



**RFP for Event Planner & Sponsorship
for Little Italy FESTA! in October 2017
(Deadline to 1/27/2017 at 5:00pm)**

I) OVERVIEW

This Request for Proposal (RFP) is issued by Little Italy Association of San Diego (hereinafter referred to as "LIA"). The purpose of this RFP is to establish a contract with a qualified fundraising event planner to manage the execution of the Little Italy FESTA! including concept development, planning, securing sponsorships and, overall event management logistics including day-of-event coordination, budget management, programming, implementation, and analysis. For more detailed information see the *Scope of Work* section below.

II) ORGANIZATION INFORMATION

The LIA is a non-profit 501(c)(3) corporation and the largest Italian neighborhood on the west coast. Since 1996, the LIA's focus has and is to preserve the rich history of San Diego's Little Italy through special events, public art and active public spaces. Our mission statement: *The LIA pledges to advocate on behalf of its members and residents in the areas of public safety, beautification, and economic development while preserving the unique cultural resources that exist in the Little Italy community.*

III) EVENT DESCRIPTION

The LIA is seeking assistance to develop and manage its annual Little Italy FESTA! that is held on our key commercial corridor – India Street - in San Diego's Little Italy with over 120,000 attendees to be held in October 2017. Our goal is to hire an events company or independent contractor to raise sponsor dollars and present a premier street festival with music, food, high-end vendors, *Gesso Italiano: Chalk Festival*, Italian motorsport show, beer & wine garden, and more. The net income goal for the Little Italy FESTA! 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 LIA FESTA! Committee, the LIA staff and vendors to help coordinate this event.

Vision for the event: The LIA envisions the current model of the Little Italy FESTA! to be recalibrated to create a more authentic high-end authentic Italian festival that will generate an additional net revenue for the LIA. The LIA is soliciting ideas for new event model focusing on Italian culture and pageantry. The Little Italy FESTA! will be promoted by the current public relations firm to secure traditional, print and social medias.

IV) SCOPE OF WORK

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

LITTLE ITALY ASSOCIATION OF SAN DIEGO

2210 Columbia Street ▪ San Diego, CA 92101 ▪ Phone: 619-233-3898 ▪ Fax: 619-233-4866
Email: mail@littleitalysd.com ▪ Website: www.littleitalysd.com
Facebook / Twitter / Instagram / Pinterest: LittleItalySD ▪ #LittleItalySD

General Management and Financial Operations

- Develop a timeline and work plan
- Establish the event and help develop event budget
- Assist with vendor identification, negotiating and contracting
- Submit a functional and realistic event budget by June 1st to the LIA Festa Task Force
- Work in conjunction with LIA staff and the LIA Festa Task force throughout the year;

Event Marketing

- Ensure timely execution of all creative associated with the event via the LIA staff. This includes: posters, fliers, program, digital ads, review of press releases, etc.

Sponsorship

- Develop sponsorship strategy; Create and develop sponsorship levels and benefits
- Track the fulfillment of sponsors' benefits – logo inclusion, etc.

Event Management

- Submit the City of San Diego Special Event Application and all other appropriate applications for final City, County and State approvals.
- Manage and coordinate general event logistics, such as venue coordination, contracts, staging, entertainment, floor plans, vendors, artists, participants, entertainment, décor, volunteers & staffing, technical equipment, presentations, emcee, protocol management of VIP guests & dignitaries, and any other relevant tasks as required.
- Ensure all applicable licenses and appropriate insurance coverage are acquired from vendors and for event.
- Create and execute volunteer duty program, meeting and training.
- Submit a post-event evaluation report with recommendations to the LIA.
- Other duties as assigned.

Day of Event

- Supervise all aspects of the event and manage the logistics and onsite supervision of the event – as mentioned in event management above

Other

- Meet regularly as required with the Little Italy FESTA! Task Force and the LIA's Finance Committee
- Communicate with the LIA staff and the Board to provide updates on progress, issues, resources and budget matters.

V) REQUEST FOR PROPOSAL PROCESS

This RFP represents the opportunity to be involved in the creation and delivery of one of San Diego's most prestigious street festivals.

The contract is not full-time, however it will last over a period of 8-months. The LIA will negotiate a contractual agreement with the selected 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. The LIA management 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 the Little Italy FESTA! 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 Christopher Gomez, District Manager for the LIA at chris@littleitalysd.com. Participants are asked NOT to contact any other staff or contractors involved with this LIA project.

Confidentiality: All submissions will be treated as confidential between the LIA and each participant. The LIA will not disclose their contents to other participants or the general public. The LIA reserves the right to discuss submissions with its Board, consultants and related parties.

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

All applicants must submit the following information:

1. Name and # of employees.
2. Address
3. Short description of work history in planning of event planning and fundraising.
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 LIA for event planning and fundraising services.
8. If coordinating other fundraising events in the San Diego area, please address any conflict of interest related to the other events.
9. Disclose any and all possible conflicts of interest or affiliations to the LIA Board, staff or community.

RFP SCHEDULE

Offerors must submit one (1) original hard copy of the proposal to:

Steven J. Galasso, President
Little Italy Association of San Diego
2210 Columbia Street
San Diego, CA 92101

Proposals must be received by the LIA at the location specified no later than 5:00 p.m., January 27, 2017. Proposals will not be publicly read at the opening.

No proposals will be accepted after that time. Responses received after the stated time will be returned unopened and will not be considered.

This schedule of events represents the LIA'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: January, 5, 2017
Proposals due: January 27, 2017 by 5:00pm
Review of Proposals: February 3, 2017
Intent to Award Contract: February 7, 2017