



# AIANTA

American Indian Alaska Native  
Tourism Association

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*Introducing America's Native Nations to the World*

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## REQUEST FOR PROPOSALS

### **Sponsorship Development**

**American Indian Tourism Conference**

**2015 and 2016**

**FINAL 7-1-14**

The American Indian Alaska Native Tourism Association (AIANTA) announces a Request for Proposal (RFP) for professional services for sponsorship development for their 2015 American Indian Tourism Conferences (AITC) held annually in September.

The intent of this RFP is to identify and select an experienced conference sponsorship developer for the annual education conference and tradeshow of the American Indian Alaska Native Tourism Association.

**The deadline for proposals is September 5, 2014 (see last section).**

## **BACKGROUND**

### ***Annual American Indian Tourism Conference (AITC)***

The American Indian Tourism Conference (AITC), an annual AIANTA event, provides American Indian tourism professionals a wonderful opportunity to educate themselves and each other on the latest information and trends in native tourism. Approximately 250-350 people (paid registrants, AIANTA staff and board, presenters, sponsors, exhibitors, etc.) are expected to attend the 2015 and 2016 conferences. The conference brings together tribes, federal and state government agencies, academia, the private sector, and a number of domestic and international tour operators to foster tourism economic and cultural opportunities in Indian Country. More information can be found at [www.aianta.org](http://www.aianta.org).

### ***AIANTA History***

The American Indian Alaska Native Tourism Association, formed in 1999 and incorporated in 2003, is a national inter-tribal association of American Indian tourism professionals, state and regional Indian tourism associations, federal agencies, and other tourism organizations and individuals who have joined together to promote high quality, culturally sensitive Indian tourism and Indian owned businesses for the purpose of sharing our culture and beautiful homelands.

Goals of the annual conference:

- Expand Indian business opportunities in domestic and international tourism.
- Identify benefits available to tribal communities through tourism.
- Expand the collective voice on Indian tourism issues.
- Promote networking among tribal communities to establish unity and understanding of the tourism industry.
- Create a network that includes Indian tribes, native corporations, individual organizations, as well as representatives from the United States and the international tourism industry.
- Provide teachers and educators with information and resources concerning American Indian heritage and culture as they relate to tribal tourism and economic development.

Conference History:

The following is a breakdown of previous conference sites and regions:

- 1999 – 1<sup>st</sup> Annual AITC, Albuquerque, NM
- 2000 - 2<sup>nd</sup> Annual AITC, Oneida/Green Bay, WI
- 2001 - 3<sup>rd</sup> Annual AITC, Three Affiliated Tribes/Bismarck, ND
- 2002 - 4<sup>th</sup> Annual AITC, Tlingit & Hiada Tribes of Alaska, Juneau, AK
- 2003 - 5<sup>th</sup> Annual AITC, Gila River Indian Community, Phoenix, AZ
- 2004 - 6<sup>th</sup> Annual AITC, Oneida/Green Bay, WI
- 2005 - 7<sup>th</sup> Annual AITC, Seminole Tribe of Florida, Hollywood, FL
- 2006 - 8<sup>th</sup> Annual AITC, Quinault Nation/Ocean Shores, WA
- 2007 - 9<sup>th</sup> Annual AITC, Eastern Band of Cherokee Indians, Cherokee, NC
- 2008 -10<sup>th</sup> Annual AITC, Coeur d’Alene Tribe, Worley, ID
- 2009 -11<sup>th</sup> Annual AITC, Buffalo Thunder Resort, Pueblo of Pojoaque, Santa Fe, NM
- 2010 – 12<sup>th</sup> Annual AITC, Tulalip Resort and Casino, Tulalip, WA
- 2011–13<sup>th</sup> Annual AITC, Radisson Ft. McDowell Resort and Casino, Scottsdale, AZ
- 2012 – 14<sup>th</sup> Annual AITC, Holiday Inn Grand Montana Billings, Crow Tribe, MT
- 2013- 15<sup>th</sup> Annual AITC, Hard Rock Tulsa Oklahoma, Cherokee Tribe, OK
- 2014- 16<sup>th</sup> Annual AITC, Paragon Casino Marksville, Louisiana Tunica Biloxi Tribe LA

## **I. Current Situation**

AIANTA has conducted fundraising in house for the past two years. AIANTA would like to open the opportunity to bid out the AIANTA conference sponsorship development to new entities and to specifically entertain fresh ideas and strategies into our conference sponsorship in order to significantly increase our financial results.

