

**REQUEST FOR PROPOSAL For
The Efrain Anthony Marrero Foundation**

EVENT PLANNING AND IMPLEMENTATION SERVICES

Issue Date: January 19, 2009

Due Date: February 5, 2009



The Efrain Anthony Marrero Foundation



**Fighting
Against
Steroids
Together**

**2010-A Harbison Dr., Suite 198
Vacaville, CA 95687
Phone: 707-447-1058
Fax: 707-646-7150
www.nosteroids.org**

The intent of this Request For Proposals (RFP) is to identify and select an experienced event planning consultant, firm or team that will be responsible for event support, execution, planning and the coordination of all aspects related to implementing a golf tournament that serves as a major fundraising event for The Efrain Anthony Marrero Foundation (TEAM).

I. Background

The Efrain Anthony Marrero Foundation (TEAM), a nonprofit Corporation and program under the Health Education Council, was formed in 2005 in memory of Efrain Anthony Marrero. Efrain took his life on September 26, 2004, three weeks after he stopped using steroids.

TEAM was founded by Efrain's parents, family, and friends because of the lack of knowledge, and overwhelming dangers associated with steroid use amongst our youth.

TEAM has been formally approved by the IRS for 501(c)(3) tax-exempt status.

The Efrain Anthony Marrero Foundation is steadfastly dedicated to ending the abuse of steroids and performance enhancing drugs by our youth in America. Our goals are:

- Educating students, parents, teachers, coaches, athletic directors, and trainers about the devastating consequences of steroid abuse
- Fostering an environment where our youth compete, and are evaluated using only their natural abilities
- Providing a nationwide network of resources for parents and children dealing with steroid abuse
- Staying culturally relevant through education and awareness

For more information on the Foundation, please visit www.nosteroids.org.

II. Event Profile

This annual event (now in its fourth year) is a benefit for the Foundation. Last year's event netted approximately \$20,000, from golf tournament registrations, a silent auction with donated items, a mixer, donations, and sponsorship.

It is anticipated that approximately 100 or more golfers will attend this event. The golf tournament is a four-person scramble format.

The event will take place on Friday, October 9, 2009 with a 12:30 p.m. shotgun start at Rancho Solano Golf Course, 3250 Rancho Solano Parkway, Fairfield, CA.

The MARRERO FOUNDATION Golf Tournament has five major components:

1. **Golf Tournament** – a four-person scramble format with a 12:30 p.m. shotgun start. A hole-in-one contest, putting contest, closest to the pin and longest drive contest take place during the tournament.
2. **Tournament Dinner** – a dinner for approximately 120 people takes place at Rancho Solano following the tournament. Sponsors are recognized at the dinner, awards/prizes are given for the contests and overall tournament winners, and a presentation is given about the foundation.
3. **Silent Auction** – the silent auction takes place during the dinner event with donated prizes to raise money for the foundation
4. **Sponsorship of the event** – businesses are solicited for sponsorship of the event, at the following levels:
 - **Tournament Sponsor** – \$15,000 – deliverables include 12 golf registrations and 12 dinners. Sponsor is featured in all tournament advertising including prominent banners at registration and #1 tee; special recognition as sponsor during registration and awards ceremony; placement of thank-you ad in local newspapers with company logo; opportunity to address golfers before tournament; company logo on event T-shirt; commemorative gift from Foundation; inclusion of company's promotional items (provided by sponsor) in golfers' gift bags and company link on foundation Web site.
 - **Eagle Sponsor** – \$5,000 – deliverables include 8 golf registrations and 8 dinners. Sponsor is featured in all tournament advertising; receives exclusive sponsorship on one tee; banner at registration table; special recognition as sponsor during registration and awards ceremony and company link on Foundation Web site.
 - **Dinner Sponsor** – \$2,500 – deliverables include 4 registrations and 4 dinners. Sponsor receives exclusive sponsor on one tee; special recognition as sponsor during dinner; dinner tent cards for each table with the dinner sponsor's logo.
 - **Gold Sponsor** – \$1,000 – deliverables include 4 golf registrations, 4 dinners, sponsorship signage on one tee; recognition as sponsor in program.
 - **Beverage Sponsor** – \$1,000 – deliverables include sponsorship/signage on two beverage holes and recognition as sponsor in program.

