



Heritage of Pride, Inc.

Heritage of Pride, Inc., 112 Christopher St., New York, NY 10014 •
Telephone: 212.807.6310 • Fax: 212.807.7436 • Web: <http://www.nycpride.org>

Request for Proposal for Balloon Decor for PrideFest 2020

Heritage of Pride, Inc. (HOP, NYC Pride, or the organization) is seeking to obtain services from a qualified firm to provide balloon decor for PrideFest, the organization's street festival. The following document provides descriptive information on the proposed project.

Founded in 1984, Heritage of Pride is a wholly volunteer-managed non-partisan, tax-exempt, not-for-profit corporation that organizes Lesbian, Gay, Bisexual and Transgender Pride events in New York City to commemorate and celebrate the Stonewall riots. Heritage of Pride works toward a future without discrimination where all people have equal rights under the law. HOP does this by producing LGBTQIA+ Pride events that inspire, educate, commemorate and celebrate the diversity of the LGBTQIA+ community.

OVERVIEW OF HOP

Heritage of Pride's distinguishing characteristics include:

- **Deep Experience:** Heritage of Pride has been producing NYC Pride for over 31 years with a dedicated executive board of 15 volunteer individuals and 11 paid full-time staff. NYC Pride was the original and first Pride demonstration of its kind in the United States.
- **Unparalleled Reach:** HOP produces the largest Pride celebration in the country with over 2.1 million people in attendance attracting national and international visitors.
- **International Reach:** Only 32% of HOP's attendees identify as living in New York City metro resulting in a huge visitor draw for the city.
- **Multiple and Diverse Events:** Outside of PrideFest, HOP produces several signature events including The Rally, The March, Pride Luminaries Brunch, OutCinema, Family Movie Night, Youth Pride, and Pride Island – a reimagined take of Dance on the Pier.

The organization has 11 full-year employees and utilizes an extensive volunteer base. The organization has one Executive Director that oversees the management of the organization and an Associate Director of Events that oversees all event specific aspects of the organization while each event is run by a specific Event Director from the volunteer-based Board of Directors and an Event Manager on staff.

Much of the organization's branding is built on the historical nature of the LGBTQIA+ community and the effects of LGBTQIA+ culture over the years. Additionally, NYC Pride is an organization tasked at preserving and maintaining the uniqueness of LGBTQIA+ culture.

OVERVIEW OF PRIDEFEST

PrideFest is our annual LGBTQIA+ street fair that combines exhibitors, entertainers and activities for a day of fun and celebration in the name of equality. It's the perfect place to listen to a few tunes, grab a bite to eat, or score some great Pride gear. And the best part is, attendance is totally free! PrideFest generally sees a crowd size of approximately 400,000 festival attendees annually since Heritage of Pride took over the festival in 1993. It is the largest LGBTQIA+ street fair in New York City with over 150 exhibitor booths spanning eight city blocks in Greenwich Village on 4th Avenue. The festival also activates an entertainment stage known as StageFest, a FoodFest block, a KidFest area and the VIP experience for ticket holders.



THINGS TO CONSIDER

PrideFest is a one-day festival with a very concise setup / breakdown. The balloon setup begins as early as 4am. Volunteers and event staff will breakdown the balloons at the end of the event. The balloon vendor is not expected to return for event breakdown.

The event permit is granted by the City of New York with input from NYPD, Community Boards and other neighborhood stakeholders.

Additional services may be added that are not in the original scope listed in this request for proposal. If that does happen, HOP will provide additional monetary support for said items.

PrideFest is making every attempt to **GO GREEN** in 2020. Please share any current sustainability practices at your business.

All vendors in contract with Heritage of Pride, Inc. must provide liability insurance and workers comp. Please see the additional document attached at the end of this request for proposal for more information.

SCOPE OF WORK

The organization is seeking a vendor who can provide balloon decor which are considered to be statement pieces of our street fair. A successful respondent to this RFP will be able to communicate to NYC Pride a proposal of our needs which include the following:

1. Balloon Arches
 - ⇒ (3) 60' rainbow balloon arches using 16" latex balloons
 - ⇒ Balloon arches will span 4th Avenue between E. 14th Street and E. 13th Street
 - ⇒ Arches cannot be affixed to city street poles. Please include a cement blocks or another form of weights for the arches in your proposal.
2. Golden Balloon Letters
 - ⇒ 40" mylar balloons with small weights to spell out K-I-D-F-E-S-T
 - ⇒ Balloon letters will be placed directly in front of drape and used as a backdrop for the KidFest stage

The organization's objective in issuing the Request for Proposal (RFP) is to provide a means in which to select a qualified provider to provide waste management services and sustainability consultation. The organization will base the qualified provider selection on several criteria: 1) **provider's ability to meet organization's requirements**, 2) **financial impact to the organization**, 3) **experience and qualifications**, and 4) **the organization's commitment to diversity**.

