

RFP for Event Planner

for Charity Golf Tournament and Annual Power of the Purse Event (Silent Auction)

I. OVERVIEW

This Request for Proposal (RFP) is issued by Turning Pointe Survivor Advocacy Center (TPSAC, former known as Turning Pointe Domestic Violence Services).

The purpose of this RFP is to establish a contract with a qualified fundraising event planner to manage the execution of two (2) annual event fundraisers. The tasks for these events include event concept development, planning, securing sponsorships as well as overall event management logistics (i.e. day-of-event coordination, budget management, programming, implementation, and post event analysis). For more detailed information see the Scope of Work section below.

II. ORGANIZATION INFORMATION

TPSAC is one of the largest domestic violence shelters in the state and has recently taken on providing services for victims of sexual assault. We use the funds raised at this event for essential needs including the operation of the shelter and providing vital services for our community. TPSAC is located in Shelton, WA.

www.turningpointe.org

Vision

Creating a world free of sexual and domestic violence.

Core Values

- **Support**
- **Safety**
- **Awareness**
- **Empowerment**

Mission

Provide safety and support for survivors through advocacy, prevention education and action for social change.

III. EVENT DESCRIPTIONS:

Annual Charity Golf Tournament (July/Aug 2017)

TPSAC holds an annual charity golf tournament in Mason County. Last year the event was held at Alderbrook Golf Course and drew 70 golfers. The TPSAC board wants to grow and streamline this event. Last year the gross income was approximately \$27k (with 18.5k net) and the gross income goal for the 2017 fundraising event is \$50,000.

Annual Power of the Purse (Nov 2017)

TPSAC is seeking assistance to create and deliver our annual Power of the Purse Auction Event to be held in Oct/Nov 2017 at Little Creek Casino Event Center. The event includes a large silent auction, very small live auction with paddle raise and wine pull. The event is currently geared toward women as a shopping event with a large silent auction of gently used and new purses as well as a large selection of silent auction themed basics. The event committee has some ideas on how to grow this event and our goal is to increase public education about our charity, increase net revenues and while hosting a successful and fun event that is enjoyed by our donors. Last year the gross income was approximately \$20k (with 13k net) and the gross income goal for the 2017 fundraising event is \$50,000.

In order to do this, we are seeking the assistance of a professional event coordinator, who is a strong leader that can work with the Event Committee, TPSAC staff and volunteers to help coordinate these two events.

IV. SCOPE OF WORK

To realize the above, TPSAC seeks an innovative fundraising event planner to provide the following services:

Golf Tournament

Work with Event Committee on the following tasks:

- Meet regularly as required with Event Committee to provide updates on progress, issues, resources and budget matters.
- Develop an event timeline and work plan
- Establish the event date and help develop an event budget
- Assist with vendor identification, negotiating and contracting
- Develop and implement a marketing and communications plan
- Ensure timely execution of all collateral associated with the event (this includes: invitation, letters, forms, press kits, press materials, table signs, sponsor signage, advertising materials, etc.)
- Develop sponsorship strategy and framework
- Track and ensure the fulfillment of sponsor benefits – logo inclusion, etc.
- Day of event management and implementation
- Create and execute volunteer duty program, meeting and training.
- Sponsorship solicitation work (Board and Event Committee also commit time to sponsorship solicitation and outreach)
- Submit a post-event evaluation report with recommendations to TPSAC Board.

Power of the Purse

Work with Event Committee on the following tasks:

- Meet regularly as required with Event Committee to provide updates on progress, issues, resources and budget matters.
- Prepare an auction procedure document that will detail all aspects of the auction's pre-launch, launch and fulfillment operations.
- Assist in the solicitation and securing of items/packages.
- Prepare an Auction recognition plan and ensure that the proper information is on the Auction's donor's list (package description).
- Support and coordinate all signage, bid sheets, arrange easel rentals and set up displays.
- Act as point of contact with venue.

- Manage and coordinate general event logistics, such as catering, venue coordination, contracts, staging, entertainment, floor plans, seating plans, décor, volunteers & staffing, technical equipment, presentations, emcee, management of guests, and any other relevant tasks as required.
- Create and execute volunteer duty program, meeting and training.
- Sponsorship solicitation work (Board and Event Committee also commit time to sponsorship solicitation and outreach)
- Submit a post-event evaluation report with recommendations to TPSAC Board and Executive Director.

