



REQUEST FOR PROPOSAL FOR EVENT PLANNER MINORITY CORPORATE COUNSEL ASSOCIATION

I. OVERVIEW.

The Minority Corporate Counsel Association (“MCCA”) is seeking a qualified and experienced event planner (“Event Planner”) to manage the execution of MCCA’s Diversity Gala (“Gala”), to be held in New York City at TBD venue on Wednesday, October 11, 2023. The Event Planner’s services include, but not limited to concept development, planning, assistance with sponsorship invoicing, event production, and overall event management coordination, including day-of-event coordination, budget management, programming, and implementation. For more detailed information, see SECTION IV. SCOPE OF WORK of this Request for Proposal (“RFP”) below.

II. ORGANIZATIONAL INFORMATION.

MCCA is a 501(c)(3) nonprofit organization founded in 1997, that is committed to advancing the hiring, retention, and promotion of diverse lawyers in law departments and law firms by providing research, best practices, professional development, and training, and through pipeline initiatives. MCCA’s vision is to make the next generation of legal leaders as diverse as the world we live in a reality.

III. EVENT DESCRIPTION.

The MCCA Diversity Gala, coinciding with the Creating Pathways to Diversity® Conference, is MCCA’s signature, annual fundraising event, with an attendance of up to 900 attendees pre-covid. For 2023, we anticipate between 600 – 700 guests. The funds raised from our Gala support MCCA’s key research, conferences, and professional development programming throughout the year.

The Gala features an elegant networking reception and an awards program honoring individuals, corporate legal departments and law firms championing diversity, equity and inclusion in the legal profession. We recognize the MCCA Lifetime Achievement Award recipient, an individual who has made significant advancements in engendering a society that fully appreciates, celebrates, and recognizes the value of diversity. Additionally, the Thomas L. Sager Award winner as well as the Employer of Choice are honored at this premier event, attended by leaders in the legal community from Fortune® 500 companies and top law firms.

The official website of MCCA’s Diversity Gala 2023 is forthcoming but information about past Diversity Galas can be found [on our website](#).

Below is the tentative timeline for the Gala:

October 11, 2023

6:00 - 8:00 PM: Networking receptions (need to separate spaces—one for 150 VIPs and another for 600 General Admission people)

8 - 8:30 PM: Transition

8:30 - 9:30 PM: Awards Ceremony in a Theatre or space that can hold (750) people

9:30 - 9:50 PM: Transition

9:45 - 11:00 PM: Passed Dessert, passed wine & bar (back in reception spaces)

11:00 PM: events ends, everything closes

11:30 PM: all guests out

Note: this does not include set up and load out time which we will need.

IV. SCOPE OF WORK.

MCCA will be responsible for invitation management and distribution, event marketing, registration, securing sponsorships, content creation, awards selections, and venue contracting.

The Event Planner will be expected to provide all services necessary and appropriate to manage and execute MCCA's 2023 Gala, including but not limited to the services ("Services") detailed herein.

The Services outlined herein is not intended to be exhaustive. The selected Event Planner 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 MCCA.

a. EVENT MANAGEMENT

- Establish regular ongoing communication and provide agendas with MCCA and work closely with MCCA to determine 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 project plans, budgets, timelines, deployment schedule and oversee execution of all related tasks;
- Identify potential challenges and recommend solutions;
- Serve as liaison with vendors, venues, sponsors, and other Gala stakeholders ("Third Parties") and upon MCCA's written request, serve as proxy for certain matters;
- Ensure Gala complies with applicable laws and regulations; especially local safety COVID-19 guidelines
- Ensure all authorized agents and/or staff of Event Planner are qualified to perform services in accordance with best industry standards (Event Planner will not subcontract any tasks to third parties without MCCA's prior written consent); and
- Exercise duty of loyalty and good faith in favor of MCCA when negotiating with third parties (Event Planner will present all contracts to MCCA for MCCA's final approval).

b. DELIVERABLES.

