

## REQUEST FOR PROPOSAL

**Deadline for receipt of proposals is Monday, September 25th, 2023 at 5:00 pm EST**

### **PURPOSE AND SCOPE**

Facing Race: A National Conference is presented by Race Forward. A unique collaborative space for racial justice movement-making, Facing Race is the largest multiracial, inter-generational gathering for organizers, educators, creatives, and other leaders.

This is a **Request For Proposals (RFP) for an event and production company** that will manage and coordinate the logistical and production requirements leading up to and during the conference in St. Louis, Missouri in November 2024.

### **BACKGROUND**

#### **About Race Forward:**

For more than 40 years Race Forward, founded in 1981 as the Applied Research Center, has worked to dismantle structural racism by building collective community power, transforming institutions across sectors, and harnessing the power of narrative to transform culture. From the start, Race Forward's founder Gary Delgado was clear: Black and brown communities hold the key to solving the racial inequities in our systems that have long harmed the lives and communities of people of color.

In 2017, we merged with the Center for Social Inclusion (CSI) to increase capacity as the need for our work continued to grow. CSI was home to the [Government Alliance on Race and Equity \(GARE\)](#), a joint project formed in 2015 between CSI and the Haas Institute for a Fair & Inclusive Society (now the Othering and Belonging Institute). At this point, our work expanded from working with community organizations and organizers to local and regional government

employees and leaders. Today, the GARE network comprises more than 400 local and regional jurisdictions working to develop racially equitable practices and policies.

Race Forward is home to the [Government Alliance on Race and Equity \(GARE\)](#), a network of more than 430 local, state and regional government jurisdictions working to advance racial equity in their policies and practices, and the groundbreaking, award-winning [Colorlines](#). The publication's goal when it first appeared as a magazine in 1998 was to popularize racial justice narratives and center people of color who were both affected by and fighting systemic racism. Other media, particularly mainstream media, were not telling stories about race or calling out racism at the time. In 2010, [Colorlines](#) evolved into a daily digital news site, setting the stage for more race and ethnicity news beats within mainstream media. Relaunched in April 2023, following a period of research and reimagining, Colorlines is now a multimedia platform for people wanting to learn about, connect, and act for racial justice.

Our work has not been easy! The racial justice movement has witnessed many victories and, with each, a subsequent backlash. But despite these challenges, we have seen significant progress toward building a multiracial democracy. And we remain steadfast in our commitment to continue working until this vision becomes a reality! [This timeline](#) highlights some of our accomplishments over the past years.

**Words from our President Glenn Harris –**[https://youtu.be/l\\_J7GCEj-eA](https://youtu.be/l_J7GCEj-eA)

**About Facing Race:**

[Facing Race](#), the nation's largest multiracial, intergenerational racial justice conference, is where community organizers, activists, and movement makers come together to build power and strategies to advance racial justice.

Held biennially, Facing Race serves as a one-of-a-kind collaborative and intersectional space for

those in the movement to gain unprecedented access to thought leaders, information and resources that will help create lasting change to advance racial equity and opportunities for all.

In 2022, the conference was hosted both in-person and online from November 17-19 in Phoenix, AZ! This decision was made out of both excitement for the opportunity to share space with one another and with the intention of making the conference available to our Facing Race community, including those who would like to participate but are unable to attend in person. The event welcomed over 4000 attendees and offered 100 breakout sessions featuring many prominent racial justice activists and leaders, a film festival, a racial justice literature track, a wellness space, and a beautiful vendor/exhibition space that included over 30 local/national vendors. Previous Facing Race National Conferences have been held in Detroit, Atlanta, Baltimore, Berkeley, Chicago, Dallas, Oakland, and New York.

In 2024, we are aiming to bring Facing Race to the Midwest! The host city will be announced, on September 14th, 2023!

