



REQUEST FOR PROPOSAL FOR EVENT PLANNER MINORITY CORPORATE COUNSEL ASSOCIATION

I. OVERVIEW.

The Minority Corporate Counsel Association (“MCCA”) is seeking a qualified and experienced fundraising event planner (“**Event Planner**”) to manage the execution of MCCA’s Diversity Gala (“**Gala**”), to be held in New York City at the American Museum of Natural History (“**AMNH**”) on Wednesday, October 16, 2019. The Event Planner’s services include, but not limited to concept development, planning, assistance with sponsorship, event production, and overall event management coordination, including day-of-event coordination, budget management, programming, and implementation. For more detailed information, see **SECTION IV. SCOPE OF WORK** of this Request for Proposal (“**RFP**”) below.

II. ORGANIZATIONAL INFORMATION.

MCCA is a 501(c)(3) nonprofit organization founded in 1997, that is committed to advancing the hiring, retention, and promotion of diverse lawyers in law departments and law firms by providing research, best practices, professional development, and training, and through pipeline initiatives. MCCA’s vision is *to make the next generation of legal leaders as diverse as the world we live in a reality.*

III. EVENT DESCRIPTION.

The MCCA Diversity Gala, coinciding with the Creating Pathways to Diversity® Conference, is MCCA’s signature, annual fundraising event, with an attendance of up to 1,000 attendees. The funds raised from our Gala support MCCA’s key research, conferences, and professional development programming throughout the year.

The Gala features an elegant networking reception and an awards program honoring individuals, corporate legal departments and law firms championing diversity and inclusion in the legal profession. We recognize the MCCA Lifetime Achievement Award recipient, an individual who has made significant advancements in engendering a society that fully appreciates, celebrates, and recognizes the value of diversity. Additionally, the Thomas L. Sager Award winner as well as the Employer of Choice are honored at this premier event, attended by leaders in the legal community from Fortune® 500 companies and top law firms.

MCCA's 2019 Gala information can be found on our website ([CLICK HERE](#)) and our 2019 Diversity Gala Prospectus ([CLICK HERE](#)). As referenced above, the venue is confirmed at the AMNH.

The Gala begins with a Pre-Awards General Reception (6:00 p.m. – 7:00 p.m.), in the Milstein Hall of Ocean Life, as well as a Pre-Awards VIP Reception, that takes place during the same hour, but in the Gottesman Hall of Planet Earth.

The Gala Awards Ceremony (7:00 p.m. – 9:00 p.m.) takes place in the LeFrak Theatre, followed by a Post-Awards Reception (9:00 p.m. – 11:00 p.m.), which is a standing reception with passed, heavy hors d'oeuvres, in the Milstein Hall of Ocean Life. There are no tables during the Post-Awards Reception, but there will be some seating options available.

IV. SCOPE OF WORK.

The Event Planner will be expected to provide all services necessary and appropriate to manage and execute MCCA's 2019 Gala, including but not limited to the services ("**Services**") detailed herein.

The Services outlined herein is not intended to be exhaustive. The selected Event Planner will be expected to be, among other needed skills: organized; detailed oriented; flexible; an effective verbal and written communicator; calm under pressure; and a negotiator in the best interest of the Gala and MCCA.

A. EVENT MANAGEMENT.

- Establish regular ongoing communication and provide agendas with MCCA and work closely with MCCA to determine overall look and theme of Gala, including the layout and flow of Gala, and to ensure effective internal communications and a collaborative and cooperative process;
- Draft, manage, and finalize the Gala's project plans, budgets, timelines, deployment schedule and oversee execution of all related tasks;
- Identify potential challenges and recommend solutions;
- Serve as liaison with vendors, venues, sponsors, and other Gala stakeholders ("**Third Parties**") and upon MCCA's written request, serve as proxy for certain matters;
- Ensure Gala complies with applicable laws and regulations;
- Ensure all authorized agents and/or staff of Event Planner are qualified to perform services in accordance with best industry standards (Event Planner will not subcontract any tasks to third parties without MCCA's prior written consent); and
- Exercise duty of loyalty and good faith in favor of MCCA when negotiating with third parties (Event Planner will present all contracts to MCCA for MCCA's final approval).

