Bremerton Rotary Foundation
Request for Proposal for Bremerton Blackberry Festival Event Management

The Bremerton Rotary Foundation is seeking qualified event manager(s), group or company to plan and execute the 2020 annual Bremerton Blackberry Festival.

About the Bremerton Blackberry Festival (www.BlackberryFestival.org)

The Bremerton Blackberry Festival (BBF) is free, family-friendly festival held on Bremerton’s picturesque waterfront over Labor Day weekend. Each year, 15,000+ people turn for the free entertainment, festive atmosphere and their favorite berry treat. The 2019 festival is the 30th anniversary of this beloved Kitsap County event. Assuming a successful 2020 outcome, the winning event manager(s), group or company will be offered management of the 2021-2025 BBF. In 2012, the Bremerton Rotary Club, through its Bremerton Rotary Foundation, took over the management of the Blackberry Festival, which is one of the club’s two annual fundraisers for the Foundation. The Bremerton Rotary Foundation provides scholarships for local students, and donates thousands of dollars annually to local non-profits, projects, parks and events, as well as international projects.

SELECTION PROCESS & TIMELINE (subject to change)

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>July 1</td>
<td>Last day for written questions.</td>
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<tr>
<td>July 8</td>
<td>Questions published / responded to all and published on website.</td>
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<td>July 19 @ 5 p.m.</td>
<td>Final deadline for all RFP</td>
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<td>July 22-31</td>
<td>Interviews</td>
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<td>August 15</td>
<td>Contract awarded no later than.</td>
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Proposals must be submitted as a PDF to Secretary@BremertonRotary.org. If supporting documents are not available electronically, they can be mailed or delivered by the deadline to P.O. Box 242 Bremerton WA 98337 United States (items will be returned upon written request in RFQ).

**DO NOT CONTACT VIA ANY OTHER ADDRESS OR EMAIL.**

By responding to this RFP the applicant agrees to be responsible for fully understanding the requirements of the RFP and will ask any questions to make sure that understanding is gained. Bremerton Rotary reserves the right to reject any or all responses to the RFP, to advertise for new responses, or to accept any RFP response deemed to be in the best interests of Bremerton Rotary.
Acceptance of any RFP should not be construed as a contract nor shall indicate any commitment on the part of Bremerton Rotary Foundation for any future action. The RFP does not commit Bremerton Rotary Foundation to pay for any costs incurred in the submission of a response to this RFP or for any cost incurred prior to the execution of a final contract.

QUESTIONS

Any questions or clarifications regarding definitions or interpretations of this RFP must be submitted via email (no phone calls) no later than July 1, to Secretary@BremertonRotary.org. DO NOT CONTACT VIA ANY OTHER ADDRESS OR EMAIL.

SCOPE OF WORK:

This event has been in existence for 30 years and many of the processes and partnerships are well established. Contractor will have access to all past festival files, and a detailed event management timeline will be provided. The following is an overview of the scope of work.

1. Manage all event logistics
   • Create, manage and reconcile event budgets, expenses and timelines.
   • Monthly financial statements including balance sheet, income statement and comparison to prior year must be submitted no more than 30 days after the end of each month to the Bremerton Rotary Foundation. The current BBF Quickbooks company file is to be utilized to record all transactions.
   • Adhere to project timelines and budget guidelines
   • Coordinate with the City of Bremerton (COB), Bremerton Police Department (BPD) and Bremerton Fire Marshall to obtain required permits and ensure that all BBF activities meet state and local requirements
   • Coordinate logistics with all event partners including which currently include the City of Bremerton, Waste Management, Diamond Parking, IMPark, Bremerton Police Department, Boy Scouts, Olympic College, etc.
   • Provide list of vendors to the Kitsap Public Health as requested
   • Coordinate vendor parking & vendor shuttle with Olympic College
   • Coordinate/communicate/collaborate with other organizations hosting local events over Labor Day Weekend (Ways Goose, Bremerton Fly-In, etc.)
   • Work with the BBF advisory committee to secure adequate event insurance.
   • Facilitate event planning meetings with partners and volunteers prior to event (date location determined by contractor)
   • Schedule all event entertainment
   • Manage master schedule of events
   • Produce/procure event supplies & signage as needed.
   • Manage/organize/inventory all event materials
   • Direct and manage on-site event set up and clean-up
   • Direct and manage volunteer committees, both pre-event and on-site
2. **Sponsorship Management**

