



## **Contract Opportunity**

### **REQUEST FOR PROPOSAL: Event Planner**

Date: July 19, 2008

Event Title: Frozen Dead Guy Days

Nederland Area Chamber of Commerce

P.O. Box 85, Nederland, Colorado, 80466

T: 303.258.3936

E: [info@nederlandchamber.org](mailto:info@nederlandchamber.org)

Contact Person: Lindy Bolt

## **1. Background**

The Nederland Area Chamber of Commerce's (NACC) mission is to promote businesses in the Nederland area. Our goal is to include all of the business voices in shaping the economic future of Nederland and the Peak to Peak area. For more information about the Nederland Area Chamber of Commerce visit [www.nederlandchamber.org](http://www.nederlandchamber.org).

The NACC annual event **Frozen Dead Guy Days** will be held on **March 6-8, 2009**. To give you some background, in 1994 the Town of Nederland was swarmed with international attention when the news that "Grandpa" Bredo Morstoel was found frozen in a shed behind his grandson's home, and eight years later, in 2002, the Nederland Area Chamber of Commerce decided it was time to reanimate the story of Grandpa and help its downtown enjoy a lively weekend in the quiet, cold months of winter. Grandpa's grandson Trygve calls it "Cryonics' First Mardi Gras". The international attention has resumed as major media from around the world cover this unique winter festival each year.

## **2. Request for Proposal**

The Nederland Area Chamber of Commerce requests proposals from experienced individuals, organizations or teams acting as the event planner to organize and manage **Frozen Dead Guy Days**. The individual or team acting as the event planner will play the key organizational and supervisory role for the event. The Contracted Event Planner will be responsible for ensuring that all the key people and events come together in a smooth and effective manner. The event planner will work with the Nederland Area Chamber of Commerce board, staff, or relevant committee and will hire and direct other contractors and volunteers.

### **3. The Work**

#### **3.1 Budget and work plan**

The first deliverable for the successful Contracted Event Planner will be a detailed budget, timeline, and work plan incorporating all of the following deliverables in cooperation with staff. This will be due within one month of signing of the contract.

#### **3.2 Communications and Information Management**

- Be the hub of information for the event
- Work with the Technical Program Committee to devise the methodology and outline for the event
- Develop a timeline for distribution of key information and materials.
- Supervise the development, production and distribution of information materials (brochures, web pages, sponsorship packages, on-site materials).
- Work with the Nederland Area Chamber of Commerce to manage the publishing of documents.
- Work with the Nederland Area Chamber of Commerce to design, print and distribute event materials.
- Coordinate with the Nederland Area Chamber of Commerce to target media.

#### **3.3 Financial Management**

- Work with the NACC staff to refine the overall event budget to be approved by the NACC board and ensure any changes to the budget are approved by the NACC board.
- Identify potential funding partners and make requests for sponsorship.
- Request proposals for services and materials to ensure competitive rates for sub contractors are considered.

#### **3.5 Logistics Management**

Hiring and supervising volunteers or sub-contractors for all event associated activities.

#### **3.6 Timelines**

Candidates must be available to begin work on this event effective **October 1 2008**.

### **4. Ongoing Communications and Progress Reports**

Regular updates and written reports will be provided to the NACC Board on a monthly basis leading up to the event, with the possibility of bi-weekly, or even weekly updates available beginning February 1.

Correspondence between the Contracted Event Planner and the NACC will take place through NACC staff Lindy Bolt at P.O. Box 85, Nederland, Colorado, 80466; 303.258.3936; info@nederlandchamber.org

## **5. Development Principles**

The Contracted Event Planner will:

- Ensure that the event remains true to the intent and objectives of the Nederland Area Chamber of Commerce;
- Promote transparency and openness in sub contacting services and materials, including declaration of any interests in or agreements with any supplier of services or materials; and
- Work with NACC to ensure that the event is carried out to meet financial goals.

The Contracted Event Planner will have the overall responsibility for ensuring that the planning and events meet the goals outlined by the NACC.

