



REQUEST FOR PROPOSAL – EVENT MANAGEMENT SERVICES For the BC Sports Hall of Fame

The **BC Sports Hall of Fame** is seeking proposals from qualified Event Management companies to perform event management duties (plan, promote, implement and produce) for its major fundraising event – the **2017 Banquet of Champions**, hereinafter referred to as “the Event”. The Event will take place in April 2017 – tentative event dates are currently on hold with venues.

BC Sports Hall of Fame – An Overview

Mission

The BC Sports Hall of Fame preserves and honours BC’s sport heritage by recognizing extraordinary achievement in sport by using our collection and stories to inspire all British Columbians to pursue their dreams.

Vision

Honouring the Past. Inspiring the Future

Values

Integrity, Respect, Inspiration

Business Concept:

The inspiration for the BC Sports Hall of Fame is its Honoured Members and the collection of artifacts and stories of their challenges and triumphs. The BC Sports Hall of Fame educates and entertains through its programs and collections by telling stories of outstanding achievements in sport. We showcase the accomplishments of individual athletes and teams, as well as those who have contributed to the development of sport in the province.

Our inspiration comes from our Honoured Members, those individuals and teams who have been inducted into the BC Sports Hall of Fame.

Each year, the BC Sports Hall of Fame inducts up to twelve extraordinary individuals, in the following categories Athlete, Builder, Pioneer, All-round, Media and W.A.C Bennett.

Supported by a volunteer Board of Trustees, the BC Sports Hall of Fame and Museum is staffed by five full time employees plus a small pool of part time staff and volunteers. We celebrate over 100 years of sports heritage with our collection of over 20,000 artifacts and over 25,000 archival items

Banquet of Champions - Event Overview

The Banquet of Champions is an annual event, publicly recognizing and honouring the year's inductees to the BC Sports Hall of Fame.

Each year the BC Sports Hall of Fame hosts a Banquet of Champions in which inductees are recognized as outstanding athletes, teams, or individuals for their achievements and service to sport and sport history in British Columbia.

These Honoured Members fall under five induction categories that vary from year to year:

Team - presented to teams who have reached sport excellence on a national or international level.

Builder - recognized for significant contributions and efforts to enhance sport in British Columbia.

Athlete - awarded to BC athletes who have attained sports excellence in national or international competition.

Media - awarded to those whose efforts have contributed to the enhancement of sport in British Columbia.

Pioneer - recognized for great contributions of athletes whose achievements occurred prior to 1940.

W.A.C. Bennett Award - This special recognition award is presented from time to time to an individual who has made a significant contribution to sport in British Columbia, but who would not otherwise qualify for induction into the Hall of Fame. The candidate must exemplify good character and dedication, and provide inspiration to present and future generations.

The Banquet of Champions is a long and celebrated tradition of the BC Sports Hall of Fame. 2017 celebrates the 51th Anniversary of the organization, and the 49th Annual Banquet of Champions. The Banquet of Champions is the formal Induction ceremony for the BCSHF and the main fundraising event for the non-profit organization. In previous years the number of guests attending the Banquet of Champions has ranged from 730-1150. The specific target number for 2017 will be dependent on the Induction class and other factors that have not yet been clarified.

Current Situation

- The Banquet of Champions (BOC) is driven by a volunteer committee of the Board of Trustees and heavily supported by management and staff of the BCSHF. Over the history of the BCSHF various event management companies have been retained to manage the event.
- BOC Committee- chaired by a representative from the Board of Trustees, the committee is comprised of the following roles:
 - Ticket sales
 - Sponsorship
 - Fundraising – auction, raffle etc
- Staff Support

- ❑ The BC Sports Hall of Fame supports the event with the following functions:
 - ❑ Contact/ mailing lists – participants, auction donors, sponsors, suppliers
 - ❑ Media partner – Vancouver Sun and Province, Global BC and TSN Radio
 - ❑ Public and media relations through media contacts
 - ❑ Administrative supplies
 - ❑ On site volunteers (limited)
 - ❑ On site staff support
 - ❑ On site BCSHF promotional displays
 - ❑ On site financial/cash support
- ❑ Event budgets and 2016 collateral available at request.