Procure and manage all event sponsorships

- Work with the BBF advisory committee to establish/adjust sponsor benefits and levels for festival.
- Update sponsor materials (solicitation letter, outline of sponsor benefits, etc.)
  - Festival designer
- Renew existing and solicit new event sponsors
  - Bremerton Rotary to provide a list of current, past and potential sponsors.
  - Contractor to coordinate with BBF Advisory to determine if there is a Rotarian who should be involved in solicitation of some sponsors due to an existing relationship.
- Develop and maintain cloud-based sponsor database.
- Manage all sponsor recognition
  - Gather/manage all sponsor information and benefits (ensure correct sponsor logos are on all printed materials/website and sponsor receives FB mentions, etc.)
  - Work with BBF Advisory Committee to coordinate sponsor visits to Rotary luncheon for acknowledgment (to be scheduled prior to 10/31)

3. **Manage relationships with event vendors.**

- Solicit and select vendors
- Manage vendor database with all contact information and event documentation.
- Facilitate vendor placement throughout event (Boardwalk and 2nd Avenue)
- Manage all communication with vendors, responding to inquiries in a timely manner.
- Coordinate vendor shuttle

4. **Develop and oversee the implementation of the marketing campaign.**

- Work with BBF designer to develop Festival poster, ads, social media graphics, Kitsap Sun insert, etc.
- Update web content
- Manage BBF Facebook page and FB messages
- Negotiate Kitsap Sun partnership
- Facilitate distribution of BBF posters, flyers, etc.
- Arrange for BBF banner to be hung downtown
- Contact local businesses to request reader board promotions

5. **Manage and execute event debrief including analyzing surveys as well as recommended improvements/changes.**

- Evaluate, analyze and report results for the event.
- Facilitate a vendor survey no later than 10/1 to gather feedback and ideas from all vendors.
• Help BBF Advisory Committee coordinate an event debrief and/or volunteer/participant/sponsor survey.
• Assist members of the Bremerton Rotary Club in their annual financial audit of the Blackberry Festival

QUALIFICATIONS
• Minimum of 3 festival operations or like experience, in all aspects of event planning with proven success required.
• Proven organization and project management skills and experience
• Effective communication (oral and written)
• Top-notch customer service skills
• Ability to work well under pressure of event deadlines
• Ability to prioritize tasks in a fast paced environment
• Must be a results-oriented problem solver
• Energetic, innovative, creative self-starter
• Knowledge of Bremerton and Kitsap County and the Northwest.

REPORTING STRUCTURE:
The contractor will report to a Blackberry Festival Advisory Committee, comprised of a minimum of three Rotarians, including one who is a member of Bremerton Rotary’s Board of Directors.

Contractor will be asked to attend Bremerton Rotary Club luncheons and board meetings periodically to provide updates to members.

EVENT BUDGET / FUNDRAISING
The operations budget for this event is approximately $70,000. This budget does not include management fee but does include: marketing, promotions, entertainment and logistical costs.

The expectation is that the contractor will work to find efficiencies, cost savings and additional revenue/sponsorship opportunities with the goal of raising as much money as possible for the Bremerton Rotary Foundation.

Contractor will manage BBF event costs within the scope of the approved budget; the festival advisory committee must approve any expenditure greater than the approved budget.

REQUIRED INFORMATION: All applicants must submit the following information:
1. Name:
2. Business name (if applicable)
3. Mailing address
4. Email address(es)
5. Phone number(s)
6. Website
7. Social media
8. Number of employees (if applicable)
9. Names of employees who would be involved in BBF management
10. Description of services offered
11. List of other similar events managed with a description and budget of each
12. A minimum of three customer or relevant references
13. Resume(s)
14. Relevant work samples and/or case studies of other events managed
15. Statement of interest and qualifications (tell us why we should hire you!)
16. Compensation proposal / fee structure