



PROJECT SCHOLARS

Request for Proposals

EVENT MANAGEMENT SERVICES

for

Pig on the Pond Community Festival

October 14-16, 2022

Project Scholars
P.O. Box 121543
Clermont, FL 34712

Objective of this Request for Proposals

The purpose of this request is to solicit proposals from qualified candidates for event management services for Pig on the Pond Community Festival, October 14-16, 2022.

Upon completion of the review process, Project Scholars intends to select the most qualified candidate resulting in a contract that extends through 2022 and up to a period of twelve (12) months beginning around February 1, 2022, or as soon as the agreement is signed by both parties.

Prior to completion of the initial term of the contract, Project Scholars shall have the option to renew the contract for an additional twelve (12) month period.

The selected individual or organization will perform the event management duties requested as an independent contractor and not as an employee of Project Scholars.



Pig on the Pond at Waterfront Park, Clermont

About the Event

Pig on the Pond is a three-day, family-friendly event held at Waterfront Park in Clermont. The event has an attendance of about 20,000 and was founded in 1998. This popular event is the largest and longest-running event in south Lake County. The Event includes:

- A carnival
- Live entertainment
- Fireworks
- Food and beverages
- Beer garden
- People's Choice BBQ competition
- Junior Grillmaster competition
- Pig racing
- Kids Zone
- Sponsored booths with activations

The event is held at the City's 23-acre Waterfront Park on the shore of Lake Minneola. In addition to sponsors, the event partners with about 20 local, nonprofit organizations who offer food and beverages to raise funds for educational purposes.

The venue includes:

- The Highlander Building, which serves as a headquarter for the event.
- The Highlander Pavilion, a large stage attached to the building that includes a covered seating area.
- Parking lots, trail and boat ramp.

The stage entertainment showcases local talent and performances from community members, church groups, dance studios, school choruses, etc., in addition to some professional headliners. The event is an attractive marketing and community relations opportunity for sponsors, including the City of Clermont, several large corporations and media outlets. Some have already made multi-year commitments.



About Project Scholars

Project Scholars is a 501(c)(3) nonprofit organization based in Clermont, Florida, the largest city in Lake County.

Our tagline: Nurturing Dreams Through Education

Our mission: Project Scholars was organized to provide educational scholarships and other support to local students, positioning them to lead successful and impactful lives in the community. Every year, we award four-year, \$10,000 scholarships to four graduating seniors from south Lake County who demonstrate financial need, academic achievement and leadership. To date, we have awarded about a half-million dollars in scholarships to deserving students. The annual Pig on the Pond Community Festival is the main fundraiser for our scholarship program.

The organization is led by a 15-member board of volunteers. More about the organization at www.ourprojectscholars.org.



Overview

We are seeking an enthusiastic, experienced Event Manager to produce the Event from conception through completion. This Event Manager reports to the Project Scholars Board of Directors and will be responsible for the planning and execution of the Event on October 14-16, 2022. The ideal candidate will have strong festival and event management experience, is a good communicator and is able to plan, work and execute with limited supervision. The selected contractor should be highly organized, flexible, and thrive in an environment that requires sound decision-making and the ability to handle multiple projects.

The contractor will be able to provide full management and oversight of the Event with the assistance of Project Scholars' Executive Committee and City of Clermont staff. Regular updates to the Board of Directors, including attendance when requested at the monthly Board meetings, is required.

The Event Manager will work with designated board members to create an Event Operational Budget for all costs not covered under the Event Manager's service fees outlined in this RFP. That Budget will be subject to Board approval and is not part of this RFP submission.

Scope of Services

Prior to the Event

- Work with the Board to create a “big picture” concept of the festival.
- Manage all project elements in a timely manner and within the scope of the budget.
- Provide clear, written monthly reports to the Board and be available when requested to attend monthly Board meetings.
- Be reasonably accessible to answer questions that may arise from the Board and other stakeholders.
- Work with the Board or its designees to create and implement event-related activities, including but not limited to: the Chili Challenge and BBQ competitions.
- Create a master timeline to include milestones leading up to, during and after the event.

