

REQUEST FOR PROPOSAL (RFP)



THE INLAND EMPIRE AFFILIATE OF SUSAN G. KOMEN FOR THE CURE

Proposals now being accepted for
RACE REGISTRATION MANAGEMENT
2018 KOMEN INLAND EMPIRE RACE FOR THE CURE®

The mission of Susan G. Komen for the Cure is to save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.

Susan G. Komen Inland Empire Affiliate works to reduce breast cancer in Riverside and San Bernardino Counties by funding education, screening and treatment programs, with an emphasis on the medically underserved and uninsured. The Inland Empire Affiliate of Susan G. Komen for the Cure is currently seeking event management services for the 2018 Komen Inland Empire Race for the Cure® scheduled for Sunday, October 14, 2018 at Town Square Park in the City of Murrieta.

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2018 KOMEN INLAND EMPIRE RACE FOR THE CURE®

Request for Proposal

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This RFP is not a legally binding document, but an invitation to submit proposals on the terms and conditions described in this RFP. The Respondent shall be solely responsible for all such costs, expenses and fees. Komen Inland Empire reserves the right, at any time prior to the full execution of an Agreement, to modify the schedule and scope of this solicitation process, to terminate the RFP process, and to reject or not consider all or any part of any proposal submitted in response to this RFP for any reason or no reason. Further, after review of the proposals, Komen Inland Empire reserves the right to request additional or clarifying information from any or all of the parties who submit proposals in response to this RFP.6
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A. Introduction

Project Purpose

Komen Race for the Cure® series is the largest series of runs/fitness walks in the world.

Komen Inland Empire Race for the Cure® is organized by Komen Inland Empire Affiliate, a 501(c) (3) not-for-profit organization, coordinated with the assistance and under the supervision of Affiliate Executive Director and volunteer Race Chair and Co-Race Chair, orchestrated by a growing Race Committee and, supported by hundreds of volunteers and the Affiliate office staff. Funds raised by the Race support national research and programs, and local programs and services throughout Riverside and San Bernardino Counties. Komen Inland Empire Race for the Cure® is an opportunity for runners or walkers of all ages and abilities to honor a loved one who has lost their battle with breast cancer, to show support for someone currently fighting and/or winning their crusade or to help raise funds to support our mission.

Through the Komen Inland Empire Race for the Cure® we seek to:

- Increase race revenues from the 2017 results
- Increase the number of race participants from 2017 registrants (2500+)
- Increase Sleep In for the Cure® participation in Rural and outlying communities
- Raise awareness for Susan G. Komen Inland Empire throughout our service area (Riverside and San Bernardino Counties)
- Engage the local and outlying communities support for this signature event
- Welcome back previous sponsors and supporters
- Recruit and secure new sponsors and supporters
- Recruit new volunteers and race committee
- Recruit new race participants
- Recruit new teams
- Increase marketing efforts for the signature event
- Develop Paint the Town Pink events to distribute race collateral and materials in the region
- Celebrate and acknowledge breast cancer survivors and promote survivorship
- Honor lives lost to breast cancer

Project Scope

Plan, direct and implement all aspects of the Race management duties in accordance with the Affiliate's directions, policies and procedures.

The Race RFP shall be divided into the following categories and the role and responsibilities shall be defined individual RFP's:

- Race Director of Operations
- Race Registrations Management

Vendors interested in bidding both the Operations and Registration Management areas, must provide separate pricing on each area. This bid shall have the option for an auto renewal for multiple years based upon board approval.

PROPOSAL DEADLINE IS 3:00 PM FRIDAY, FEBRUARY 9, 2018

Vendor Instructions

Timeline for Evaluation and Decision-Making Process

- | | |
|--|------------------|
| • RFP distributed to vendors | January 2018 |
| • Deadline for RFP responses | February 9, 2018 |
| • Selection of vendor/contract negotiation | March 1, 2018 |

Submission of RFP and Contact Information

Vendors must submit an electronic copy of your proposal by 3 p.m., February 9, 2018, including all supporting documentation, to jeaton@komenie.org. RFP's received after the deadline will not be considered.

Notifications

Applicants will be notified should additional information be required and/or formal presentations are necessary. Otherwise, applicants will be notified on March 2018 of the selection outcome.

RFP Requirements

- Cover letter summarizing key points of the RFP and why you are interested in the Komen opportunity
- Brief (1,000 words or less) narrative description of vendor's ability to provide required services
- Capabilities and experience
- Proposed team and their roles and responsibilities
- Pricing including any additive alternatives or In-Kind supplementation
- Implementation plan shall include: general timeline and plan leading up to the event, plan for pre-event, on-site support and post-event
- Clear description of your services
- References (event experience and client references) including list of all Komen Race for the Cure events directed and year(s) of involvement.
- Additional information, at the vendor's discretion, not specifically listed above which demonstrates the qualifications of the vendor
- References (event experiences and client references) including list of all Race for the Cure® events directed and year(s) of involvement.