- **Hole-in-One Sponsor – Various levels for various prizes (including insurance costs donated for a new vehicle, usually by a car dealership).**
- **Hole Sponsor – \$250 – deliverables include sponsorship signage on one tee; recognition as sponsor in program.**
- **Cart Sponsor – \$35 – recognition as sponsor on golf carts.**
- **Patron Sponsor – Donation in-kind — cash or merchandise – recognition as sponsor in program.**

5. Pre-event mixer – A mixer for the event is held the day before (Thursday October 8, 7 p.m. – 11 p.m. at the Gallery Spa, on Park Lane in Suisun City)

III. Scope of Work

The selected firm will be required to provide personnel experienced in professional event planning, event support, execution, coordination services, sponsorship procurement and follow-up. As directed by MARRERO FOUNDATION, the services may include the following:

- **Organize, perform and manage tasks necessary to support MARRERO FOUNDATION to meet the event requirements and objectives;**
- **Secure golf tournament sponsorships for the annual golf tournament. See Section V.**
- **Keep a database of all registered participants and provide updates to MARRERO FOUNDATION;**
- **Ensure that all mailings, emails, invitations and registration materials are distributed in a timely manner;**
- **Provide logistical and communications support;**
- **Arrange, coordinate and schedule all aspects of the event, including coordination with Rancho Solano Golf Course;**
- **Arrange for all necessary golf tournament needs, including golf carts, audio-visual equipment for the dinner, tables, forms, signage, pens, etc. for auction items;**
- **Design, edit, produce, and print all golf tournament materials that will include, but not be limited to the following: name badges, sponsor signage, information packets, dinner program and any other ancillary print materials required by MARRERO FOUNDATION;**

- Work with the voluntary Golf Tournament Committee;
- Arrange for tournament gifts, plaques and name plates;
- Arrange for a photographer, if needed;
- Arrange for paid advertising;
- Provide on-site supervision during event;
- General project management;
- Develop list of individuals/organizations that need to receive thank you notes following the golf tournament;
- Perform event or post-event duties as assigned including writing an operations document for future golf tournaments.

It is MARRERO FOUNDATION'S intent to maintain significant oversight and advisory role in each of the areas outlined above. The firm will work under the general direction of the MARRERO FOUNDATION Board reporting directly to the MARRERO FOUNDATION President.

IV. Professional Fee

The Marrero Foundation has budgeted \$2,500 to complete this Scope of Work. Respondents are asked to develop their own Scope of Work that does not exceed this amount. If the respondent feels there are other unique or creative services they would like to propose, MARRERO FOUNDATION suggests these be offered as separate and distinct options that can be considered on a case-by-case basis.

V. Sponsorship Solicitation

The selected firm will be responsible for securing golf tournament sponsorships for the golf tournament. The firm will receive a portion of the paid sponsorship fees as detailed below.

1. MARRERO FOUNDATION shall furnish printed and electronic material that shall include the following:

- Sponsorship Cover Letter
- MARRERO FOUNDATION golf tournament Fact Sheet
- Level of Sponsorship and Deliverables
- Commitment Letter

2. MARRERO FOUNDATION shall furnish a list of "house accounts" –

businesses that sponsored either the 2007 or 2008 golf tournaments.

3. MARRERO FOUNDATION will furnish previous sponsorship solicitation lists.

4. Commission on “house accounts” shall be paid at 5%. In the event that the firm is able to up-sell the sponsorship, a 15% commission will apply on the difference.

5. MARRERO FOUNDATION will pay a 15% commission on all new sponsorships.

6. MARRERO FOUNDATION will pay a 20% commission on all new sponsorships after \$30,000 has been received in sponsorships.

7. MARRERO FOUNDATION will pay commission to the firm within 10 days of the receipt of the original signed agreement from the sponsor and a check made payable to “The Efrain Anthony Marrero Foundation.”

8. MARRERO FOUNDATION will pay for postage and printing fees.

9. In addition to the golf tournament sponsorships, the firm is encouraged to secure general sponsorships for MARRERO FOUNDATION (year long or multi-year) that would also include the golf tournament.

The firm will:

1. Prepare and submit list of potential sponsors for the golf tournament at a date to be determined;
2. Obtain MARRERO FOUNDATION approval of any additional sponsorship solicitation material;
3. Solicit and obtain sponsorships, providing MARRERO FOUNDATION with original signed letter agreement from the sponsor and a check made payable to “The Efrain Anthony Marrero Foundation.” Methods used for solicitation must be consistent with the Foundation philosophy.
4. Obtain logos from the sponsors to be included in marketing materials, for any sponsorship \$2,500 and above.