Marketing

- In conjunction with the Project Scholars Board, and any designees, develop a marketing plan for the Event.
- Create and distribute press releases, develop print, radio and/or TV marketing plan, including public interest stories for media.
- Create a social-media marketing plan and update all social media platforms with Event-related materials.

Sponsorship/Vendors/Volunteers/Nonprofits

- Secure and manage all sponsorship revenue.
- Negotiate and manage all vendors, Kid Zone participants, nonprofit organizations, and paid entertainment via invoice or written contract, including the carnival and fireworks vendors.
- Coordinate all necessary stage set-up. Organize stage performers and create a “run-of-show” production schedule for the stage entertainment.
- Solicit, coordinate and manage about 100 volunteers, including returning volunteers. Schedule their activities and communicate with them, including holding an orientation session before the event.

Permits, Licensure, City Interaction

- Collaborate with government officials to secure all approvals and any necessary permits required for the Event.
- Liaison with Lake County, City of Clermont, Clermont Police and Fire Departments and other shareholders. Oversee compliance and coordination with all insurance, legal, health, and safety obligations (including fireworks and carnival requirements).

Week of Event

- Have a proactive approach to handling issues and troubleshooting any emerging problems during Event week.
- Manage all on-site sponsor/vendor fulfillment including, but not limited to, banner placement, load-in of special supplies to sponsor areas/tents.
- Manage walk-through with vendors and logistic partners, including but not limited to, tent set-up, carnival set-up, fireworks set-up, and vendor set-up. Work with police and fire

departments to address any parking, street closure and/or other safety concerns related to each activity.

- Ensure all sponsors and vendors have paid any fees due prior to the event.

Post-Event

- Develop a report that evaluates the impact of the event and present the report to the Board with measurable elements agreed upon prior to the event.
- Issue a final budget report to include sponsorships, in-kind donations, discounts, and expenses.



Submitting the Proposal

Proposals should only contain information that is requested. Please include the following items:

Section 1. Executive Summary

- Event Manager's name, company name, address, telephone number, and email address.
- An overview of your organizational chart, areas of specialization, and years of experience.
- An overview of any education and/or specialized training related to event management.

Section 2. Proposed Fees for Services

- Please submit a tentative budget that includes all your anticipated costs and fees associated with planning and executing the Event. This is for your service fees only. See "Overview" regarding the Event Operational Budget.

Section 3. Scope of Work Response

- Describe how you propose to manage the Scope of Work for the Event.
- Describe strengths and challenges that you foresee regarding the Event.
- Include a brief statement about any key relationships that you or your company have that may bring added value (i.e., sponsorships, media opportunities) to achieve a successful event.

Section 4. Event Experience

- Briefly describe three to eight events performed in recent years that best illustrate your ability as an event manager at an outdoor event. We are especially interested in festivals or similar events.
- For each event please provide a. Event name and location. b. Venue size and attendance. c. Event representative's name and contact information. d. Date the event occurred. e. Projected and final budget of the event – if available to share.

Section 5. Expertise in the Nonprofit Sector

- Briefly describe your experience working with sponsors and volunteers.



Questions and Deadline

- Questions about this RFP should be directed by email to dorisbloodsworth@gmail.com. Phone calls will not be accepted.
- Respondents are asked to provide their proposal in Word or PDF format as soon as possible. Email to dorisbloodsworth@gmail.com or complete the online proposal at www.pigonthepond.org. **Proposals will be considered as soon as they are received** and may result in a follow-up interview.
- Proposals must be submitted **before January 21, 2022**.

Next Steps

- Project Scholars Board will notify all applicants of their status as soon as a decision has been made about choosing an Event Manager.
- It is the goal of Project Scholars to contract with the chosen Event Manager at the earliest possible time to allow for adequate time to plan for a successful 2022 Pig on the Pond Community Festival.

