



**City of Tampa Black History Committee, Inc.
General Scope of Services for
Event Planner/Promoter**

EXHIBIT #1

City of Tampa Black History Committee, Inc. is seeking the services of an Event Planner/Promoter to assist with fundraising and event planning of related events. The desired scope of service is listed below. If interested please complete a response using the guidelines that have been provided. (See Exhibit #2)

Herein the Event Planner/Promoter will be referred to as the “*contractor*” and the City of Tampa Black History Committee, Inc. will be referred to as “*COTBHC*”. *The “contractor will ultimately be responsible for complying with all the COTBHC’s organizational decisions.” Some responsibilities will be subject to change based on the event.*

I. Fundraising/Vendor Coordination

- a. Solicit funds necessary to cover all expenses for the event
- b. Coordinate Vendor Management for the event
- c. Coordinate Sponsor Management for the event
- d. Maintain vendor database
- e. Maintain guest/special guest/participant database

II. Event Management

- a. The *Contractor* will be responsible for all aspects of producing the Event, including publicity, permits, crowd control devices, etc.
- b. Direct liaison with the *COTBHC* Committee and all Sub Committee’s, as appropriate, for direction and input
- c. Attendance at organizing and sub-committee meetings, as needed
- d. Direct contact and responsibilities related to all contracted venues for event program
- e. Coordinate all vendors’ registration and management. Ensure provision of goods and services for event via written, specific confirmations, including all details for delivery, dress code, etc
{Note *COTBHC* will approve all vendors and not the planner/promoter}.
- f. Provide a dedicated team of event professionals to service account throughout planning process and the event
- g. Develop on-line registration site (note this may be required to link to the *COTBHC*’s website)
- h. Provide assistance with registration packets and personnel, badges and equipment

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- i. Hire security and handle related on site requirements, etc.
- j. Coordinate all hotel and transportation needs (only if applicable)
- k. Coordinate CAD drawings to predetermine site set-up
- l. Monitor budget and interface with client, ongoing
- m. Coordinate press arrangements and media communication package
- n. Provide a team of experienced onsite event managers to orchestrate all details

III. Creative

- a. Develop creative strategies to engage guests and assist client in achieving goals in line with corporate or not for profit image and budget
- b. Develop sponsorship and/or benefits packages, sponsor kit
- c. Handle graphics and collateral pieces

IV. Financial

- a. Provide comprehensive budget development covering all event elements and break-even analysis, especially when needed to determine appropriate ticket fees or other costs
- b. Provide recommendations for registration fee structures, payment methods, terms & conditions of cancellation, etc., including break-even model analysis
- c. Negotiate for best value with all suppliers on client's behalf
- d. Provide ongoing budget monitoring/reporting throughout planning process
- e. Review all charges for accuracy with client
- f. Provide accounting for and handle vendor payments as part of turnkey meeting or event coordination/operation

V. Marketing

- a. Attend general membership meetings (of COTBHC) and marketing sub committee meetings (of COTBHC) as required based on event planning **{all meeting attendance MUST be requested and invited by COTBHC}**
- b. Help develop collateral pieces and associated PR, may include printing, shipping, and distribution/storage on site
- c. Design or provide appropriate invitation to client-provided list, address and mail if requested, handle RSVPs
- d. Recommend use of Logo/Artwork for event in all promotional materials
- e. Design and manage e-vites, oversee responses, posting of information on website pertinent to event
- f. Develop and manage website or online registration site with event information
- g. Develop welcome information for Attendees
- h. Define Sponsor (Kit) levels and corresponding benefits with client input, design and produce for presentation to potential sponsors
- i. Recommend order and distribute any promotional imprinted items for client

VI. Production

- a. Define need for, design and produce and necessary signage
- b. Determine and reserve AV equipment needed for meeting/event
- c. Provide Excel spreadsheets to detail all Food & Beverage pricing and choices to easily and effectively meet budget goals

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- d. Provide client with copy of event insurance coverage of general liability and professional indemnity insurance {Track and verify insurance from vendors if required based on the event}

VII. **Other Information** (Contractor may provide other related information upon request)

- a. Historical information on Committee, past sponsorship details, any previous event information, overview, logistics requests and defined goals for the upcoming event
- b. Budget information
- c. List of all committee members and other VIP personnel who may be assisting and points of contact
- d. Event program and agenda
- e. Optional hands-on staff during event

VIII. **Post Production**

- a. Debrief meeting schedule, plans
- b. Accounts reconciliation
- c. Set goals for next year's event including location, venue, etc.
- d. Coordinate all post event correspondence such as thank you letters

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