- Develop and update a detailed project plan for MCCA 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 MCCA) showing that a competitive, fair and transparent Request for Quotations process was used and followed, where at least three vendors were considered and details supporting the reasoning as to why the selected vendor is ultimately recommended;
 - 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
 - Meet and act as primary point of contact for related vendors, including but not limited to the following:
 - Venue
 - Food & beverage
 - Production, to include the following:
 - Audio and Visual;
 - Lighting;
 - Set design and fabrication;
 - Décor;
 - Branding and design, to include the following:
 - Printing (table signs, sponsor and other signage, advertising materials, program book, etc.)
 - Entertainment
 - 2 acts that are diverse; could be another nonprofit group
 - Propose entertainment options within the parameters MCCA sets
 - Liaise with any security details as needed;
 - Provide MCCA with regular updates of Gala progress on timeline;
 - Draft, manage, and distribute a complete production schedule for the entire Gala, including load in, setup, rehearsals, and strike, to all parties, including but not limited to the client, vendors, and venue;
 - Collaborate with MCCA to develop a script outline, gather remarks, and review all content;
 - Provide timing cues to the overall event script to keep program on time and on message;
 - Produce a final script and distribute to participants, including the emcee, in advance of technical rehearsals;
 - Develop a deployment schedule for execution of day of Gala and days leading up to Gala;
 - Participate in weekly client meetings (or conference calls through any electronic means) or any additional meetings and/or calls as needed, or reasonably requested by MCCA, including scheduling and walk-throughs;
 - Submit a post-event evaluation report with recommendations to MCCA;
 - Prepare final expense report for budget reconciliation to include in-kind

- donations, discounts, and actual costs;
- Provide participant, vendor, and sponsor evaluations and thank you letters; and
- Other duties as assigned.

c. GENERAL MANAGEMENT.

- Provide general administration, management, day-of execution and manage on-site Gala check-in process;
- Create weekly reports for follow-ups and identify who should receive the reports;
- Arrange and manage seating arrangements for VIPs;
- Manage the seating process for all guests prior to Gala; even though this is not a seated dinner, there will be reserved theatre style seating for VIPs
- Ensure all VIP guests, dignitaries, and sponsors are seated appropriately at Gala;
- Ensure all required insurance certificates are obtained;
- Recruit, train, and supervise all staff at Gala;
- Oversee the design, sound, lighting and construction of a set that is appropriate for the venue and the needs of Gala;
- Oversee the design, sound and selection of stage set, including video screens, podium, and furniture;
- Oversee the design lighting, sound and technical layout including video screens, cameras, and teleprompters; and
- Ensure a full walk-through/rehearsal prior to the Gala.

d. SPONSORSHIP FULFILLMENT.

- Work with MCCA staff to ensure sponsorship packages are fulfilled appropriately at Gala, to include ticket and seat fulfillment
- Invoice and track sponsors within 1 business day of being introduced by MCCA team

e. ON-SITE MANAGEMENT

- Provide a Front of House Manager to oversee On-Site Management, as detailed herein;
- Oversee setup and strike of equipment, furniture rentals, AV, staging, room setups, signage, sponsors space, registration, gift bags, and any other related line items;
- Manage staff for Gala;
- If necessary and approved by MCCA, recruit, train and supervise paid staff for positions not filled by volunteers;
- Execute the overall direction on Gala logistics;
- Manage the VIP and general admission ticket process; and
- Determine will-call hours and processes.

f. STAGE MANAGEMENT

- Provide a Stage Manager (if needed) to oversee the execution of the program, as detailed herein;
- Designate a staff member to support all participants before and during the event,

including on-site greeting, hold room arrangements, and ensuring smooth program participation;

- Draft, update, and finalize run of show documents including cue-to-cue;
- Oversee the execution of the program;
- Provide a Director to oversee the execution of all A/V elements in coordination with the Stage Manager and program;
- Schedule and manage rehearsals and draft briefing documents for program participants in collaboration with MCCA;
- Schedule, manage, and supervise all rehearsals, video test runs, complete program rehearsal, performance rehearsals, etc.; and
- Supervise and manage teleprompter operator and uploading of the script.

g. ARTIST MANAGEMENT

- Work with MCCA to support all program participants before and during Gala (including any contractor performers);
- Secure and manage air and ground transportation (if applicable);
- Secure and manage hotel accommodations (if applicable);
- Draft and provide briefing information and transportation confirmations;
- Provide on-site greetings, assign dressing rooms, and manage hold room, including any rider fulfillment; and
- Procure any necessary backline rentals.