



KIDS CENTER FOR PEDIATRIC THERAPIES

REQUEST FOR PROPOSAL

Special Event Planning and Management

Responses Due

Tuesday, February 7, 2017

5:00 pm

INTRODUCTION

Kids Center for Pediatric Therapies (Kids Center) is seeking proposals from qualified firms to provide professional services for Special Event Planning for the organization's annual **WALK AND ROLL FOR KIDS**. The required services and performance conditions are described in the Scope of Work. The successful bidder will produce all aspects of the event.

ORGANIZATIONAL BACKGROUND

Since 1958, Kids Center, a nonprofit outpatient therapy center for children with developmental disabilities and delays, has been providing life-changing physical, occupational, and speech therapy for children from birth to young adulthood. Kids Center has nearly 1,300 patients in active care and sees between 600 and 700 children each week. No child is ever turned away due to a family's ability to afford the cost of care; however, Kids Center has a waiting list of approximately 100 children. Kids Center now has two locations: the Central Campus on Eastern Parkway and the new East End location on Bluegrass Parkway.

At Kids Center, we see the ABILITY in EVERY child!

PROJECT DETAILS

The **Walk and Roll for Kids** is a 2-mile walk event to raise funds to provide pediatric physical, occupational, and speech therapy to nearly 1,300 special needs children each year. Fundraising is accomplished by teams of walkers, led by a team captain, who establishes a team goal and provides encouragement and motivation for each team member. Teams raise funds by recruiting sponsors for each walker, soliciting donations, holding fundraisers such as bake sales, car washes, donation jars, etc.

On the day of the event, after the walk, event participants as well as patients and their families enjoy music, food, games and other fun activities, such as face painting, talent show, etc. All games and activities must be handicapped-accessible.

PROJECT RESPONSIBILITIES

Kids Center Responsibilities

- Choose Event Planning and Management Vendor
- Approve budget
- Recruit sponsors
- Assist with recruiting team captains and individual event participants
- Assist with recruiting volunteers
- Create and obtain sponsor agreements
- Create all ad placement, copy and design
- Design, copy, layout and print posters, if appropriate
- Design event t-shirt
- Determine and order appropriate number of t-shirts



- Oversee the creation of the event website, including platform for registration and donations
- Work with appropriate City agencies, including but not limited to LMPD, Parks Department, EMS, etc.

Event Management Company Services Required

Event Production

A. Event Development, Operations, Production and Execution

- Work with Kids Center staff to ensure the Event's success
- Communicate in a timely manner
- Prepare project management timeline for Event
- Secure permits with the appropriate government agencies
- Recruit and train volunteers
- Manage staff/volunteers
- Recruit team captains and individual event participants
- Assist with recruiting event sponsors
- Work with other stakeholders, including City agencies, where appropriate
- Prepare and oversee event budget
- Assist with creating and managing day of event programming design and décor
- Assist with creating online reservation system for Event
- Coordinate and manage pre-Event logistics
- Coordinate and supervise all aspects of Event set-up and Event day
- Source, select and manage all event vendors
- Manage warehousing, shipping, inventory and transportation
- Plan site and ground layouts and create maps
- Assist with determining and obtaining materials needed for t-shirt distribution both pre-Event and day of event and handle pre-event/event day distribution of t-shirts
- Install/strike all Event day equipment and materials
- Create and execute on-site staffing plan
- Coordinate and manage additional Event services (A/V, supplies, equipment, rentals, and staging)
- Manage cleaning of Event course, if needed
- Work with appropriate City agencies, including but not limited to LMPD, Parks Department, EMS, etc.
- Obtain certificates of insurance from any party that will be erecting, assembling or otherwise responsible for scaffolding, tents, bleachers, stage or other temporary structures at the Event site. The certificate of insurance must name Kids Center for Pediatric Therapies as additional insured, and must show insurance liability limits in minimum face amount of one million dollars per occurrence.
- Obtain certificates of insurance from all other vendors, concessionaires, contractors or other third parties that will be providing goods and/or services at the Event. The certificate of insurance must name Kids Center for Pediatric Therapies as additional insured, and must show insurance liability limits in minimum face amount of one million dollars per occurrence



B. Event Programming

- Coordinate all event day programming
- Assist in sourcing and hiring musical act(s), emcee, celebrities, speakers, and other talent as identified to be important by Kids Center
- Assist with Event timing/scripting
- Assist with management of Event start programs

C. Post Event Family Day

- Create and manage all aspects of the family day
- Engage food vendors
- Develop stage program with local talent
- Assist with creating and managing day of event design and décor
- Assist with management of event vendors

