



REQUEST FOR PROPOSAL: FUNDRAISING EVENT MARKETING/PR

Posted: June 15, 2022

Response Deadline: June 29, 2022 (11:59pm)

OVERVIEW: The Omega Community Development Corporation (“Omega CDC”) is seeking a qualified and experienced event Marketing & Public Relations Firm (“Marketing/PR”) to manage the media, printed materials, and public relations for Omega CDC’s 25th Anniversary Gala (“Gala”), to be held at Sinclair Community College (“Sinclair”) on Monday, November 14, 2022. The Marketing/PR services include but are not limited to design work for event logo and branding, printed materials (including event program), mailings (Save-the Date and Invitation), social media and public relations management, including day-of-event support. Gala event will host 500 guests, including a renowned Keynote Speaker, elected officials, and community residents. For more detailed information, see SCOPE OF WORK section of this Request for Proposal (“RFP”) below.

ORGANIZATION BACKGROUND: The Omega Community Development Corporation (CDC) is a 501(c)(3) non-profit organization established by the Omega Baptist Church in 1997. Our mission is to equip individuals, families, and children with resources, tools, and opportunities to break the cycle of generational poverty and achieve self-sufficiency through education, workforce development, and advocacy. With over 20 years of active involvement in the community, Omega CDC has developed a strong presence in Northwest Dayton and built a unique level of trust and familiarity with thousands of local residents and numerous community organizations.

To strengthen and expand its impact, the Omega CDC has developed a multi-phased strategic plan to re-develop a 30-acre property in Northwest Dayton in collaboration with government, education, healthcare, and other nonprofit and social service agencies in Dayton and across Miami Valley. To date, the multi-phased development has included the opening of the Omega Senior Lofts (affordable senior housing) in May 2020; the Hope Center for Families, which opened in November 2021; and future plans for dedicated space for outdoor recreation, a community garden, soccer field, amphitheater, and a worship center.

EVENT PURPOSE: To celebrate Omega CDC’s 25 years of service to the Dayton Community and the Hope Center for Families’ first year of operations in Northwest Dayton by raising awareness and financial support for Omega CDC’s continued mission and commitment.

SCOPE OF WORK: The Marketing/PR Firm will be expected to provide all services necessary and appropriate to publicize, market, and communication for Omega CDC’s 25th Anniversary Gala, including but not limited to the services (“Services”) detailed herein.

The Services outlined herein is not intended to be exhaustive. The selected Marketing/PR Firm will be expected to be, among other needed skills: organized; detailed oriented; flexible; an effective verbal and written communicator; calm under pressure; and a negotiator in the best interest of the Gala and Omega CDC.

A. DESIGN WORK

- Create event logo to be utilized in website development, social media, and all printed materials
- Design and fulfill print orders and social media content for Save-the-Date, Invitations, event updates and communications, Thank You Cards, etc.

B. EVENT MARKETING

- Establish timeline for marketing and public relations, in alignment with event planning timeline.
- Ensure materials are printed and disseminated appropriately.
- Draft copy to be utilized in social media posts, e-mails, and press releases at regular intervals before, during, and after the gala event.
- Work closely with Omega CDC Development & Community Engagement Committee of the Board of Directors and Event Planning to align design and marketing strategy with overall look and theme of Gala, including the layout and flow of Gala, and to ensure effective internal communications and a collaborative and cooperative process.
- Draft, manage, and finalize the Gala's marketing plan, budget, timelines, deployment schedule and oversee execution of all related tasks.
- Identify potential challenges and recommend solutions.
- Serve as liaison with vendors, sponsors, and other Gala stakeholders ("Third Parties") and upon Omega CDC's written request, serve as proxy for certain matters.
- Exercise duty of loyalty and good faith in favor of Omega CDC when negotiating with third parties (Event Planner will present all contracts to Omega CDC for final approval).

C. DELIVERABLES

- Develop and update a detailed marketing plan for Omega CDC with estimated delivery dates and agreed upon budget, which details anticipated tasks and required expenses.
- Maintain a budget spreadsheet of vendor costs related to Gala.
- Secure the best possible pricing for all expenditures relating to Gala, providing documentation (unless waived by Omega CDC) showing that a competitive, fair and transparent Request for Quotations process was used and followed, where applicable.
- Oversee and manage all approved vendor relationships and ensure vendor deliverables are delivered on-time and maintain a vendor list as vendors are confirmed.
- Manage submission of all invoices to ensure payments can be made in a timely manner
- Design and produce a Video Presentation demonstrating community impact and continuum of services
- Design, develop, and ensure completion including but not limited to the following:
 - Event Logo
 - Save-the-Date postcards and digital media
 - Event Invitations
 - Social Media content
 - Press Releases
 - Event program book, including sponsorships and organization impact report
 - Event program production content (slide presentation)

D. GENERAL MANAGEMENT

- Provide general administration, management, day-of execution and manage on-site Gala registration.
- Create weekly reports for follow-ups and identify who should receive the reports.
- Participate in bi-weekly meetings for the event.
- Coordinate engagement with members of the media community, to include news interviews and stories before, during, and after the event.
- Prepare post-event evaluation report with recommendations to Omega CDC, including:
 - final expense report for budget reconciliation to include in-kind donations, discounts, and actual costs.
 - Social media impressions and marketing impact
- Work with Omega CDC staff to ensure sponsorship packages are fulfilled appropriately, to include ads in program book, social media posts, etc.; and
- Other duties as assigned.

REQUEST FOR PROPOSAL CRITERIA:

Each Request for Proposal (RFP) response will be evaluated according to the following criteria by the Omega CDC Development & Community Engagement Committee including executive staff, board members, and volunteers:

- Consultant is registered with an official organization, with proof of state-provided Certificate of Good Standing.
- Understanding of the nonprofit landscape in Dayton or similar communities.
- Prior success in completing Marketing/PR work for large-scale fundraising events
 - Applicants should include examples of previous successful related work.
- Project management experience
- Proposed fee (maximum request: \$15,000)

TIMELINE:

- Deadline for Responses: June 29, 2022
- Deadline Committee Decision: July 6, 2022
- Project Commencement: July 11, 2022
- Gala Event: November 14, 2022
- Deadline for Final Close-Out Report: January 31, 2023

SUBMITTAL REQUIREMENTS:

1. Four (4) page maximum proposal addressing RFP criteria and proposed plan for reaching desired goals and achieving deliverables in scope of work. Response must include examples of previous work.
2. Three (3) references with contact information (name, e-mail, phone number) including description of marketing project (deliverables, scope).
3. Portfolio/Samples of previous work related to the services, including final report, photos, links, or other media demonstrating expertise is required.

Submission must be received per the e-mail listed below by 11:59pm ET on June 29, 2022.

Send proposals to: theomegacdc@gmail.com with “Omega CDC Event Marketing” in the subject line and all required components attached to the e-mail.

Follow-up phone/virtual interviews may be requested. The Development & Community Engagement committee will select a facilitator by July 6, 2022. If no applicant matches the criteria listed above, the Omega CDC withholds the right to extend the RFP submission deadline.

Special Note: Selected vendors will present proposed project plans and timelines to the Development & Community Engagement Committee on July 20 at 8:30am.

Questions regarding this Request for Proposal may be submitted directly to Rachel Ward, Director of Operation & Strategic Initiatives at rachel.ward@omegacdc.org.