## **6. Proposal Guidelines**

Submissions must not exceed ten (10) pages and must include but are not limited to, the following components:

- Example of a similar or suggested Work plan: Full details describing the general approach or development strategy, activity plans with time frames and explanations of how the RFP requirements will be achieved;
- Description of the Contracted Event Planner's work in related areas;
- Clear evidence of an understanding of the goals and challenges of a Nederland based event;
- Team profile: An overview of the team's services and relevant experience;
- Team references: Three relevant references;
- References should include client name, contact person, phone number, project description, project duration and results; and
- Budget: A comprehensive breakdown of the costs associated with the event. It is anticipated that the event should produce a profit to help support the Nederland Area Chamber of Commerce.

As supplements to the allotted ten page response, submissions may include a sample of previous work with related references.

## **7. Criteria to be used in Assessing Proposals**

NACC will apply several factors to its assessment of the submitted proposals. In brief, these factors include:

40 points

### **Criterion 1: Work plan**

- Clear description of elements of work
- Addresses expected outcomes
- Identifies who will do the work
- Timelines
- Reporting

35 points

### **Criterion 2: Demonstrated Capacity to do the Work**

- Thorough understanding of the subject
- Relevant knowledge, skills and experience
- Experience planning similar events
- Ability to work as a team and the Contracted Event Planner's ability to take the lead
- Creative approach to the project
- Demonstrated knowledge of the business dynamics of Nederland and how the event can be best positioned for the benefit of NACC members
- Demonstrated ability, capacity and commitment to take on and complete event planning within presented timelines
- Knowledge and experience in large-scale event planning, preferably with events following similar processes as that envisioned for the event
- Understanding the need to promote the event to outside interest groups to ensure high volume attendance.

15 points:

### **Criterion 3: Budget**

- Feasible costs outlined

10 points:

### **Criterion 4: General**

- Completeness
- Overall impression

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TOTAL 100 points

The submitted proposals must achieve a passing mark of 60 to receive further consideration.

## **8. Proposal Logistics**

- Deadline for the proposal is **4:30 p.m. Mountain Standard Time on September 1, 2008**. Proposals sent by fax will not be accepted. Proposals turned in after the due date and time will not be accepted.
- It is the intent of The Nederland Area Chamber of Commerce to select a short list and interview not more than three consultants. Bidders will be notified of an interview by **September 8, 2008**.
- Interviews if required, will take place on **September 10, 2008** in Nederland, Colorado. Travel expenses for interviews will not be paid. For out-of-town bidders, interviews via phone call will be accommodated. Interviewees will be notified of decision by **September 17, 2008**.
- Respondents should submit a single hard copy and an electronic copy over e-mail of their proposals to the following:

Lindy Bolt,  
Nederland Area Chamber of Commerce  
P.O. Box 85, Nederland, Colorado, 80466  
Email: [info@nederlandchamber.org](mailto:info@nederlandchamber.org)

## **Appendix A**

### **TERMS OF ENGAGEMENT**

#### **1. Acceptance of the Proposal**

The Nederland Area Chamber of Commerce reserves the right to refuse any proposal. The RFP should not be construed as a contract to purchase services. The Nederland Area Chamber of Commerce shall not be obligated in any manner until a written agreement relating to an approved proposal has been duly executed.

#### **2. Proposal Revisions**

Proposal revisions must be received prior to the RFP submission/closing date and time.

#### **3. Financing of Proposals**

The Nederland Area Chamber of Commerce will not pay the cost associated with preparing and submitting proposals.

#### **4. Acceptance of RFP Conditions**

Receipt of proposal offer will be considered acceptance of the terms outlined in this RFP by the Contracted Event Planner, and will be incorporated in the proponent's proposal.

#### **5. Subcontracting**

Subcontracting is allowed as a condition of the anticipated contract for service. When allowed, proposed subcontractors must be listed. Joint proposal submissions must indicate which proponent has overall responsibility for project management. Subcontracting with individuals or organizations not listed in the initial presentation, must get Nederland Area Chamber of Commerce Board approval.

#### **6. Project Contract**

The Nederland Area Chamber of Commerce will contract with the team leader from the successful event team. The team leader will assume all responsibility for the design team.

#### **7. Negotiation Delay**

If a written contract cannot be concluded within a reasonable period of time of notification to the designated proponent, The Nederland Area Chamber of Commerce may, in its sole discretion, terminate negotiations with that proponent and either negotiate a contract with another proponent of its choice or choose to terminate the RFP process and not enter into a contract with any of the proponents.