## **SCOPE OF WORK**

We anticipate that the Event and Production company hired for this project would begin this work by October 2023 and complete this work by December 2024. The event planner will be expected to provide all services necessary and appropriate to manage and execute the Facing Race 2024 Conference, including but not limited to the services detailed below. The services outlined in this RFP are not intended to be exhaustive. The event planner will be expected to be, among other needed skills: organized; detail oriented; flexible; an effective verbal and written communicator; calm under pressure; a negotiator in the best interest of the Facing Race conference and Race Forward; resourceful; a problem solver; active listener; and highly skilled at executing large scale events.

### **Project Management and Onsite Supervision –2023-2024**

#### **I. General Management**

- Provide general administration, management, day-of execution and manage on-site Expo registration;
- Manage the registration process pre-event + on-site
- 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 the event;
- Oversee the design, sound, lighting, and A/V of meeting spaces that are appropriate for the needs of the conference
- 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 (if applicable);
- Ensure a full walk-through prior to the conference

**II. AV and Technical Production including AV, staging & lighting**

- Provide an initial outline of the program, analyze space needs and feasibility
- Technical direction – specification of technical requirements
- Space planning/floor plans for technical rooms for:
  - Keynote room in Grand Ballroom
  - Exhibit Hall
  - Breakout rooms (approx 22-25) throughout the venue
  - Art exhibition/ space
  - Racial Justice Reads - Book Store & Book Signing
  - Race Flicks Film Festival
  - Bus Tour logistics
  - Pre-conferences: Floor plan, liaison w venues
  - Race Forward Podcast - Media room (behind the stage)
    - Additional space for multimedia use
- Review AV Company estimates
- Work with AV Vendor throughout the planning phase of the project
- Investigate and troubleshoot union rules for web streaming and crew calls
- Main Stage pre-planning, production
  - Work with the Facing Race team to prepare for the Main Stage program
  - Prepare one show machine with media for main stage presentations, organized and show ready. Media could include:
    - Conference holding slide
    - Primary slide shows for Facing Race staff or keynote speakers • Looping sponsor slide show
    - Video clips or other media

- Award announcement slides
- Entrance/Exit music
- Q&A technology
- Twitter feeds or Flickr feeds
- Cue Sheet for all of the above
- Work with keynote speakers to discuss rehearsal times, technical requirements
- Physical staging (podium, chairs, other props as required)

#### **Livestream section -**

Assist Race Forward staff with transferring AV onto our main organization's site + Facebook account

- Race Forward's Facebook account

Assumption: the above assets will be collected/organized/ tested by the production company.

### **III. Registration Management**

Manage registration tasks including badge production.

- Badge print production
- Coordination of on-site registration logistics
- Registration Staffing Schedule, schedule volunteers and/or hire temp staff, and manage all reg. staff on site
- Project management: Tote bag/Registration Kit/ Badge assembly
- Shipping matrix of registration items

### **IV. Volunteer Coordination – pre-show**

- Identify on-site staffing needs, and build a volunteer schedule prior to the show.
- Work with the Facing Race team to access a list of volunteers to schedule. Field questions, manage schedule and role changes.

### **VI. Hotel Block Management**

- Liaise with travel agent company throughout the project
- Help Hotel reps. understand the projected staff room block and the number of single/double rooms, comp room nights, and other concessions.
- Manage all room blocks; Main hotel + overflow hotels pre, during, and post-event
- Make sure the tracking process works smoothly and that all deadlines with a financial impact are clear to the team.
- Liaise with the hotel to deliver names/ dates for staff/speaker/presenters hotel block

- Ensure hotel room costs are optimized, avoid “no show” and other penalties
- Manage Audit process for optimum comp room credits and future planning

#### **VII. Vendor Table Coordination/Liaison**

- Vendor Table Sponsors / Exhibitors - project management
  - Oversee and manage all approved vendor relationships and ensure vendor deliverables are delivered on time, and maintain a vendor list as vendors are confirmed;
    - Assist w/ on-site coordination for 2 content tracks
      - Race Flicks Film Festival
      - Racial Justice Reads (Literature Track)
- Develop a floor plan for sponsor tables
- Develop exhibit FAQ info and collect service order forms
- Assist with tracking contracts/agreements/invoices/fees
- Assist with logistics/fielding questions
- Finalize floor plans and assist with table assignments:
  - Assume 20-30 tables