Basis of Award

Each vendor must have substantial experience in professional event marketing and management while providing the highest level of customer service. Komen Inland Empire will review and evaluate all complete proposals received by the due date to select the most suitable proposal based on the following factors (in no particular order):

- Quality and depth of specific relevant experience
- Demonstration of ability to execute events
- Demonstrated ability to increase awareness and generate revenue for Susan G. Komen Inland Empire Race for the Cure.
- Overall qualifications of vendor
- Responsiveness to this RFP
- Cost/Pricing
- Results of requested demonstrations and presentations

Disclosure Statement

At the beginning of each fiscal year, or the date on which an entity or individual becomes associated with the Affiliate, each entity or every individual shall sign a conflict of interest disclosure statement to be kept on file with the Affiliate's records. The information provided in the disclosure statement will be used by the Affiliate solely in the administration of its Conflict of Interest and Confidentiality Policy, and by providing the requested information, each entity or individual consents to this use.

Upon written request and prior to selection, a copy of the Conflict of Interest and Confidentiality Statement will be made available to interested candidates. Upon Selection the Affiliate Race Management contract shall supersede the RFP.

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ATTACHMENT A – Race Registration Management **Race Registration Management Duties and Responsibilities**

Komen Inland Empire Race for the Cure Objectives

Vendor shall demonstrate strong communication with the Affiliate Executive Director to ensure Event Objectives. Vendor shall coordinate as soon as possible a meeting with Race Chair and Affiliate Executive Director to ensure that the planning and preparations for the Race are consistent with the Affiliate's goals and objectives. Streamline meetings and effective use of team members time is essential for this position as the Affiliate grows. A minimum of two meetings per month are required, with more frequent meetings 90 days prior to the Race.

Duties and expected responsibilities for the Registration Management Vendor include:

Team Kick-Off Events

- **Vendor shall work with Race Chair and Executive Director to coordinate and participate in Team Captain Kick Off Events**
- **Vendor is encouraged to sign up as a virtual participant and fundraise**

Data Entry & Reports

- **Knowledge of the Convio database and web tools required**
- **Handles all inquiries related to Online and Offline registrations**
- **Provide bi-weekly reports to include, but not limited to:**
 - **Number of registrants**
 - **Number of teams**
 - **Largest number of teams**
 - **Fundraising efforts**
 - **Past years registrations regarding registration trends**
 - **Participants or teams previously registered but not signed up for the 2017 Race (lapse participants)**
 - **Participant and team demographics**
 - **Corporate Teams – sponsors that have teams and track their progress**
 - **Entry fees, donations by individuals and teams**
- **Enter off-line entries and donations directly into the on-line registration system**
- **Special race reports to the Executive Director as needed**

Registration Events:

- **Works with the Race operations vendor and Race Chair providing input on deadlines for mailing and packet pick-ups, individual and team member registration deadlines**
- **Provide all equipment to operate registration events**
- **Provide staff to handle the volume at all registration events**

- **Packet pick-up and race day entries must be processed within 48 hours of the Race event**
- **Works with the accounting team and affiliate staff to ensure the registration process is streamline, adheres to Komen guidelines and makes efficient use of staff and volunteer resources**

Race Event

- **Responsible for all staff needed to complete tasks at hand**
- **Training volunteers on registration procedures according to Komen guidelines**
- **Develop and submit detailed plan for registration of 4,000 Race participants. *All equipment needs will be the responsibility of the proposed vendor**
- **If applicable provides the equipment and staff to complete a timed event (list as an option in your pricing)**
- **Provide race day stats to the Executive Director Race weekend.**
- **Upon written request and prior to selection, a copy of the Conflict of Interest and Confidentiality Statement will be made available to interested candidates. Upon Selection the Affiliate Race Manage contract shall supersede the RFP.**

Race Operations

A. Komen Inland Empire Race for the Cure® Objectives

Key communication with Race Chair(s) to ensure Affiliate Objectives for the 2018 Race Season is a must. Meet with Race Chairs and Registration Management vendor to ensure that the planning preparations for the 2018 Komen Inland Empire Race for the Cure® are consistent with the Affiliate's goals and objectives. A minimum of two meetings per month is required and more frequent meetings 90 days prior to the event.

B. Project Timeline/Action Plan

Proposed Vendor shall work with representatives of the Affiliate to create the timeline for Registration activities, to include the areas of responsibility, owners, travel and deadlines, for approval by Affiliate Executive Director. **Please include any volunteer needs to execute activities.