

REQUEST FOR PROPOSALS
Sacramento Pride 2012 Director

Announced: Monday, December 5, 2011

Deadline: Friday, December 30, 2011, 5pm P.S.T.

The Center
Serving Gay, Lesbian, Bisexual, Transgender and Questioning Communities
of the Sacramento Valley

1927 L Street
Sacramento, CA 95811
requestforproposals@sacramentopride.org

The Center appreciates your interest in Sacramento Pride and encourages all qualified candidates to submit a proposal for consideration. We remain an equal opportunity organization that respects diversity and offers fair competitive compensation.

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I. PROPOSAL REQUEST

The Sacramento Gay & Lesbian Center (The Center) is issuing this Request for Proposal from event management companies and individuals to produce the 2012 Sacramento Pride Celebration. In requesting proposals, it is The Center's intent to contract with an event management company or individual to provide event management services for one year. A multi-year contract option may be exercised upon the conclusion of a successful Pride celebration if both The Center and the Pride Director are in agreement.

II. ORGANIZATION OVERVIEW

The Center, a 501(c)(3) nonprofit California corporation, is dedicated to serving the lesbian, gay, bisexual, and transgender community of the greater Sacramento area and surrounding counties and its allies by providing space, diverse programming, advocacy, and cultural activities in an affirming, compassionate, and safe environment. Sacramento Pride is more than just a great parade and festival, it is the most publicly attended and recognized program provided by The Center. Pride is also a large source of funding for The Center's programs and services.

Sacramento Pride 2012 is the 28th annual local commemoration of a pivotal moment in civil rights history, the Stonewall Riots of New York in June 1969. This moment represented the start of a movement to bring lesbian, gay, bisexual, and transgender (LGBT) Americans out of the shadows and into everyday society. The event has evolved into a high profile celebration and cultural festival, both on the national and local levels.

Pride 2010 was the most successful event in our history in terms of excitement, inclusion, and positive experiences. The event was moved from Southside Park to the streets along Sacramento's symbolic Capitol Mall drawing nearly 7,000 people. Pride 2011 was on track to be even more successful had it not been for an intense rainstorm that crippled the region. In 2012 we hope to renew the momentum created in 2010 and build an even larger and more successful Pride Celebration this June.

2012 Sacramento Pride will again be held outdoors on Capitol Mall on Saturday, June 2, where guests from throughout the Sacramento Valley come together to celebrate. Sacramento Pride is comprised of several annual events, the largest two being the Pride Festival and the Pride Parade. This year The Center would like to incorporate a community education element and an evening benefit event on Friday.

The Pride Director's primary function includes coordination of planning, implementation and management of all details related to the annual Sacramento Pride Celebration with the assistance of the Pride Committee, and between 2 and 300 center volunteers.

III. SPECIFICATIONS

A. Expectations

The Center is accepting proposals for consideration from individuals or event companies with five or more years of large-scale event planning experience. We seek candidates willing to work with the Sacramento Pride Committee to produce Sacramento Pride. The Pride Director will develop a budget not to exceed \$100,000 in liabilities to The Center (based on historically expected revenue from ticket sales, vendor fees, and sponsorships); expenditure plans in excess of \$100,000 will be reviewed, but must include a revenue plan to reasonably cover anticipated expenditures.

The Pride Director will report directly to The Center's Executive Director. Maintaining a professional demeanor, a team-player spirit, and flexibility throughout this process are essential. A fee of up to \$30,000 will be paid for this contract.

All contracts will be presented to the Executive Director for review prior to signing with all event details in place; any contract over \$10,000 requires the Executive Director's signature. Additional fiscal oversight and review may be necessary by the Board of Directors on expenditures over \$25,000. The selected individual or company will execute duties professionally while supporting the objective to build the Sacramento Pride brand identity, awareness, exposure and fiscal sustainability.

B. Required Tasks

The Contractor shall provide the following related to the operation of Sacramento Pride.

i. Planning:

The Contractor agrees to provide sufficient qualified staffing to:

- Develop, present and execute a plan for the logistics and operation of Sacramento Pride.
- Secure necessary government permits for the execution of the various aspects of Sacramento Pride.
- Secure all necessary insurance certificates in coordination with The Center's insurance company and fulfill safety requirements for the execution of the various aspects of Sacramento Pride.
- Coordinate all aspects of Sacramento Pride with appropriate Pride Committee member or manager including entertainment, marketing, sponsorships, safety, and volunteers.
- Coordinate ticketing operations including sales and related logistics.

