate that the Event and Production company hired for this project would begin this work by January 2020 and complete this work by December 2020.

### **Project Management and onsite supervision –2020**

- I. AV and Technical Production including AV, staging & lighting
  - Provide initial outline of program, analyze space needs and feasibility
  - Technical direction – specification of technical requirements
  - Space planning/floor plans for technical rooms for:
    - Keynote room in Grand Ballroom
    - Exhibit Hall
    - Breakout rooms (approx 22-25) throughout the venue
    - Art exhibition/ space
    - Racial Justice Reads - Book Store & Book Signing
    - Race Flicks
    - Bus Tour logistics
    - Pre-conferences: Floor plan, liaison w venues
    - Race Forward Podcast - Media room (behind the stage)
      - Additional space for multimedia use
  - Review AV Company estimates
  - Work with AV Vendor throughout planning phase of the project
  - Investigate and troubleshoot union rules for web streaming and crew calls
  - Main Stage pre-planning, production
    - Work with Facing Race team to prepare for Main Stage program
    - Prepare one show machine with media for main stage presentations, organized and show ready. Media could include:
      - Conference holding slide
      - Primary slide shows for Facing Race staff or keynote speakers • Looping sponsor slide show
      - Video clips or other media
      - Award announcement slides
      - Entrance/Exit music
      - Q&A technology
      - Twitter feeds or Flickr feeds
      - Cue Sheet for all of the above
      - Work with keynote speakers to discuss rehearsal times, technical requirements

- Physical staging (podium, chairs, other props as required)

#### **Livestream section -**

Assist Race Forward staff with transferring AV onto our main organizations site + Facebook account

- Race Forward's Facebook account

Assumption: the above assets will be collected/organized/ tested by the production company.

### **II. Registration Management**

Manage registration tasks including badge production.

- Badge print production.
- Coordination of on-site registration logistics
- Registration Staffing Schedule, schedule volunteers and/or hire temp staff, and manage all reg. staff on site
- Project management: Tote bag/Registration Kit/ Badge assembly
- Shipping matrix of registration items

### **III. Volunteer Coordination – pre-show**

- Identify on-site staffing needs, and build volunteer schedule prior to show.
- Work with Facing Race team to access list of volunteers to schedule. Field questions, manage schedule and role changes.

### **IV. Hotel Block Management**

- Liaise with travel agent company throughout project
- Help Hotel reps. understand projected staff room block and number of single/double rooms, comp room nights and other concessions.
- Make sure the tracking process works smoothly and that all deadlines with a financial impact

are clear to the team.

- Liaise with hotel to deliver names/ dates for staff / speaker hotel block
- Ensure hotel room costs are optimized, avoid “no show” and other penalties
- Manage Audit process to for optimum comp room credits and future planning

### **VI. Vendor Table Coordination/Liaison**

- Vendor Table Sponsors / Exhibitors - project management
- Develop floor plan for sponsor tables

- Develop exhibit FAQ info and collect up service order forms
- Assist with tracking contracts/agreements
- Assist with logistics/fielding questions
- Finalize floor plans and assist with table assignments
- Assumes 10-20 table sponsors
- Racial Justice Reads - Book Store & Book Signing
- Race Flicks

#### **VII. Convention Center Venue Liaison & Related Vendor Logistics**

- Liaise with convention center throughout project
- Work with venue to finalize drawings for fire marshal approval
- Order electrical and janitorial services as required by contract
- Traffic documents, such as proof of insurance, required by contract
- Order special services – door keys, wastebaskets, hanging of banners
- Submit staffing schedules to venue as required to let center know start/end times each day for their staffing needs.
- Work with venue to create floor plans for all meeting spaces
- Hire & manage show decorator for material handling rental furnishings, easels, specialty staging
- Hire security company as required by AV company
- Hire temp agency if needed, for increased registration coverage
- Source a shipping/ receiving partner. Coordinate in-bound and out-bound shipping\*\*\*

#### **VII. Convention Center Catering + Staff Meals (Food & Beverage)**

- Build out catering doc in Google docs.
- Build out formulas for attrition, etc.
- Liaise with hotel catering department throughout project
- Manage deadlines for submitting guarantees
- Work closely with Registration information to arrive at ordering quantities for all events
- Review BEOS and approve
- Review final statements, update Google doc with actuals for future tracking, attrition formulas
- Assumptions: This scope of work is for primary Facing Race Conference and meetings billed directly to Facing Race. It does not include any coordination of affiliate or sponsor catering functions. Responsibility for list scrubbing (errors in titles, designations, etc.) is the responsibility of Facing Race.

#### **VIII. Post-show Debrief**

#### **IX. 2020 Site Visit – June**

- **1 member from Production company to attend site visit**

### **QUALIFICATIONS**

1. Experience in producing a conference with at least 1,500 attendees +
2. Experience producing an event in a convention center.
3. Experience managing hotel room blocks.
4. Experience working with NPO'S
5. Experience working w/POC owned businesses

### **PROPOSAL GUIDELINES**

Please use the following as a guide for your proposal:

Maximum proposal length (including title page, cover letter, proposal, qualifications and budget) should not exceed ten.

#### Title page:

Your company name, address, website, phone number, email address and primary contact person.

#### Cover letter:

Signed by the person or persons authorized to sign on behalf of the company or consultants.

#### Proposal:

1. A narrative that describes your approach to this assignment as outlined in the Scope of Work section.
2. Respondents to this RFP are encouraged to recommend additional or alternative activities to the Scope of Work outlined above if they believe they would be more appropriate to this project.
3. A timeline and work plan for the project.
4. Designated staff/partners/subcontractors brief biographies/qualifications of staff/partners/subcontractors identified to provide services.
5. Itemized budget, broken out for each component and each aspect of the work. Pricing information should include the basis for payment such as hourly rates and a number of hours needed for each step.
6. Preferred payment structure/timeline.
7. A narrative describing any specific experience or knowledge of racial justice or social change organizations.

8. A detailed description of recent clients and projects as they relate to conducting similar work (or links to a portfolio).
9. A minimum of two references (with contact information) from organizations for which you have provided consulting services in the recent past.
10. Contact name, phone number, email address and mailing address of the lead staff responsible for filing the proposal.

**Deadline for receipt of proposals is Monday, September 9th, 2019 at 5:00 pm EST. All proposals should be submitted electronically to [facingrace@raceforward.org](mailto:facingrace@raceforward.org) with the subject line "Facing Race Production and Event Company."**

Questions about this Request for Proposals or request for more information should be directed to Leslie Grant, Race Forward's Director of Conferences, at [facingrace@raceforward.org](mailto:facingrace@raceforward.org)