VI. Qualifications

MARRERO FOUNDATION is seeking an experienced event planner with the following qualifications. Each entity responding to the RFP must respond specifically to the following qualifications:

- Provide the professional background of the entity and the experience of each administrative and/or project staff person that will be assigned to this project and indicate each person’s capacity

to manage professional development activities, including logistics and communications or the ability to staff the organization to manage workload for the length of the project;

- Capability to perform the work on schedule and manage an established budget;
- Management capacity, knowledge, skills, and experience to oversee the implementation of a golf tournament;
- Experience with event planning and implementation;
- Knowledge of and experience with working on golf tournaments is a plus.

VII. Responding to the RFP

Each response to the RFP must include the following information:

- A response to the Eligibility Requirements set forth above;
- The fixed fee, not to exceed \$2,500, the entity would charge to undertake the role of event planner.
- Key staff and relevant experience;
- Recent experience on similar project(s) and how those similarities might relate to this project;
- Provide a list of at least two (2) references from clients that have worked with the entity in the last 5 years. If available, provide two (2) references for contractors, sub-consultants. The list must include contact name, phone number, address and name of project. Indicate how long the entity has worked with each reference and in what capacity.

If the entity is interested in proceeding toward the possibility of submitting a formal proposal, MARRERO FOUNDATION may meet with the entity and may share materials, data, other information and analyses. As a condition of receiving such Information, the expression of interest in proceeding shall be deemed to constitute the agreement to protect, preserve and maintain all such Information on a strictly confidential basis, and to promptly return it to MARRERO FOUNDATION upon its request all tangible copies of such information.

MARRERO FOUNDATION is not responsible for loss or damage to the material submitted, or for any unauthorized use or misuse of the

submitted materials by any third party.

Any submission to MARRERO FOUNDATION shall become the property of MARRERO FOUNDATION (not including any intellectual property rights contained in such submission), and MARRERO FOUNDATION is not required to return any submitted materials to any applicant. Solicitation by MARRERO FOUNDATION of proposals does not constitute an agreement by MARRERO FOUNDATION to extend funding to any party for the project under consideration. MARRERO FOUNDATION may, in its sole discretion, elect not to pursue this project in any manner.

By submitting a proposal, each applicant grants to MARRERO FOUNDATION the right to duplicate, use, disclose, and distribute all of the materials submitted for purposes of evaluation, review, and research. In addition, each applicant guarantees that the applicant has full and complete rights to all of the information and materials included in the proposal. Each applicant also guarantees that all such materials are not defamatory and do not infringe upon or violate the privacy rights, copyrights, or other proprietary rights of any third party.

VIII. 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 MARRERO FOUNDATION must be able to comply with a number of requirements that will be included in the operative agreement. These requirements include but are not limited to:

Applicants must guarantee that, among other things, any work they undertake on behalf of MARRERO FOUNDATION is not defamatory and will not violate or infringe upon the privacy rights, copyrights, or other proprietary rights of any third party; methods used for solicitation must be consistent with Foundation philosophy;

Applicants must agree to indemnify MARRERO FOUNDATION against any loss resulting from breach of any of the guarantees contained in the agreement;

Maintenance for three (3) years following receipt of relevant funds of all financial records to the project, which records shall be accessible to

MARRERO FOUNDATION, and to the U.S. Comptroller General or other representatives 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)*;

Maintenance for three (3) years after approval of a final financial report, of 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 MARRERO FOUNDATION on request;

Compliance with equal employment opportunity and nondiscrimination laws and policies;

Applicants will be required to provide documentation (invoices) 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;

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 MARRERO FOUNDATION 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 MARRERO FOUNDATION.

Applicants 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;

The agreement will be governed by and in accordance with the laws of the State of California without regard to its conflict of law provisions.

Other material terms and provisions may be set forth in the documents provided to the applicant that successfully completes the selection process. MARRERO FOUNDATION will have sole and exclusive rights to the reports created as deliverables for this project.

IX. Filing Deadline

Please submit your proposal by Thursday, February 5, 2009 at 5 p.m.. All proposals should be sent via email to Frank Marrero, President, at teamfast@sbcuc.net.

MARRERO FOUNDATION reserves the right to contact respondents to schedule an interview session by phone or in person. If there is any information that would be useful to the entity in preparation to submit a proposal, please contact Frank Marrero in writing.

MARRERO FOUNDATION anticipates selecting the event planner on or about February 28, 2009, with the project to commence immediately upon contract execution (no later than March 15, 2009).