The minimum expected of a conference sponsorship developer is to:

- Work with AIANTA’s staff and advisors, evaluate past sponsorship development efforts and develop a national sponsorship development campaign with strategies and opportunities attractive to potential donors and sponsors.
- Work with the Board of Directors and advisors to identify potential new sponsors in their regions and nationally.
- Offer fresh ideas to attract national and regional donors and sponsors.
- Work with the local or regional Host committee for local and regional sponsorship support.
- Work with federal and state agency representatives to identify sources of sponsorship funds and solicit those agency funds in a timely, legal and ethically prudent manner.
- Organize and attend an early meeting with the 2015-2016 AITC Conference.
- Work with local host committee to develop the local/regional sponsorship development campaign.
- Solicit all tribes who are current members of AIANTA.
- Create AIANTA branded collateral materials to bolster the campaign.
- Develop and expand a national database of donors and sponsors with an affinity to the goals of AIANTA and/or its conference
- Coordinate with the Conference Event Planner and the 2015/2016 properties in the organization and management of the tradeshow, including logistics, booth assignment, electrical, furniture, I-net and equipment rental needs.

- Attend events as recommended and pre-approved by AIANTA where donors and sponsors may be solicited directly. Travel expenses will be paid at federal per diem rates.
- Provide AIANTA staff and Board of Directors a progress report of funds committed and collected on a monthly basis.

Your proposal must clearly specify your plans for solicitation mailings, reminder mailings, thank-you mailings, etc.

## II. Proposal Content Requirements

### Statement of Work

The vendor must provide an explanation of the processes, tools, procedures, schedules and reports that will be used to deliver the desired goods and services as described.

### Staffing

The vendor must name a specific person who will act in the capacity of Account Executive and chief contact for AIANTA. For this person, the proposal must include:

- A detailed biography or resume
- A job description for the person vis-à-vis this contract
- A chart showing or narrative describing the person's place in the vendor's organization
- Identification of this person's manager or superior
- Office location and contact information
- Estimated percent of this person's time that will be dedicated to this account
- Demonstrated experience in working with Tribes and/or Tribal organizations

The proposal must identify by job function any other agency staff that will assist the Account Executive in successfully performing the work on this contract.

### Company Description

The proposal must include:

- A brief history of the vendor's organization
- Current descriptive information
- A list of the vendor's three largest (by volume) current clients
- A list of tribal clients
- Names, phone numbers, and email addresses of at least two current clients and one previous client **for whom you have achieved fundraising success** so that we may contact them for references

### Samples of Previous Work

As an attachment to the proposal, please submit at least two examples of sponsorship materials (campaign descriptions, emails, brochures, letters) prepared for current or recent clients (names may be changed wherever necessary to protect privacy). These materials will be kept confidential and will not be returned.

## Affirmations

Your proposal must affirm the following statements. In doing so, please fill in the required information. You must explicitly reveal and explain any exceptions to or deviations from these statements.

- a) The \_\_\_\_\_ Agency/Company is properly registered and/or bonded in all states requiring solicitation registration and has no current state regulatory enforcement actions pending against it relating to registration or fundraising that would interfere with AIANTA's ability to fundraise in any and all jurisdictions.
- b) None of the \_\_\_\_ Agency/Company, or its officers, directors or owners, nor any current client of the \_\_\_\_ Agency has any state, federal, internal revenue, postal, federal trade commission criminal enforcement actions pending against it, nor have any of these organizations or individuals had such an action pending or current in the past 36 months to the best of the knowledge of any officer, director or owner of the Agency.

## Summary of Required Contracting Provisions

If a proposal is selected for funding, applicant will be required to sign a binding agreement. Until both parties have signed an agreement, no express or implied commitment has been made to provide financial support. Applicants are not authorized to commence work until the agreement is fully executed. If applicants opt to commence work, they do so at their own risk. No oral or written statement other than the signed, written agreement will govern or modify the relationship.

Those receiving funds from AIANTA must be able to comply with a number of requirements that will be included in the cooperative agreement. These requirements include but are not limited to:

- Vendors must guarantee that, among other things, any work they undertake on behalf of AIANTA is conducted with the highest degree of professionalism and will not violate or infringe upon the privacy rights, copyrights, or other proprietary rights of any third party;
- Vendors must agree to indemnify AIANTA against any loss resulting from breach of any of the guarantees contained in the agreement.
- Vendors will maintain--for three (3) years following receipt of relevant funds-- all financial records to the project with detail of revenues received and expenses paid, which records shall be accessible to AIANTA for examination and audit purposes; (*Contractors will additionally ensure that any subcontractors or consultants under the agreement shall also maintain such records for the period specified and under the same terms*);
- Vendors will maintain--for three (3) years after approval of a final financial report--a complete file of all subcontracts and other agreements, licenses, clearances, and other documents related to the work undertaken, copies of which shall be made available to AIANTA on request;
- Vendors will comply with equal employment opportunity and nondiscrimination laws and policies;
- Vendors who plan to engage sub-contractors will be expected to obtain competitive bids, and to provide assurances that the prices obtained for any such services are fair and reasonable;

- Vendors will be required to provide documentation as to actual costs, and provide supporting detail demonstrating that all costs are reasonable, necessary and allocable to the requirements and objectives of the work undertaken, and
- All research and materials created, developed, compiled or produced pursuant to or as a result of this project (including but not limited to all reports) will be considered ordered and commissioned by AIANTA as works made for hire under the copyright laws, and made in the course of services rendered. If, for any reason, the proposed research and materials to be provided are not considered works made for hire under the copyright laws, then the applicant will be required to assign all right, title and interest in and to such research and materials to AIANTA.
- Vendors further agree that neither they nor any of their subcontractors will have any copyrights whatsoever in any research and/or materials created, developed, compiled or produced by them or by any subcontractor, or by any third party participating in the preparation of research or materials for this project; and
- The agreement will be governed by in accordance with the laws of New Mexico without regard to its conflict of law provisions.