The Need

- ❑ We are seeking an event management company to manage, produce, and execute the event in order to provide consistency and efficiencies in branding, communications and messaging, to realize cost savings in event marketing and production, and to increase the net bottom line through creative fundraising ideas and synergies in communications.

The Objective

- ❑ To increase net revenues for the 2017 Banquet of Champions
- ❑ To ensure Inductees, Honoured Members, sponsors, guests have a first class experience while attending the Banquet of Champions

Budgets

- ❑ Through the last few years the dollars raised through the Banquet of Champions have ranged from \$120,000-\$193,000 net through sponsorships, ticket sales and fundraising efforts the evening of.

Selection Process

- ❑ Interested candidates are requested to submit a Proposal for Event Management Services to the attention of the Executive Director at the BC Sports Hall of Fame. All submissions will be screened by the Executive Director with final candidates notified and requested to present their proposal to members of the Banquet of Champions committee. The successful candidate will be selected from these presentations and meetings.
- ❑ Proposals will be screened and selected based on the following criteria:
 - ❑ Experience in managing well organized fundraising high profile galas/events
 - ❑ Creative ideas in raising funds at the respective Events
 - ❑ Relationship management philosophy
 - ❑ Ideas in marketing and promoting the respective event
 - ❑ Financial results from previous events
- ❑ The contract will start immediately after hiring process and be in effect until post event thank yous are completed.
- ❑ All questions are to be directed, via email, to Allison Mailer at allison.mailer@bcsportshalloffame.com

Functions of the Event Management Company

The individual or team acting as the event planner will play the key organizational and supervisory role for the Event. S/he will be responsible for ensuring that all people and events come together in a smooth and effective way. The Event Manager will work directly with the Chairs of the committees and with the Executive Director of the BC Sports Hall of Fame, or her designate. It is essential that this person have exceptional attention to detail, excellent communications and people skills, strong organization and good communication skills. Computer literacy is essential.

The functions expected to be performed by the individual or firm selected to manage the Events may include the following:

Budget and Event Plans

- Develop and implement event budget and work plan (critical path) for the Event.
- Work with the organization to market the Event
- The work plan will incorporate all of the following deliverables in cooperation with staff.
- Be the point person for all information pertaining to the Event
- Manage the information flow between the BC Sports Hall of Fame, the volunteers, venue(s) and suppliers
- Develop a timeline for distribution of key information and materials
- Supervise development, production and distribution of information materials (event brochures, web pages, registration packages, on-site materials)
- Work with the BC Sports Hall of Fame on the design, printing and distribution of Event materials, including but not limited to tickets, programs, signage, website, tentcards, on-line sales and promotions etc

Event Responsibilities

- Volunteer management: secure, train and supervise volunteers to provide exceptional guest services including sales team for fundraising activities during the event (for example raffle sales team)
- Work with senior staff to ensure Inductees, sponsors, government representatives and other stakeholders are well informed about evening of activities – ensure stage management is timely and professional
- Work to ensure all protocols are followed in regarding to official Induction steps and government involvement during the evening
- Oversee all aspects of event set up
- Seating plan – work with BCSHF to arrange seating
- Registration – oversee smooth guest registration process
- Manage and supervise event production including technical requirements, timeline, scripting, working with emcee(s), inductees, presenters, and oversee on screen presentations
- Work with BCSHF team to ensure needs of Inductees are met (including tickets, hotel arrangements, on-stage presentations etc)
- Coordinate all tables/ticket sales and provide weekly updates as to sales progress
- Coordinate and distribute post event thank you to guests

Sponsorship

- Liaise with Event sponsors to ensure that benefits are delivered pre, during and post event
- Develop and implement sponsor servicing plan for the Event – in collaboration with the BC Sports Hall of Fame's team
- Identify potential funding partners

- Maintain sponsor/donor database
- Work in consultation with BCSHF to define sponsorship benefits
- Ensure sponsor branding is accurate on all pre, on site and post event collateral

Meeting and Event Management

- Liaise with venues on all aspects of event logistics, including food and beverage, signage, stage production, sound, lighting etc.
- Conduct contract negotiations for venues and all other event suppliers
- Negotiate and execute entertainment contracting
- Manage all aspects of stage production
- Coordinate all food & beverage requirements
- Develop event program for the Event
- Develop event show flow and script for the Emcees
- Coordinate credentials for VIPs, volunteers, media etc
- Coordinate post event acknowledgements immediately following the event