V. Period of Performance & RFP Deadlines

This contract is for the period of Feb 15th – Nov 31st, 2017 with option to renew for 2018 events. TPSAC will negotiate a contractual agreement with the preferred consultant. By responding to the RFP the applicant understands that they will be fully responsible for meeting the requirements of the RFP and will ask and execute the necessary tasks to make sure that the event is successfully completed. TPSAC Board reserves the right to accept or reject, in whole or in part, any and all submissions/responses to this RFP.

Note that the information in this RFP represents the vision of Event Committee at this time, and is subject to change as the project moves forward.

Questions: Participants may ask questions about the RFP by sending them in writing via email to: Jennifer Whitener Ulrich, Board Chair at jennwulrich@gmail.com

Confidentiality: All submissions will be treated as confidential between TPSAC and each participant. TPSAC will not disclose their contents to other participants or the general public.

Contractual status: TPSAC is not bound to accept any RFP. Participants should be aware that no contractual relationship with TPSAC will arise upon submission to the RFP. All submissions become the property of TPSAC.

All applicants must submit the following information:

1. Name and # of employees.
2. Address
3. Short description of work history in planning of fundraising events.
4. Description of event planning services offered.
5. Two (2) professional references, including contact information.
6. Two (2) event references (including a description) for events of similar size/type that the event planner has coordinated.
7. Explanation and listing of all costs and fees applicant proposes to charge the
8. Foundation for event planning services.
9. If coordinating other fundraising events in Thurston or Mason County area, please address any conflict of interest related to the other events.

Request for Proposal Process

Offerors must submit one (1) PDF File by email to jennwulrich@gmail.com

Proposals must be received by TPSAC by email no later than 12p.m., February 9th.

This schedule of events represents TPSAC's best estimate of the schedule that will be followed for this RFP. If a component of this schedule such as the deadline for receipt of proposals is delayed, the rest of the schedule will be shifted by the same number of days. The approximate RFP schedule is as follows:

- RFP issued: Jan 25th, 2017
- Proposals due: Feb 9th, 2017 12pm
- Review of Proposals: Feb 9th, 2016
- Intent to Award Contract: February 15th, 2017

Appendices:

2016 POP Sponsorship Levels & Form

2016 Golf Sponsorship Levels & Form

ALDERBROOK GOLF CLUB

TURNING POINTE

CHARITY GOLF
TOURNAMENT

JULY
7

20
16



RESERVE YOUR TEAM NOW

CONTACT (360) 888-7504 OR

TESSA@DIVINELYDETAILEDVENTS.COM

TURNING POINTE CHARITY GOLF TOURNAMENT

SPONSORSHIP LEVELS

ALL SPONSOR LEVELS INCLUDE RECOGNITION IN BANQUET SLIDE SHOW, ON TURNING POINTE'S WEBSITE AND ON SOCIAL MEDIA

TITLE SPONSOR includes opportunity for on-site marketing; premier placement on all printed materials; formal recognition at golf banquet; plus 2 registered teams. \$10,000

BANQUET SPONSOR includes opportunity for on-site marketing; a large printed banner with logo displayed in banquet hall; formal recognition at golf banquet; plus two registered teams. \$3,500

GOLF TOWEL SPONSOR includes opportunity for on-site marketing; logo on golf towels provided to all players; plus one registered team. \$2,500

GOLF BALL SPONSOR includes opportunity for on-site marketing; logo on golf balls provided to all players; plus one registered team. \$2,500

REUSEABLE WATER BOTTLE SPONSOR includes logo printed on water bottle provided to all golf players. \$1,500

SWAG BAG SPONSOR includes logo printed on reuseable swag bag provided to all golf players. \$1,000

HOLE SPONSOR includes opportunity for on-site marketing; printed sign at designated tee box; plus one registered team. \$600

HOLE-IN-ONE SPONSOR includes opportunity for on-site marketing; printed sign at designated tee box. \$500

MEN & WOMEN'S KP SPONSOR includes opportunity for on-site marketing; printed sign at designated tee box. \$400

LONGEST PUTT SPONSOR includes opportunity for on-site marketing; printed sign at designated tee box. \$300

STRAIGHTEST DRIVE SPONSOR includes opportunity for on-site marketing; printed sign at designated tee box. \$200

REGISTRATION ROW SPONSORS includes signage at registration area. \$100

GOLF TOURNAMENT PRIZE SPONSORS

1st PLACE SPONSOR includes formal recognition at banquet. \$500

2nd PLACE SPONSOR includes formal recognition at banquet. \$400

3rd PLACE SPONSOR includes formal recognition at banquet. \$300

4th PLACE SPONSOR includes formal recognition at banquet. \$200

5th PLACE SPONSOR includes formal recognition at banquet. \$100

INDIVIDUAL TEAMS (4 PLAYERS) ARE \$400 AND INCLUDES BANQUET FOLLOWING TOURNAMENT!