#### **VIII. Convention Center Venue Liaison & Related Vendor Logistics**

- Liaise with the convention center throughout the project
- Work with the venue to finalize drawings for fire marshal approval
- Order electrical and janitorial services as required by the contract
- Traffic documents, such as proof of insurance, required by the contract
- Order special services – door keys, wastebaskets, hanging of banners
- Submit staffing schedules to the venue as required to let the center know start/end times each day for their staffing needs.
- Work with the venue to create floor plans for all meeting spaces
- Hire & manage show decorator for material handling rental furnishings, easels, and specialty staging
- Hire a security company as required by the AV company
- Hire a temp agency if needed, for increased registration coverage
- Source a shipping/ receiving partner. Coordinate inbound and outbound shipping\*\*\*

#### **IX. Convention Center Catering + Staff Meals (Food & Beverage)**

- Build out catering doc in Google Docs.
- Build out formulas for attrition, etc.
- Liaise with the hotel catering department throughout the project
- Manage deadlines for submitting guarantees
- Work closely with Registration information to arrive at ordering quantities for all events

- Review BEOS and approve
- Review final statements, update Google doc with actuals for future tracking, attrition formulas
- Assumptions: This scope of work is for the primary Facing Race Conference and meetings billed directly to Facing Race. It does not include any coordination of affiliate or sponsor catering functions. Responsibility for list scrubbing (errors in titles, designations, etc.) is the responsibility of Facing Race.

#### **X. 2024 Site Visit – June (Tentative)**

- **1 member from the Production company to attend the site visit**

#### **XI. Post-show Debrief Meeting**

##### **QUALIFICATIONS**

1. Experience in producing a conference with at least 1,500 attendees +
2. Experience producing an event in a convention center.
3. Experience managing hotel room blocks.
4. Experience working with NPO'S
5. Experience working w/POC owned businesses

##### **PROPOSAL GUIDELINES**

**Please use the following as a guide for your proposal:**

Maximum proposal length (including title page, cover letter, proposal, qualifications, and budget) should not exceed ten.

- Title page: Your company name, address, website, phone number, email address, and primary contact person.
- Cover letter: Signed by the person or persons authorized to sign on behalf of the company or consultants.

#### **Proposal:**

1. A narrative that describes your approach to this assignment as outlined in the Scope of Work section.

2. Respondents to this RFP are encouraged to recommend additional or alternative activities to the Scope of Work outlined above if they believe they would be more appropriate to this project.
3. A timeline and work plan for the project.
4. Designated staff/partners/subcontractors brief biographies/qualifications of staff/partners/subcontractors identified to provide services.
5. Itemized budget, broken out for each component and each aspect of the work. Pricing information should include the basis for payment such as hourly rates and the number of hours needed for each step.
6. Preferred payment structure/timeline.
7. A narrative describing any specific experience or knowledge of racial justice or social change organizations.
8. A detailed description of recent clients and projects as they relate to conducting similar work (or links to a portfolio).
9. A minimum of two references (with contact information) from organizations for which you have provided consulting services in the recent past.
10. Contact name, phone number, email address, and mailing address of the lead staff responsible for filing the proposal.
11. Any additional information an event planner believes will be relevant to the RFP and the event planner's ability to provide the outlined scope of work; including highlighting any personal and/or professional connections to Missouri or the midwest.

**The deadline for receipt of proposals is Monday, September 25th, 2023 at 5:00 pm EST. All proposals should be submitted electronically to [facingrace@raceforward.org](mailto:facingrace@raceforward.org) with the subject line "Facing Race 2024 Production and Event Company."**

**Questions about this Request for Proposals or requests for more information should be directed to Hiba Elyasst, Race Forward's Manager of Conferences, at [facingrace@raceforward.org](mailto:facingrace@raceforward.org)**