TERMS AND CONDITIONS

Heritage of Pride, Inc must receive a w9 and an invoice to process payment. Please bill to:

Attn: Nikkita Thompson
Heritage of Pride, Inc
112 Christopher St
New York, NY 10014

50% of payments will be made via check or wire 30 days before the Event Day. Please include methods of payment in your proposal.

The remaining balance will be made via check or wire by July 15, 2020. Please include methods of payment in your proposal.

Should these payment terms not suffice your business practices please list your preferred payment timeline.

All event documents are the property of Heritage of Pride Inc. and may not be distributed to a 3rd party without consent.

Official Organizer & Producer of NYC's Lesbian, Gay, Bisexual, Transgender Pride Events



STAFF RESOURCES

Nikkita Thompson (Event Manager) will be the primary contact for this RFP. The organization will rely on the selected vendor for project management resources. All emails concerning this RFP should be directed to nikkita@nycpride.org

FORMAT FOR PROPOSALS

1. Executive Summary

- a) Please provide a narrative insight into the proposed project. To the extent possible, responders should provide case studies or a recap of former projects similar to the one proposed.
- b) Address any challenges you might face given all the facts presented along with recommendations to remedy these challenges.

2. Management Volume

- a) Organizational structure: communications process; including lines of reporting and any special tools used.

3. Budget Volume

- a) Line itemized breakdown of cost is necessary. Responses that do not include a line itemized quote will be rejected.
- b) Maintenance and support: Identify any additional costs included that would be outside of the original project scope.
- c) Other charge areas: Please identify whether there will be other expenses, consulting fees or outsourcing / sub renting to complete this project.
- d) Please clearly identify the amount of labor and associated cost.
- e) Attachments – Please provide the following information:
 - a. Qualifications and Experience. Please provide relevant examples of work completed by you or your organization.
 - b. Please list two professional references. These references should be clients or events similar to PrideFest.

PROPOSED TIMELINE

RFP release date	December 20, 2019
Proposals due	January 31, 2019
Proposals reviewed and additional questions asked	February 2020
Final proposal chosen & deposit sent	March - April 2020
Event Day	June 28, 2020
Final payment sent	July 15, 2020



VENDOR / SPONSOR INSURANCE REQUIREMENTS

Your company is being hired as either a direct contractor or subcontractor to Heritage of Pride, Inc. for the 2020 NYC Pride events. This requires your company to provide us with Certificate(s) of Insurance prior to the commencement of your work, activation (performed by you or a subcontractor you hire), or participation in connection with any Heritage of Pride events. The requirements are as follows:

- Commercial General Liability with minimum limits of \$1,000,000 occurrence / \$2,000,000 aggregate on an occurrence basis. Claims made policies will not be accepted.
 - If alcohol is being served or sold by you or any of your subcontractors, include Liquor Liability coverage with a minimum of \$1,000,000 per occurrence.
 - If medical services are being provided by you or any of your subcontractors, include Medical Malpractice coverage with a minimum of \$1,000,000 per occurrence.
 - If venues or permits related to your work, activation or participation require limits of liability in excess of \$1,000,000, include an Umbrella or Excess Liability policy to satisfy those limits.
 - Contractors shall include all subcontractors as insureds under its policies or shall obtain separate Certificates of Insurance and Endorsements for each subcontractor.
- Commercial Automobile Liability, including owned, non-owned, hired, borrowed or rented vehicles with minimum limits of \$1,000,000 occurrence.
- Workers Compensation insurance and New York State Disability as required by applicable state law, including Employers Liability of \$1,000,000 limit. You, your employees, your sub-contractors and their employees, or any interns or volunteers of yours or theirs are not employees of Heritage of Pride, Inc. and cannot claim under Heritage of Pride, Inc. Workers Compensation coverage or New York State Disability plans.
- Heritage of Pride Inc., its directors, officers, employees and volunteers shall be named as Additional Insured on the Certificate of Insurance (ACORD 25). We must receive the executed Certificate of Insurances at least 14 days prior to the start of your work or activation at any event. Additionally, your policy must:
 - Be written by an insurance company with AM Best rating of at least A
 - Waive Subrogation
 - Provide that your insurance is primary and not contributory to any insurance carried by Heritage of Pride, Inc.

Certificate Holder should read:

Heritage of Pride, Inc.
112 Christopher Street
New York, NY 10014