



中国美国商会

**The American Chamber of Commerce
People's Republic of China**

The Office Park Tower AB, 6th Floor
No.10 Jintongxi Road, Beijing 100020, PRC
中国北京市金桐西路 10 号，远洋光华国际 AB 座 6 层

Request for Proposal

Organizer for AmCham-China 2010 Charity Ball

Date Issued: March 23, 2010

Due Date of Written Response: April 15, 2010

Informational meeting regarding this RFP is scheduled for April 2nd at 3:30 PM at the AmCham-China offices, and is open to all interested persons. A call-in number will be given to any potential bidder who cannot attend in person. Please email Cindydu@AmChamChina.org for the number.

The American Chamber of Commerce in the People's Republic of China (AmCham-China) seeks proposals from vendors interested in planning and executing AmCham-China's 2010 Charity Ball ("Ball Organizer"). The Ball date reserved for this year at China World Hotel is Saturday night, September 18, 2010.

It is anticipated that the Ball will attract an attendance of approximately 750 guests. Interested parties are asked to submit a written proposal and budget for the event described below. The proposal should also outline the company's qualifications to undertake this project and should describe similar engagements – including scope of the event and details about its execution – the company has undertaken in the past.

The Nature of the Event:

AmCham-China seeks to hold a Charity Ball that is lively and entertaining as well as sophisticated. The event has generally had a theme and has featured live and silent auctions, dancing and includes a dinner and cocktail hour. The event planning company is free to make suggestions as to format and other aspects of the fundraising associated with the evening. The event should focus on the charitable purpose of the fundraising associated with the Ball and should highlight the grantees and their work in an appropriate manner. The Ball should be organized to allow substantial time for socializing among the guests, as well as for dancing. Speeches and other forms of entertainment that preclude socializing and dancing should be kept to a reasonable amount of time and scope.



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The Timing and Format of the Event:

- The evening will be comprised of a cocktail period, a sit-down dinner, dancing, and charity auctions, the nature of which should be included in the response to the proposal.
- AmCham-China looks to each proposal for suggestions as to how to balance silent and live auctions to maximize fundraising and to provide opportunities for all guests (and sponsors) to participate in some way.
- The Ball theme will be determined in a collaborative effort between the Ball Organizer and the Ball Chair and AmCham-China professional staff.

Organizational Structure and Division of Labor

- The Ball Organizer will be under the supervision of the Charity Ball Chair appointed by the Board of Governors and the AmCham-China staff.
- The Ball Organizer will work closely with AmCham-China staff on all major decisions regarding subcontractor contracts, entertainment and sponsorship opportunities. AmCham-China will approve the website, press releases and other advertising of the event to be developed by the Ball Organizer.

Specific Tasks for Ball Organizer

- Present Ball theme ideas to AmCham-China for final approval. The theme this year shall be elegant, yet fun and should be a theme that does not refer to any specific movie or other copyrighted material.
- Management of food and beverage; menus to be approved by AmCham-China staff
- Management of decoration and venue set up
- Management of silent and live auctions, including obtaining auction items
- Overall planning and execution of the flow of events for the evening
- Selection of band or DJ
- Design and printing of promotional material – both print and on the web -- including working closely with AmCham-China Communications Department to place ads in the *China Brief*, AmCham-China website, and other media.
- Develop a 3-5 minute video presentation introducing grantees
- All contracts with sub-vendors will be between AmCham-China and the sub-vendors directly, unless otherwise agreed to in advance by AmCham-China and the Ball Organizer.
- Market table sales and individual tickets – prices will be set by AmCham-China in consultation with the Ball Organizer



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- Coordinate all aspects of the development, launch and ongoing updating of the 2010 Charity Ball website, which will be similar to past Ball sites.
- Solicit donations for the live and silent auctions.

Specific Tasks for AmCham-China staff

Coordinate with Ball Organizer both during the planning process and on the day/night of the event; assist with registration and other Event night logistics.

Other tasks as specifically agreed to by the Ball Organizer and AmCham-China.

Budget and Fees

The proposal should include a detailed budget for this event, and should include a flat fee that will be paid to the Ball Organizers for its services.

All taxes must be included and paid. An official Chinese receipt (fapiao) must be available for all expenses to be paid under this proposal.

Other Requirements:

- 1) **Proposal to be submitted by April 15, in writing; top 2 candidates will be given opportunity to meet with AmCham-China to further discuss their proposals; decision will be communicated by April 25, 2010;**
- 2) **All staging of event and planning activities must take place off site (not in AmCham-China headquarters).**
- 3) **All advertising or solicitations using AmCham-China name or logo must be approved in advance by the AmCham-China professional staff (as designated prior to the commencement of the engagement). The Ball theme and all advertising and solicitations must comply with all copyright and trademark laws;**
- 4) **References should be provided with proposal and description of related experience;**
- 5) **All contracts, agreements, understandings, and barter (including sponsorship packages) must be pre-approved by AmCham-China professional staff;**
- 6) **Proposals should be submitted to Maggie Huang by fax at 8519-0899 or email [at mhuang@amchamchina.org](mailto:mhuang@amchamchina.org); questions can be directed to AmCham-China Vice President Judy Karp at jkarp@amchamchina.org and will be answered within 48 hours after receipt.**
- 7) **All membership information provided to Ball Organizer is proprietary and may not be used by Ball Organizer other than in connection with its performance of its role as the event planner of the AmCham-China 2010 Charity Ball.**

AmCham-China reserves the right to rescind and terminate this RFP.