CONTACT OUREVENT COORDINATOR TO GET YOUR TEAM AND SPONSORSHIP
LOCKED IN! (360)888-7504 OR TESSA@DIVINELYDETAILEDVENTS.COM

PO BOX 2014 SHELTON, WA 98584 WWW.TURNINGPOINTE.ORG

**TURNING POINTE
CHARITY GOLF
TOURNAMENT**

SPONSORSHIP FORM

ORGANIZATION / COMPANY NAME / INDIVIDUAL

CONTACT PERSON

ADDRESS

CITY

STATE

ZIP

EMAIL

PHONE

FAX

SPONSORSHIP LEVELS

TITLE SPONSOR **\$10,000**
BANQUET SPONSOR **\$3,500**
GOLF TOWEL SPONSOR **\$2,500**
GOLF BALL SPONSOR **\$2,500**
REUSABLE WATER BOTTLE SPONSOR **\$1,500**
SWAG BAG SPONSOR **\$1,000**
HOLE SPONSOR **\$600**
HOLE-IN-ONE SPONSOR **\$500**
MEN & WOMEN'S KP **\$400**
LONGEST PUTT SPONSOR **\$300**
STRAIGHTEST DRIVE SPONSOR **\$200**
REGISTRATION ROW SPONSORS **\$100**

PRIZE SPONSORS

1st PLACE SPONSOR **\$500**
2nd PLACE SPONSOR **\$400**
3rd PLACE SPONSOR **\$300**
4th PLACE SPONSOR **\$200**
5th PLACE SPONSOR **\$100**

TOTAL AMOUNT:

CHECK ENCLOSED

PLEASE SEND AN INVOICE

PLEASE MAKE ALL CHECKS PAYABLE TO TURNING POINTE. TAX ACKNOWLEDGEMENTS ARE MAILED UPON RECEIPT OF PAYMENT.

**CONTACT OUR EVENT COORDINATOR TO GET YOUR TEAM AND SPONSORSHIP
LOCKED IN! (360)888-7504 OR TESSA@DIVINELYDETAILEDEVENTS.COM**

PO BOX 2014 SHELTON, WA 98584 WWW.TURNINGPOINTE.ORG

The POWER

November 4th, 2016

Little Creek Casino Event Center

5:00pm - 7:30pm

of the

PURSE



\$25

includes hors d'oeuvres & cocktail

Silent & Live Purse Auction

Change your purse, change a life!

Featuring:

Designer Purses

Buy-It-Now \$5, \$10 & \$20 Purses

Themed Gift Baskets

Scarves, Wine & More!



**TURNING
POINTE**

Domestic
Violence Services

Please return this form via email or mail/drop off to:

210 Pacific Court

PO Box 2014

Shelton, WA 98584

Sponsor Name: _____

Contact Person: _____

Phone: _____

Email: _____

Please make all checks payable to:

Turning Pointe Domestic Services

Call 360.426.1216 or

turningpointe@earthlink.net

to pay by credit card

Level (Circle):

Louis Vuitton (\$1,500 +)

Chanel (\$1,200)

Prada (\$600)

Gucci (\$300)

Coach (\$150)

Total Amount: _____

POWER OF THE PURSE

Sponsorship Levels

Louis Vuitton- \$1500 +

- Recognition as Title Sponsor
- Table & tickets for 8 guests
- Opportunity to provide small promotional items
- Space for business cards/promotional items
- Dedicated slide on slide show
- Recognition throughout event by emcee
- Recognition in press release
- Recognition on social media & website

Chanel-\$1200

- Table & tickets for 8 guests
- Opportunity to provide small promotional items
- Space for business cards/promotional items
- Recognition by emcee
- Dedicated slide on slide show
- Recognition on social media & website

Prada- \$600

- Table & tickets for 8 guests
- Opportunity to provide small promotional items
- Space for business cards/promotional items
- Dedicated slide on slide show
- Recognition on social media & website

Gucci- \$300

- 2 tickets
- Recognition on social media & website
- Dedicated slide on slideshow
- Space for business cards

Coach- \$150

- 2 tickets
- Recognition on social media & website
- Logo on slide with other sponsors