AIANTA will have sole and exclusive rights to the reports created as deliverables for this project.

### **Signature**

Your proposal must be signed by an owner, principal, officer of the corporation, or another person who is legally authorized to enter into agreements on behalf of your agency.

### ***Price Proposal, Fees, Expenses, and Expected Returns***

The proposed pricing of vendor agency products and services must encompass all anticipated expenses.

### **One-Time Setup Costs**

The vendor must provide complete, detailed information on ALL the one-time setup costs that AIANTA will incur. The timing (and cash-flow implications) of these costs must be clearly indicated.

### **Ongoing Fees and Costs**

Your proposal must include complete, detailed information on ALL ongoing fees that will be incurred for the fundraising campaign.

If you wish to propose services based upon a monthly management fee, summarize all aspects of what the fee will include (e.g., staff time, creative) and what additional expenses will be required as separate charges.

If you wish to propose fees based upon itemized expenses, summarize all the items that will be included therein and provide your estimates of what a “typical” billing would be.

## **Realistic Return Estimates**

The vendor should explain realistic estimates of the return on investment for these sponsorship development services. Based upon the best-guess campaign recommended, realistically estimate expected cash flows and revenues and show them as a function of time for a period of at least three years. The vendor should make clear all the assumptions inherent in these estimates.

## **III. Proposal Evaluation Criteria**

AIANTA intends to enter into a contract with the vendor(s) that provide AIANTA the best value and benefit, not necessarily on the basis of the lowest price. To the extent allowed by applicable federal law, AIANTA practices Indian preference in procurement practices. AIANTA follows federal regulations and guidelines when applying Indian preference.

- Preference will be given first to American Indian or Alaska Natives firms, second to non-Indian firms with American Indian or Alaska Native employees or direct subcontractors and third to non-Indian firms.

AIANTA will set sponsorship level goals for the successful vendor to accomplish throughout the 2015 year. The payment schedule will be based upon the agreed sponsorship goals and will be determined upon the award of the contract. In addition, AIANTA will evaluate the performance of the successful vendor at the year end of 2015 to determine if the contract will be recommended for renewal in 2016.

To select the winning vendor, AIANTA will use the following evaluation method.

1) Threshold Criteria – Before judging proposals on their merits, AIANTA will eliminate all proposals that fail to meet these criteria:

- Adherence to submission instructions (including deadlines)
- Positive fulfillment of Affirmations
- All contractual terms agreeable to AIANTA

2) Merit Criteria – AIANTA will award merit points to each proposal. A proposal can earn up to 250 points. The evaluation criteria and their point values are these:

2A) Organization background, reputation, stability (250 points). Factors that will be included in this criterion are:

- Successful history of business and ethical reputation (75 points)
- History of successful fundraising (50)
- Reports from references (50)
- Financial stability (50)
- Miscellaneous extras (25)

2B) Pricing (225 points). Factors that will be included in this criterion are:

- Overall cost of work (setup and ongoing) (25 points)
- Reasonable markups, expenses and commissions (25)
- Realistic estimates (25)
- Clarity of budgets and plans (25)
- Presentation of options (25)
- Completeness of financial considerations (25)

- Likely Return on Investment (ROIs) (50)
- Miscellaneous extras (25)

2C) Agency approach (150 points). Factors that will be included in this criterion are:

- Fundraising approach and methodology (points)
- Proposed staffing (30)
- Quality of work plans and processes (30)
- Management plan (30)
- Creativity in approaching our needs (30)
- Quality and appeal of samples (25)
- Miscellaneous extras (5)

#### **IV. Filing Deadline**

**Please submit your proposal by 5 p.m. Mountain Standard Time, September 5, 2014**

Proposals may be submitted via mail, courier service or email and must be received by the **5:00 p.m. Mountain Standard Time, September 5, 2014**. Proposals received after the deadline via fax or email will not be considered. All proposals must be sent to the address listed below. All proposals sent via email must be sent in PDF format to [sbowman@aianta.org](mailto:sbowman@aianta.org). Large files should be sent in enough time to allow the transmission of the email prior to the deadline.

We may contact respondents to schedule a Q&A session and presentation. If there is any information that would be useful to you as you prepare your proposal, please submit a request in writing to Camille Ferguson, Executive Director of AIANTA, at the email address [aianta.director@gmail.com](mailto:aianta.director@gmail.com).

Information on AIANTA and the 2014 AITC conference may be found at [www.aianta.org](http://www.aianta.org).

AIANTA anticipates selecting the planning consultant by September 8, 2014 with the project beginning immediately thereafter upon contract execution.

*American Indian Alaska Native Tourism Association  
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