



United Way  
of Greater Philadelphia  
and Southern New Jersey

## **CONFIDENTIAL - REQUEST FOR PROPOSAL**

### **Event Planner**

**United Way of Greater Philadelphia and Southern New Jersey**

March 2021

#### **Objective:**

Secure an event planner/firm to assist with the creation, planning and management of United Way of Greater Philadelphia and Southern New Jersey's 100<sup>th</sup> Anniversary OpportUNITY Summit which includes a full day conference and evening celebration. This event will take place in April 2022 at Girard College. We are committed to hiring a firm that is minority or women owned or led.

#### **About United Way:**

Poverty is the most pressing challenge facing our communities. Philadelphia is the nation's poorest big city and our region home to some of the poorest areas in Southeastern Pennsylvania and Southern New Jersey. In our region alone, more than 705,000 adults and children struggle to survive a life of poverty every day.

United Way of Greater Philadelphia and Southern New Jersey is on a mission to reduce poverty and expand opportunity for all. We fund nonprofit organizations and create bold solutions that break the cycle of poverty that traps families for generations. For our region to thrive, entire families have to succeed. That's why we take a 'whole family' approach and strategically invest in three key areas: Early Learning, Opportunities, Entrepreneurship & Employment and Financial Empowerment.

#### **Project Background:**

2021 marks our United Way's 100<sup>th</sup> Anniversary and starting in winter 2021 and throughout the coming year, we will celebrate this exciting milestone with a variety of events and programs. Our celebration will culminate in the spring of 2022 with the first annual **OpportUNITY Summit** which will include a solutions-focused, full-day learning exchange and an evening 100<sup>th</sup> Anniversary Celebration. Our hope is to give attendees the opportunity to meet the most interesting minds, examine the most proven solutions, and preview the most promising developments in poverty reduction. These events are a chance for our United Way to honor our 100-year legacy, acknowledge our present and define our path into the future.

The 100<sup>th</sup> Anniversary Celebration will be in a gala style with a program and sit-down meal; however, it must have a decidedly unique and "un-gala" feel. The full day program will be a conference style experience with a keynote address, breakout sessions, presentations in various styles, and meals. We will have multiple presenters, some of whom may be traveling from out of town. Both events will take place at Girard College, and a challenge to be aware of for catering, is that there is no onsite kitchen.



United Way  
of Greater Philadelphia  
and Southern New Jersey

All vendors for the OpportUNITY Summit are to be minority or women owned or led businesses and be located in the region we serve.

**Scope of Work:**

United Way of Greater Philadelphia and Southern New Jersey is seeking a creative and detail-oriented event planning company to assist with the planning and execution of our OpportUNITY Summit and 100<sup>th</sup> Anniversary Celebration. Our United Way staff will handle all engagement with sponsors and United Way stakeholders.

We expect the selected company to assist with the following:

- Assist, identify and hire all minority/women owned vendors
- Source all third-party vendors such as audio/visual/lighting vendors; catering etc....
- Assist with the planning and implementation of all logistical components of the conference and celebration
- Create and manage production schedules for load-in/load out
- Create and manage day-of event timelines
- Create efficient plan for on-site registration and event signage
- Attend meetings and site visits as needed
- Oversee site plan designs, audience flow, and placement of all elements at the event
- Develop plan for all audio/visual content and implementation
- Coordinate power, internet and other necessary infrastructure from the venue
- Maintain accurate event budget
- Additional items as needed

**Timeline and Budget:**

Activities will take place between March 2021 and spring of 2022. When responding to this RFP, please break fees out by category for both the conference and evening celebration. We understand that these fees will be estimates at this time, but please try to be as thoughtful and accurate with your fee structure as you can based on the information provided. Our estimated total budget for both the OpportUNITY Summit and 100<sup>th</sup> Anniversary Celebration is approximately \$250,000.

**Instruction for Proposal Submission:**

Please submit a proposal and project budget by Friday, April 16, 2021.

Please include the following in the proposal:

- Company overview
- Examples of past clients and events you have managed
  - Please specifically include past conference and gala planning experience
- Fee structure



United Way  
of Greater Philadelphia  
and Southern New Jersey

- Three client references  
Name, title and relevant experience for each person engaged in this project
- Company Diversity & Inclusion (Ownership specifications and organizational commitment)

### **Next Steps**

All proposals are to be submitted via email to Elizabeth Maninfior at [emaninfior@unitedforimpact.org](mailto:emaninfior@unitedforimpact.org) by April 16, 2021.