



## **Skagit River Salmon Festival Festival Coordinator Request for Proposal**

The Skagit River Salmon Festival is a 501(c)(3) nonprofit organization established in 2012 to provide our community a fun, family friendly event where they can gain a greater understanding and appreciation of our Skagit River, our salmon resources, and the many communities it sustains. We have held two successful events and are looking to build off this initial success by growing the Festival in number of attendees and vendors, as well as making the Festival more financially stable.

We currently are seeking proposals from qualified individuals and/or companies to provide complete event coordination services to ensure our 2014 Skagit River Salmon Festival continues to build on the achievements of our first two years. The one day Festival is planned for Saturday, September 6, 2014, from 11 a.m. to 6 p.m. at Edgewater Park in Mount Vernon, Washington. Please note, the board is exploring the possibility of a Festival lead-in event Friday, September 5 in collaboration with the Mount Vernon Downtown Association and other community entities.

This family-friendly event will feature conservation booths, vendors, live music, a beer and wine garden, children's activities and more. A planning committee, consisting of volunteers from the Board of Directors and other entities and organizations aligned with the Festival's mission, are available for the coordinator to work with to help plan and execute the event.

The successful applicant will be able to clearly articulate their approach for planning the event, specific milestones that will be met in the months leading up to the Festival, ability to secure sponsorships, and experience coordinating all the necessary logistics for a successful event.

### **1. Applicant Identification**

Please provide the following information for you or your organization:

- A. Name, address, telephone number, and e-mail address of legal entity or individual with whom contract would be written.
- B. Legal status of your organization (sole proprietorship, general partnership, limited partnership, limited liability partnership, corporation, or Limited Liability Company)

and the year the entity was organized to do business as the entity now substantially exists.

- C. If your organization is a general partnership, limited partnership, limited liability partnership, corporation, or Limited Liability Company, the name, address, and telephone number of each principal officer (President, Vice President, Treasurer, Chairperson of the Board of Directors, etc.)
- D. Your organization's Federal Employer Tax Identification number and the Washington Uniform Business Identification (UBI) number issued by the State of Washington Department of Revenue.
- E. A certificate of Insurance for General Liability listing the Skagit River Salmon Festival as additional insured will be required a part of the contract.

## **2. Scope and Approach (Scored)**

Describe your approach to planning and implementing a successful 2014 Skagit River Salmon Festival event. Include a proposed work schedule with measurable milestones in the months leading up to the Festival. The proposal should reflect each of the items listed below:

- Working with a volunteer planning committee
- Securing sponsorships
- Marketing and advertising via print, web, social media and other sources
- Volunteer recruitment and coordination
- Work Schedule
- Entertainment line up and coordination
- Recruitment of vendors
- Securing donated items for raffles or silent auctions

## **3. Applicant Qualifications/Experience (Scored)**

Identify the individual(s) who will provide services under the potential contract, indicating the responsibilities and qualifications of such personnel. In particular, please provide information on the individual's experience and training in the following areas:

- A) Brief history, including year established and number of years you (or your company) has been offering event coordination services.
- B) Brief description of (at least 5) other events you have coordinated in the last 5 years and what your role and responsibilities were for planning and executing the event.
- C) Experience developing relationships and soliciting sponsorships and donations for nonprofit or charitable events.

D) Knowledge, interest or involvement in conservation issues.

E) Verbal and written communication skills.

#### **4. References (Scored)**

List names, addresses, telephone numbers, and fax numbers/e-mail addresses of three business references for which event coordination work has been accomplished, and briefly describe the type of services provided. You and/or your organization must grant permission to the Festival to contact the references provided.

#### **5. Cost Proposal (Scored)**

As a nonprofit organization, we have spent all money secured the last two years in putting on the Festival and funds are limited. Our hope is that the Festival will continue to grow and that funding will become more stable in the future. Event coordination services are in addition to all the other fixed costs incurred from putting on the Festival. Please provide the total cost for you (or your company) to provide the services described in your proposal.

Feel free to propose creative cost proposals that could be negotiated (such as a base fee, plus a percentage of additional new sponsorships brought in for 2014, etc.).

#### **6. Questions**

All questions related to this Request for Proposal shall be directed to Kevin Tate, President of the Board of Directors at: (360) 848-4477 or [tate@skagitpud.org](mailto:tate@skagitpud.org)

#### **7. Proposal Submission**

Proposals must be received via email no later than **5 p.m., Monday, November 25, 2013.**

- Email proposals to: [tate@skagitpud.org](mailto:tate@skagitpud.org)  
Please put "*Festival Coordinator Proposal*" in the subject line
- Total proposal length should not exceed six (6) pages.
- Proposals will be reviewed for completeness and evaluated based on the content provided within the scored sections.

For more information about the Skagit River Salmon Festival, please visit our website at <http://skagitriverfest.org>