- Coordinate food and beverage vendors, sales and related logistics.
- Coordinate all merchandise vendors/exhibitors, sales and related logistics.
- Develop and monitor budgets and ensure compliance in all areas.
- Coordinate with The Center's bookkeeper, Executive director, or Board of Director's designee.
- Ensure sponsors, vendors, and volunteers all feel appreciated and valued.

ii. Managing Vendor and Exhibitor Communication:

- Pride Director and his/her designee are the primary contacts for all vendors/exhibitors.
- Pride Director will manage the relationship with Outword magazine (the vendor contracted to secure corporate sponsorships of no less than \$15,000 with a target of \$56,000).
- Respond to all vendor and exhibitor telephone and electronic inquiries in a professional and timely manner.

iii. On-site Requirements:

- Coordinate volunteers or provide staffing for Pride set up and tear down.
- Coordinate volunteers or provide staffing for vendor/exhibitor check-in, check-out and troubleshooting.
- Inspect Pride grounds to ensure they conform to requirements.
- Monitor Pride activities in order to ensure compliance with applicable regulations and laws, satisfaction of participants, and resolution of any problems that arise.

iv. Pride Follow-up:

- Review all invoices for accuracy and submit to The Center's bookkeeper for approval and payment within 30 days of the conclusion of Pride.
- Manage post-event logistics including correspondence, evaluation and final reports, including recommendations for improvement, within 30 days of the conclusion of 2012 Sacramento Pride.

v. Other:

Follow all policies and procedures as designated by The Center Bylaws, Executive Director directives, Board of Directors oversight, and relevant government regulations. Provide recommendations to the Executive Director on establishment or revision of policies and procedures relating to Pride matters as deemed necessary.

- Participate in activities that build relationships within the organization and the greater community.

- This is a seven-month contract position (January-July) requiring the ability to work a flexible schedule, particularly during the period immediately prior to Pride. Some planning and/or recap meetings may be required outside of this timeframe.
- Prior to April, this position is approximately 20-30 hours per week including daytime, evening and weekend hours, primarily communicating with the City of Sacramento, vendors, and exhibitors and working with the Pride Committee to lay out parade routes, festival grounds, and plan all aspects of Pride. Most Pride Committee and volunteer meetings will take place outside of business hours.
- April and May, this position is at least 40 hours per week including daytime, evening and weekend hours.
- Timely telephone and email communication with vendors and exhibitors is of utmost importance.
- Screen mail and reply to correspondence in with consultation from the Executive Director.
- Process and distribute information received on behalf of the Executive Director, Board of Directors, relevant Pride Committee members, and industry members, as necessary.
- Work relating to the actual execution of Pride will be primarily outdoors in variable weather conditions and will require heavy time dedication, including early mornings and late evenings, requiring more than 40 hours per week mid May through mid June.
- With The Center's bookkeeper and Executive Director, assist with the preparation of the annual budget. Submit budget reports using established budget categories for expenditures to the Executive Director and Board of Directors. Include explanation of variances and reflect year-to-date budget, expenditure subtotals, etc.
- Position also requires ability to lift boxes often over 25 pounds, bend, sit, stand, walk, drive, and communicate effectively both verbally and electronically.

C. Adherence to Specifications

It is not the intent of these specifications to rule out or eliminate any prospective Contractor. If the services on which you intend to bid do not comply with the specifications as written, you should attach to your proposal an itemization and explanation for each deviation or variation from the specifications. The Center may, at its sole discretion, consider or deny any deviation and contract for the services that best suit its intended objectives.

D. Provided Material

The Center will provide Contractor with an electronic mail (email) account and storage space on the saccenter.org server. Office, meeting, and some temporary storage space may also be made available at The Center. The Center

will share prior Pride databases and vendor information, help recruit volunteers to assist at Pride events as needed, and provide limited administrative support. The Executive Director will provide day-to-day oversight and the Board of Directors will provide additional fiscal oversight of Pride activities.

IV. PROPOSAL DEFINED

A. Elements of Proposal

Submission of your proposal should include:

- Description of experience, performance ability and/or resources that would establish capability of producing Pride.
- Commitment statement to the mission and vision of Sacramento Pride.
- Affirmation of ability and commitment to work collaboratively with Executive Director, the Pride Committee, staff, volunteers and community members.
- Effective interpersonal and delegation skills that develop and encourage supportive working relationships.
- Strong detail-orientation, planning and organizational skills to accomplish specific goals.
- Competent computer knowledge and ability to use database management, word-processing and report generation programs.
- Self-starter with excellent verbal and written communication skills.
- Ability to read and interpret accounting and financial reports.
- Ability to conduct oneself in a professional manner with exhibitors, vendors and the general public.
- Experience in nonprofit and volunteer operations and management.
- Specifically identify all anticipated expenses.
- Successful proposals should include the following:
 - General vision statement of the Sacramento Pride Celebration
 - Proposed schedule of major events/programs
 - Proposed budget and sponsorship strategy
 - Proposed timeline for completion of major tasks
 - Proposed advertising and promotion strategy that reaches beyond the gay community
 - Proposed staffing and volunteer strategy

B. Submittal Format

Please use the following as a guideline to format your proposal:

- Please use fonts no smaller than 11 points. Maximum proposal length including title page, cover letter, resume, references, qualifications and samples are not to exceed 20 pages.