D. Event Recaps

- Create and provide post-event evaluation and analysis
- Create program recommendations

SUBMISSION REQUIREMENTS

Responses should contain a straightforward, complete and concise description of the firm's ability to satisfy the requirements of the scope of work. Firms are invited to submit responses that contain the following information:

Approach

The proposals will be reviewed by members of the RFP Committee. The evaluation of proposals will be based solely upon the RFP Committee's judgment and will be largely based upon the following criteria:

- The general feasibility of the Bidder's ability to meet the requirements of the Scope of Work and Responsibilities and understanding of the RFP as evidenced by its proposal
- Scope and quality of services offered and completeness of proposal
- Comments on the form of agreement attached as Exhibit A. This is the sole opportunity for Bidder to raise any issue with the contract.
- Bidder's Experience (must include specific, auditable history of previous, like work)
 - o in working with not-for-profit sector
 - o in producing similar events
 - o in producing a quality event in a highly cost-effective way
- Identification of and background information on key personnel that will be assigned to this project



- The Bidder shall provide a list of all portions of the work that would be subcontracted and reason for subcontracting. Bidder agrees that all outside services/equipment required to fulfill the obligations under this proposal will be negotiated by Bidder and approved by Kids Center. All outside services/equipment contracts will be held by Bidders
- Customer service as reflected by references (please include three recent references in your proposal including address, phone numbers and email address)
- Fee

OPTIONS

The Bidder is encouraged to offer options or areas of opportunity (alternate logistics, standardization, etc.) for cost reduction in addition to the requirements of the Scope of Work. The offering of such options must include a discussion of the advantages of each option and the individual pricing of each option. These options shall be priced separately and attached to the Proposal.

RFP PROCESS SCHEDULE

The current schedule for this RFP is as follows:

RFP Issued	January 23, 2017
Submittal of Questions	January 31, 2017
Response to Questions	February 3, 2017
Proposals Due	February 7, 2017 no later than 5:00 pm
Finalist Identified	February 10, 2017
Consultant Interviews	February 14, 2017
Contract Awarded	February 17, 2017
Work Commences	February 20, 2017
Event Date	June 10, 2017
Contract End Date	June 16, 2017

Questions should be submitted to development@kidscenterky.org. The subject line should read *2017 Walk and Roll Questions*. Answers will be posted online at www.kidscenterky.org with the original RFP.

Submission must be by email (limited to 30 MB); send to development@kidscenterky.org. The subject line should read *2017 Walk and Roll*

CRITERIA FOR SELECTION

Kids Center will make the final selection of the Contractor based on statements that are the most advantageous to the organization. The overall criteria for evaluation are:

- Background and Experience
- References
- Key Personnel
- Subcontracting
- Additional Services



- Fee

Kids Center reserves the right to interview finalists. After evaluation, a recommendation may be forwarded to Kids Center's Executive Director, who may accept or reject such recommendation.

MISCELLANEOUS CONDITIONS

Obligation Only on Formal Contract

The issuance of this RFP, the submission of a response by any firm, and the acceptance of such response by Kids Center does not obligate Kids Center in any manner.

Responses to this RFP will be prepared at the sole cost and expense of the proposing firms. Materials submitted in response to this RFP will not be returned to respondents and may be used by Kids Center as may be in its best interest. By submitting your written proposal, you represent and warrant that your submitted proposal does not contain information that will violate the rights of any third party.

If the firm does not desire for proprietary information in the proposal to be disclosed, the firm must identify all such proprietary information in the proposal. Identification shall be submitted concurrently with the response. Failure to do so indicates that those sections are non-proprietary and may be made available by Kids Center to third parties, upon request, after evaluation and selection.

Kids Center's Reservation of Rights

Kids Center may (i) amend, modify, or withdraw this RFP, (ii) revise requirements of this RFP, (iii) require supplemental statements or information from any firm, (iv) accept or reject any or all responses hereto, (v) extend the deadline for submission of proposals hereto, (vi) negotiate or hold discussions with any respondent and waive defects and allow corrections of deficient proposals that do not completely conform to the instructions contained herein, and (vii) cancel this RFP, in whole or in part, if Kids Center deems it in its best interest to do so. Kids Center may exercise the foregoing rights at any time without notice and without liability to any responding firm or any other party for its expenses incurred in the preparation of the responses hereto or otherwise.

NONDISCRIMINATION AND AFFIRMATIVE ACTION POLICIES

Kids Center complies with all federal, state and local laws, policies, orders, rules and regulations which prohibit unlawful discrimination because of race, creed, color, national origin, sex, sexual orientation, age, disability or marital status.