B. DELIVERABLES.

- Develop and update a detailed project plan for MCCA with estimated delivery dates and agreed upon budget, which details anticipated tasks and required expenses;
- Maintain a budget spreadsheet of vendor costs related to Gala;
- Secure the best possible pricing for all expenditures relating to Gala, providing documentation (unless waived by MCCA) showing that a competitive, fair and transparent Request for Quotations process was used and followed, where at least three vendors were considered and details supporting the reasoning as to why the selected vendor is ultimately recommended;
- Oversee and manage all approved vendor relationships and ensure vendor deliverables are delivered on-time, and maintain a vendor list as vendors are confirmed;
- Manage submission of all invoices to ensure payments can be made in a timely manner
- Meet and act as primary point of contact for related vendors, including but not limited to the following:
 - Food & beverage
 - Production, to include the following:
 - Audio and Visual;
 - Lighting;
 - Set design and fabrication;
 - Décor (including floral);
 - Branding and design, to include the following:
 - Printing (invitation, letters, tickets, pledge forms, table signs, sponsor and other signage, advertising materials, program book, etc.)
 - Gift bags
- Liaise with any security details as needed
- Provide MCCA with regular updates of Gala progress on timeline;
- Draft, manage, and distribute a complete production schedule for the entire Gala, including load in, setup, rehearsals, and strike, to all parties, including but not limited to the client, vendors, and venue;
- Collaborate with MCCA to develop a script outline, gather remarks, and review all video content;
- Provide timing cues to the overall event script to keep program on time and on message;
- Produce a final script and distribute to participants, including the emcee, in advance of technical rehearsals;
- Develop a deployment schedule for execution of day of Gala and days leading up to Gala; and
- Participate in weekly client meetings (or conference calls through any electronic means) or any additional meetings and/or calls as needed, or reasonably requested by MCCA, including scheduling and walk-throughs;
- Submit a post-event evaluation report with recommendations to MCCA;

- Prepare final expense report for budget reconciliation to include in-kind donations, discounts, and actual costs;
- Provide participant, vendor, and sponsor evaluations and thank you letters; and
- Other duties as assigned.

C. GENERAL MANAGEMENT.

- Provide general administration, management, day-of execution and manage on-site Gala registration;
- Create weekly reports for follow-ups and identify who should receive the reports;
- Arrange and manage seating arrangements;
- Manage the seating process for all guests and email tickets electronically prior to Gala;
- Ensure all VIP guests, dignitaries, and sponsors are seated appropriately at Gala;
- Ensure all required insurance certificates are obtained;
- Ensure all required permit applications, if any, are submitted;
- Recruit, train, and supervise all staff and volunteers at Gala;
- Oversee the design, sound, lighting and construction of a set that is appropriate for the venue and the needs of Gala;
- Oversee the design, sound and selection of stage set, including video screens, podium, and furniture;
- Oversee the design lighting, sound and technical layout including video screens, cameras, and teleprompters; and
- Ensure a full walk-through/rehearsal prior to the Gala.

D. SPONSORSHIP FULFILLMENT.

- Work with MCCA staff to ensure sponsorship packages are fulfilled appropriately at Gala, to include ticket and seat fulfillment for award ceremony and reception;
- Assist with sponsorship strategy; and
- Assist with sponsor fulfillment benefits.

E. ON-SITE MANAGEMENT

- Provide a Front of House Manager to oversee On-Site Management, as detailed herein;
- Oversee the registration and ticket distribution process;
- Oversee setup and strike of equipment, furniture rentals, AV, staging, room setups, signage, sponsors space, registration, gift bags, and any other related line items;
- Manage volunteers and staff for Gala;
- If necessary and approved by MCCA, recruit, train and supervise paid staff for positions not filled by volunteers;
- Execute the overall direction on Gala logistics;
- Manage the badge process/gift bags production; and
- Determine will-call hours and processes.

F. STAGE MANAGEMENT

- Provide a Stage Manager and Assistant Stage Manager to oversee the execution of the program, as detailed herein;
- Designate a staff member to support all participants before and during the event, including on-site greeting, hold room arrangements, and ensuring smooth program participation;
- Draft, update, and finalize run of show documents including cue-to-cue;
- Oversee the execution of the program;
- Provide a Director to oversee the execution of all A/V elements in coordination with the Stage Manager, Assistant Stage Manager and program;
- Schedule and manage rehearsals and draft briefing documents for program participants in collaboration with MCCA;
- Schedule, manage, and supervise all rehearsals, video test runs, complete program rehearsal, performance rehearsals, etc.; and
- Supervise and manage teleprompter operator and uploading of the script.

G. ARTIST MANAGEMENT

- Work with MCCA to support all program participants before and during Gala (including any contractor performers);
- Secure and manage air and ground transportation;
- Secure and manage hotel accommodations;
- Draft and provide briefing information and transportation confirmations;
- Provide on-site greetings, assign dressing rooms, and manage hold room, including any rider fulfillment; and
- Procure any necessary backline rentals.

V. MASTER SERVICES AGREEMENT.

This RFP does not constitute a contract. MCCA will negotiate a Master Services Agreement (“MSA”) with the selected Event Planner.

The MSA will include customary representations and warranties and confidentiality provisions, including a requirement that the Event Planner will ensure that each of its staff, agents, vendors, and other subcontracted third parties sign confidentiality agreements that are at least as protective of MCCA’s confidential and proprietary information as those contained in the MSA. In addition, the selected Event Planner will perform the duties requested as an independent contractor and not as an employee of MCCA.

Once the MSA is fully executed, the Event Planner agrees that it will not accrue additional expenses and remain on budget. The selected Event Planner does not have the authority to incur expenses on MCCA’s behalf without MCCA’s prior written approval.

