



**RFP for the Buffalo/Niagara Chapter of the  
National Association of Women Business Owners – (NAWBO)**

**EACH ONE REACH ONE EVENT**

NAWBO Buffalo-Niagara, one of the fastest growing chapters out of the 58 chapters nationwide, is a servant leadership organization which propels women entrepreneurs into economic, social and political spheres of power worldwide by strengthening the wealth-creating capacity of its members and promoting economic development within the entrepreneurial community; creating innovative and effective change in the business culture; building strategic alliances, coalitions, and affiliations; and transforming public policy and influencing opinion makers.

NAWBO Buffalo Niagara's flagship annual event is **Each One Reach One** held the second Wednesday in March annually. This event consists of a progressive dinner with a 300 cap on attendees and approximately 40 to 50 vendors displays. Thirty percent of the proceeds from this event go to fund the NAWBO's scholarship program designed to support members to help advance them in their business and NAWBO Buffalo Niagara chapter.

Contract duration will be for two years beginning upon award notification on June 9<sup>th</sup>, 2018 and conclude on May 1<sup>st</sup> of 2020. Please submit proposals that align to the expectations detailed below along with a budget for each of the two years.

All questions must be submitted by **5:00 pm May 12, 2018**.  
Questions and answers will be posted on the website by **May 15, 2018**.  
Proposals must be submitted by **5:00 pm May 28, 2018**.<sup>1</sup>  
The winner will be notified on or before **June 9, 2018**.

**Expectations:**

- Event Planner (EP) will work with committee chair (CC) to select an acceptable venue to accommodate 300 cap on attendees for a progressive networking dinner, 40 to 50 vendor display area, and space for a scholarship basket raffle of ~100 baskets.
- EP will work with CC to negotiate pricing for the event. The CC will work with committee on food selection.
- EP will work with CC to negotiate pricing for parking/transportation for event.
- EP will work with CC on developing a budget and aligning the event to NAWBO's vision.

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<sup>1</sup> If possible, please include an option for sponsorship in lieu of payment (partial or in full.)



- EP will collect all bills and receipts, and maintain a record within drop box and/or Airtable or another platform as appropriate. Bills must be approved by CC then submitted to Chapter Administrator (CA) for payment.
- EP is expected to attend as many as possible of the EORO Committee meetings (TBA). When not able the subcommittee chairs will provide a report to the EP.
- EP will work with the decoration committee on theme and event decorations.
  - EP will work with designated florist.
  - EP will work with designated AV Company.
  - EP will be responsible for decorations set up & will coordinate with the decoration committee (DC).
  - EP will be responsible for signage in/and around event.
- EP will work with the fundraising chair on the display of the baskets, ticket containers, etc.
- EP will work with fundraising chair on a plan on how, when and where the baskets will be gathered and brought to the event.
  - EP will devise a plan for basket winners to be selected, logged and a list provided to attendees.
- EP will work with the NAWBO Communication Committee (NCC) to brain storm & develop a strategic plan of marketing and communications.
  - EP will work with CC and CA to review all posters, postcards, website, and social media campaign.
    - EP will work with designated printer for posters, postcards, and signs.
    - The NCC will implement plan and oversee timelines.
    - The EP will be responsible for following up with NCC to ensure the event is promoted timely and in the way; it was designed.
- EP will work with CC and President Elect (PE) on developing agenda for event.
  - EP will work with CC to get agenda to Table Captain coordinator, Program Book coordinator.
  - EP is responsible to develop itinerary card to printer.
- EP will work with the CA and CC on registration setup and day of event (format will be completed by August 15).
  - CC will report to EP monthly and then biweekly starting January and weekly starting February 15<sup>th</sup> on status of attendees.
  - EP will work with CA and/or CC to collect all guest's names and dinner choice for CA to develop matrix; get matrix sent to printer.
  - Get printed name tags from printer, coordinate with CA and CC to stuff name tags with agenda, and special meal tags.
- The NAWBO Corporate and Economic Development Committee (ECC) and NAWBO membership will secure all vendors & sponsors but will report to the EP for inclusivity for marketing and event layout.
  - EP will work to meet the needs of sponsors.
  - EP will communicate with all vendors/sponsors to secure guests' names with meal choice, logos, ads, swag bag items and event timings.
- EP will work to select appropriate swag bag and to secure them.



- EP will work to collect swag items from NAWBO-Buffalo Niagara chapter members and sponsors for the swag bags.
- EP will ensure that all items are stuffed into the swag bags, deliver bags to event location and ready at registration table for distribution to guests.
  - EP will ensure that volunteer group has all items to be stuffed into swag bags, to ensure timely stuffing.
- EP will work with Volunteer coordinator (VC) to determine how many volunteers will needed to stuff swag bags and the day of the event.
  - VC will secure all volunteers and will report to EP for inclusivity.
  - EP will work with VC to ensure that volunteers are used appropriately.
- EP will create a central location for documentation for drop box or airtable to include all EORO information
- EP will provide an updated report to the CC for the NAWBO monthly board meeting
- EP will be on site the day before for set up from 11am to 5pm
- EP will be present the day of event from 10am – 10pm
  - EP will oversee complete setup of the event from 10am – 4pm; during the event 4pm – 8:30pm, and complete tear down from 9pm – 10pm
- EP will be on site directing and overseeing event from inception to conclusion the day of the event (see above).
- EP will work with CC to develop an event survey with attendees contact information to be emailed out, that night or next day.
- EP will provide the analytics of the event.
- EP will prepare final P&L report.
- EP will work with CC to do an inventory of event items.
- EP will work with CC to set up a debriefing meeting with committee.
- EP will prepare thank you letters and envelopes for all sponsors, volunteers and donations.
- CC will be responsible for securing volunteers for the following committees and their job descriptions: Fundraising, Registration, Decoration, Program, Volunteers, Phone, Table captains, and Set-up/ Clean up

### **Requirements for All Bidders**

- Bidders must list at least two (2) projects that are substantially similar to this project as part of their response, including references for each.
- Proposals must be signed by a representative who is authorized to commit bidder's company.
- If you have a standard set of terms and conditions, please submit them with your proposal. All terms and conditions will be subject to negotiation.

### **Evaluation Factors**

- NAWBO Buffalo Niagara will rate proposals based on the following factors, with cost being the most important factor:
  - Responsiveness to the requirements set forth in this Request for Proposal
  - Relevant past performance/experience



- Cost
- Technical expertise/experience of bidder and bidder's staff

Winner is selected by board vote which shall be final and conclusive. Preferences go to NAWBO Premier Members in good standing, followed by NAWBO Introductory Members in good standing.

**Submissions Must Be Provided by the Deadline as Follows:**

Electronically, in PDF format only, to:

Jeanne Hellert  
Chapter Administrator  
[info@nawbowny.org](mailto:info@nawbowny.org)

Marcia Brogan  
Chapter President  
[mbrogan@niagaranational.com](mailto:mbrogan@niagaranational.com)

The submission must say **NAWBO PROPOSAL** in the subject line of your email.