#### **8. Proposals as Part of Contract**

Proposals may be negotiated with proponents and, if accepted, may form part of any contract awarded.

#### **9. Indemnification**

Contracted Event Planner hereby indemnifies and holds The Nederland Area Chamber of Commerce harmless of, from and against all claims, losses, damages, costs, expenses and other actions made, sustained, brought, threatened to be brought or prosecuted, in any manner based upon,

occasioned by or attributable to any communication or action by Contracted Event Planner in the performance or purported performance of this Agreement by Contracted Event Planner; injury or death of a person, or loss or damage to property caused or alleged to be caused by Contracted Event Planner in carrying out this project claims relating to the infringement of copyright, trade marks, confidential information or any other intellectual property rights or the use of any other content of the research for which Contracted Event Planner was required by this Agreement to obtain permission(s).

#### 10. Assignments and Subcontracting

Contracted Event Planner shall not assign this Agreement in whole or part without the prior consent of The Nederland Area Chamber of Commerce and any assignment made without that consent is void and of no effect.

#### 11. Default

The following constitutes Events of Default:

11.1 Contracted Event Planner becomes bankrupt or insolvent or is placed in receivership or takes the benefit of any statute relating to bankrupt or insolvent debtors;

11.2 An order is made or resolution is passed for the winding up of Contracted Event Planner, or Contracted Event Planner is dissolved;

11.3 Contracted Event Planner is in breach of the performance of, or compliance with, any term, condition or obligation on Contracted Event Planner's part to be observed or performed, NACC had notified Contracted Event Planner in writing of such breach, and Contracted Event Planner has not remedied such breach within a reasonable time subsequent to the written notification;

11.4 Contracted Event Planner has submitted false or misleading information to The Nederland Area Chamber of Commerce; In the opinion of The Nederland Area Chamber of Commerce acting reasonably, Contracted Event Planner has failed to make satisfactory progress in carrying out the project.

11.5 If an Event of Default occurs, The Nederland Area Chamber of Commerce may avail itself of the following remedy:

(a) Immediate termination of this Agreement. Upon termination, The Nederland Area Chamber of Commerce shall cease to have any obligation to make further payment of the eligible costs of the Project, with the exception of amounts owing on project deliverables or activities completed.

#### 12. Non-Waiver

It is understood and agreed that either party may waive any provision of this Agreement intended for such party's sole benefit, but it is further agreed that any waiver of the performance of any condition by the other party shall not constitute a continuing waiver of any other or subsequent default, but shall include only the particular breach or default so waived.

#### 13. Disclaimers/Limitations of Liability

Neither acceptance of a proposal nor execution of an Agreement shall constitute approval of any activity or development contemplated in any proposal that requires any approval, permit or license pursuant to any federal, provincial/territorial, regional district or municipal statute, regulation or by-law. It

is the responsibility of the Contracted Event Planner to obtain such prior to commencement of the services under the proposed contract.

#### 14. Copyright

The copyrights, trademarks and other intangible or tangible rights relating to the underlying Works belong to NACC, and shall be delivered forthwith to The Nederland Area Chamber of Commerce upon completion of the particular project, or as otherwise requested by The Nederland Area Chamber of Commerce. Contracted Event Planner waives all moral rights in these Underlying Works and warrants that authors who have created any Underlying Works subject to copyright protection. Upon termination of the Agreement, Contracted Event Planner shall deliver to The Nederland Area Chamber of Commerce release forms as required by The Nederland Area Chamber of Commerce which prove that all necessary rights have been cleared in the Underlying Works and in the research, including any copyrights, trademarks or other intellectual property.

#### 15. Other Purpose

This document or any portion thereof, may not be used for any purpose other than the submission of proposals.

#### 16. Disclosure

All documents submitted by proponents shall become the property of The Nederland Area Chamber of Commerce.

Nothing in this RFP is intended to relieve a proponent from forming its own opinions and conclusions in respect to this RFP.

The Nederland Area Chamber of Commerce reserves the right to modify the conditions of the RFP, at any time up to the closing date and time.