Financial Operations & Management

- Work with BCSHF Comptroller to coordinate event revenues and expenses, including deposits, disbursements and handling of cash
- Prepare and update event budgets and financial reports
- Prepare & produce general invoices as required
- Work within agreed upon budgets for food and beverage, production, creative etc.
- Provide information for BCSHF to produce and distribute invoices
- Maintain records of accounts receivable
- Arrange for and handle on line event registration, both advance and on-site

General Management & Support

- Provide advice and counsel to Event Committee on all aspects of the Event as it relates to the financial and public relations success.
- Assist in establishing and quantifying Event goals and objectives
- Assist in achieving Event goals and objectives

Proposal Guidelines

Submissions must not exceed 10 pages and must include but are not limited to, the following components:

Example of a similar event plan and critical path: full details describing the general approach strategy, activity plans with time frames and explanations of how the RFP requirements will be achieved

Description of your work in related areas

Clear evidence of a successful event marketing campaign for an event of a similar nature

Clear evidence of a successful fundraising event, detailing nature of fundraising, time frames and total funds raise

Team Profile – overview of your team’s services and relevant experience

Team references – three relevant references

References must include client name, contact person, phone number, project description, project duration and results and

Event Budget – a comprehensive breakdown of the costs associated with the Events, for example: venue, catering, equipment, materials/supplies, travel, décor, marketing, printing and production.

Your Qualifications

Please answer the following questions so that we may have a better understanding of your capabilities and the likelihood that you can offer the breadth and scope of services we seek. Feel free to include supporting material.

General Background

Please provide answers to the following questions in your proposal.

- Are you familiar with the BC Sports Hall of Fame? If so, please explain.
- Please provide a list of current clients and a short description of the work you provide for them.
- Please list three client and/or professional references.

Administration

- What is the largest budget your company has managed?
- What is the smallest budget your company has managed?
- Please detail your experience in database management.
- Please detail your experience in event reporting.
- Please describe your experience/computer capabilities (graphics, database management etc)
- Are you leading other events close to the proposed date of the Banquet of Champions?

Event Management

- Briefly describe your professional background as it relates to both marketing and managing gala event.
- In brief, describe how you would promote the Banquet to new prospective guests and your experience in marketing events.
- Please describe your experience in collateral production.
- If you were to accept this contract, what skills/tools would you need to acquire to meet the requirements outlined on the previous page?

Responses

To respond to this Request for Proposal, send to BC Sports Hall of Fame via email.

Attention: Allison Mailer, Executive Director.

No phone calls please. All enquiries are to be made via email to allison.mailer@bcsportshalloffame.com

Proposals can be received as soon as possible, but no later than **October 10th**. Companies that are short listed will be contacted to meet with Event chairs and senior staff. Goal is to have event manager starting by the fourth week of October.

Held at the Vancouver Convention and Exhibition Centre, the 2017 Banquet of Champions will be held in April 2017, exact date and location are pending. Goal is to be confirmed but will likely be between 830-1000 guests. 2017 Inductees will be notified to the public in early December.

Revenue sources include ticket sales, sponsorship and fundraising (raffle, silent and live auction). Expenses for the Banquet of Champions are closely monitored and every effort is made to ensure in-kind donations are maximized where possible.

The event is supported by the BC Sports Hall of Fame's media partners (Vancouver Sun, Province, Global BC and TSN Radio) and by the corporate community at large.

An active and enthusiastic volunteer committee, supported by the management of the Hall requires the support of an event management company that excels in celebrating success, prides itself in its attention to detail, thrives on the development of relationships and has proven experience in all areas of fundraising and event marketing.

Scope of Services

Budget – develop and manage

Plan – timeline, critical path, monitor milestones, follow up as required

Auction – display and handle logistics

Implementation – oversee all aspects of event production (including VIP reception)

Sponsorship fulfillment (with direction of staff team)

Marketing and promotion – branding

Fundraising – ensure all aspects of evening of fundraising are managed, support pre-fundraising efforts (on-line sales etc)

Call for proposals.

Interested event management companies are requested to submit an expression of interest to Allison Mailer, Executive Director, BC Sports Hall of Fame as soon as possible, but no later than **October 10th**.