VI. RFP FORMAT & GUIDELINES.

A. FORMAT. Proposals must be received no later than 11:59 p.m. ET on May 10, 2019 via email to operations@mcca.com in a single electronic PDF attachment, with a maximum of 15 pages using 12-point size Times New Roman font with 1” margins. PowerPoints are acceptable with the format restrictions.

B. GUIDELINES. The proposal shall include the following sections:

1. Executive Summary. One-page summary of the Event Planner’s background, past experiences similar to the Services expected for Gala, and basic understanding of the Services required, and reasons why the Event Planner should be selected.
2. Company Overview. Overview of the Event Planner’s business organization structure, including the following:
 - List of each jurisdiction where the Event Planner has been incorporated and is qualified to do business;
 - Total full-time and part-time employees of the Event Planner;
 - Whether the Event Planner has been involved in any disputes with former or current employees and/or vendors (if the matter is settled and is confidential, please provide a general description of the basis of the dispute);
 - Whether the Event Planner has been involved in a dispute with one of its clients regarding event planning services (if the matter is settled and is confidential, please provide a general description of the basis of the dispute);
 - Total number of substantially similar events in New York City to the service requested during the past three years; and
 - Whether the Event Planner has experienced any significant organizational developments (e.g. merger, reduction, acquisition, etc.) during the past three years.
3. Event Planning Team. Name and short biography of each individual who will be involved with Gala and their role before, during and after Gala.
4. Fees. Provide (1) proposed project based fixed fee, including description of all costs and fees the Event Planner propose to charge MCCA, and (2) hourly rates of the event member planning team.
5. References. List of at least three (3) events in New York City, substantially similar to Gala, including (1) description of the event (including size of the event, format of the event, type of guests hosted, stage settings built, etc.), and (2) references for each whom the Event Planner has performed similar event planning services (Names, Address, Email, and Contact Number).
6. Samples. Sample of previous work related to the Services (e.g. conference final report, event production timeline with pre/during/post deliverables,

promotional material, event budgets which includes all anticipated costs and fees, project plans, photos, etc.).

7. Other Information. Any additional information that Event Planner believes will be relevant to the RFP and the Event Planner's capability to provide the Services.
8. Signature. The proposal must be signed by a representative of the Event Planner that is authorized to commit on behalf of the Event Planner.

VII. PROPOSAL EVALUATION.

MCCA reserves the right to accept or reject any and all proposals, without prior discussions, and grant final acceptance to the proposal that best meets the needs and interests of MCCA, in its sole discretion. MCCA will be the sole judge of whether a proposal meets the required RFP criteria.

VIII. CONFIDENTIALITY CLAUSE.

Any information disclosed by MCCA herein (and any related correspondence and/or attachments) is considered confidential and constitutes the proprietary information of MCCA. All submission will become the property of MCCA and will be treated as confidential between MCCA and the Event Planner. MCCA will use its commercially reasonable efforts not to disclose the contents of the Event Planner's proposal to other participants or the public. MCCA reserves the rights to discuss the submissions with its consultants, references provided by the Event Planner, and other related parties during the evaluations process.

IX. ACKNOWLEDGEMENT.

By submitting a proposal, the Event Planner acknowledges that it has read this RFP, understands it, and agrees to be bound by its requirements.

Event Planner understands and agrees that they are solely responsible for its own business expenses, except for pre-approved, reasonable business expenses related to the Gala, such as travel accommodations.

Event Planner agrees to keep their fixed fee and other terms of their engagement open for at least sixty (60) days past the submission deadline.

Once the Event Planner is selected, MCCA and the selected Event Planner must execute an MSA prior to the selected Event Planner commencing services. The Event Planner agrees that the MSA will be a complete and exclusive agreement and will supersede all prior communications between the parties.

Should MCCA and the selected Event Planner be unable to agree on the terms of an MSA within a reasonable time (at MCCA's sole discretion), MCCA reserves the right to suspend or terminate negotiations without notice, and to pursue negotiations with another Event Planner. Any

suspension or termination of negotiations shall be without liability to MCCA or the selected Event Planner(s).

MCCA may terminate this process (in its sole discretion) and issue a new RFP for the requested services.

Each Event Planner shall assume all fees and costs (including but not limited to legal fees) incurred in responding to this RFP and negotiating the MSA with MCCA. MCCA shall bear no liability for any costs, fees, or liability incurred in connection with this RFP or any responses thereto.

Event Planner agrees that it shall not directly contact any MCCA Board Members or those who may otherwise have an affiliation with MCCA, in connection with responding to this RFP. Event Planners who do not abide by this requirement may be disqualified from the RFP process.

X. QUESTIONS.

Questions about this RFP should be directed to Karen Kim, VP of Operations and Strategic Development by email ONLY: operations@mcca.com. Phone calls will not be accepted. All questions and MCCA answers will be made available to all potential Event Planners, upon written request.