- Title page should include: Sacramento Pride RFP Committee, The Center, Pride Director Proposal, your name, address, telephone number and e-mail address.
- Cover letter signed by the applicant.
- Proposals should include a brief introduction, your experience, energy, creativity and knowledge of The Center. You should also touch on your ability to produce successful festivals, parades, and fundraisers as well as an ability to meet defined expectations in a timely manner.
- Provide a statement of qualifications and capability to perform the services sought by this RFP, including a description of relevant experience with similar scope, which satisfied our minimum requirements.
- Provide at least four current references, preferably for projects within the last five years that are similar in scope, size and/or value to the work sought by this RFP. For each reference, include the name, address and telephone number of a contact person.

C. Selection Process

The Center will evaluate each proposal submitted in response to this RFP to determine the most responsive and appropriate proposal(s). The Center seeks proposal(s) offering the best value, while maintaining a high standard and best meeting The Center's objectives, as described above. However, The Center retains the sole discretion to choose one proposal, more than one proposal, or to reject all proposals as unacceptable.

V. GENERAL DETAILS

A. Timeline

This is an open and competitive process. Proposals will not be accepted after Friday, December 30, 2011 at 5pm PST. Submit proposals to: The Center, Attn: Pride RFP Committee, P.O. Box 162223, Sacramento, CA 95816, or by email to requestforproposals@sacramentopride.org.

The Pride RFP Committee and Executive Director will review proposals and make selections no later than January 10, 2011. The Center Board of Directors will approve a contract(s) at its January 19, 2011 Board meeting.

All event management companies and individuals submitting RFPs will be contacted within five days following that meeting.

B. Inquiries

Email requestforproposals@sacramentopride.org to discuss any aspects of this RFP. Allow two business days for a response to your email inquiry. No phone calls please.

C. Terms

Submittal of a proposal indicates the Contractor has read and completely understands the RFP document and is familiar with the conditions under which the Sacramento Pride Celebration would be produced, including availability, cost of materials, and labor. The Contractor agrees that the offer for services included in a proposal shall be valid and irrevocable until after January 19, 2012. The Contractor understands that they may be asked to discuss their written proposal on dates mutually agreed upon by the Contractor, RFP review Committee and/or The Center's Board of Directors.

The Center will reject the proposal of any contractor and void any contract resulting from this RFP with any contractor who makes any misrepresentations in their proposal.

The Center will negotiate contract terms upon completion of the selection process. Any contract resulting from this RFP will run from date of execution until August 30, 2012. All contracts are subject to review by the Board of Directors and legal counsel. Contracts will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

VI. ADMINISTRATIVE PROVISIONS

A. Litigation / Administrative Proceedings Disclosure

The Contractor shall describe any pending, contemplated or ongoing administrative or judicial proceedings material to the Contractor's business or finances. This includes, but is not limited to, any litigation, consent orders or agreements with any state or federal regulatory agency issued to the Contractor or to any subcontractor the Contractor plans to use for services outlined by this RFP.

The Contractor shall state, for the five-year period preceding the date of this RFP, a description of any judicial or administrative proceeding that is material to contractor's business or financial capability or to the subject matter of this RFP, or that could interfere with contractor's performance of the work requested by this RFP, including, but not limited to, any civil, criminal or bankruptcy litigation; any debarment or suspension proceeding; any criminal conviction or indictment; and any order or agreement with or issued by a court or local, state or federal agency.

For each such proceeding, the Contractor shall state the name of the case or proceeding, the parties involved, the nature of the claims involved, its current status and the final disposition, if any. The Contractor shall also provide the same information for any officer, director, principal, or partner of Contractor's

organization and for any subcontractor Contractor plans to use to perform any of the outlined services in this RFP.

B. Condition of Award

If The Center chooses one or more proposals, The Center will award a contract to the successful contractor(s) on the condition that the selected contractor(s) sign a mutually agreeable contract, a statement of support of The Center's mission, a Work for Hire Agreement, and a Confidentiality Agreement.

C. Confidentiality and Public Disclosure

The successful contractor shall treat all information obtained from Sacramento Pride and The Center, which is not generally available to the public, as confidential and/or proprietary to The Center. The contractor shall exercise all reasonable precautions to prevent any information derived from such sources from being disclosed to any other person.

Contractor agrees to indemnify and hold harmless The Center, its officials, staff and volunteers, from and against all liability, demands, claims, suits, losses, damages, causes of action, fines and judgments (including attorney's fees) resulting from any use or disclosure of such confidential and/or proprietary information by the successful contractor or any person acquiring such information, directly or indirectly, from the Contractor.

Submission of proposal acknowledges and agrees that The Center is subject to state and local public disclosure laws and, as such, is legally obligated to disclose to the public documents, including proposals, to the extent required thereunder.

Without limiting the foregoing sentence, The Center's legal obligations shall not be limited or expanded in any way by a contractor assertion of confidentiality and/or proprietary data.