



## **REQUEST FOR PROPOSAL - PRODUCTION COMPANY**

Event Name: Brooklyn Black Tie Ball - Annual Gala

Event Date: October 9, 2024

Location: Brooklyn Bridge Park: Pier 2

Proposal deadline: March 15, 2024

### **I. Introduction**

Brooklyn Bridge Park Conservancy invites qualified and experienced event production firms to submit proposals for the coordination and execution of our annual gala, the Brooklyn Black Tie Ball. The selected production company will oversee all key event elements, including concept development, logistics, and planning and ensure the event stays within the parameters of the approved event budget. Responsibilities extend to managing tent arrangements, food and beverage coordination, security, rentals, staffing, event design, décor, audiovisual needs, and communications with Brooklyn Bridge Park (Park).

### **II. Concept Development**

The production company is expected to develop an overall concept that aligns with the goals of maximizing the donor experience and meeting the Conservancy's fundraising goals. The proposed program format should be creative and engaging, contributing to the success of the Brooklyn Black Tie Ball.

### **III. Logistics & Planning**

The production company should manage all logistics and planning, including developing pre-planning timelines, scheduling and managing meetings and calls, creating week-of, day-of timelines and day-after timelines and responsibilities. This includes collaborating with relevant entities and creating an on-site staffing plan for a gala event in a NYC park.

### **IV. Park Communications Management and Permitting**

The selected production company will be responsible for managing all aspects for a 550 person gala event outdoors in Brooklyn Bridge Park. The production company is also expected to obtain final Park approval on all event logistics. Responsibilities include:

- communications with the Park for permitting
- scheduling of load-in/out and final walkthroughs with Park entities; and liaising with the Park staff on trucking route

- leading site inspections
- consulting on layout, site and construction plans
- coordinating Certificates of Insurance (COIs), permits, such as Temporary Public Assembly (TPA), Alt 2 filing, FDNY generator, and other needed permits.
- working directly with the architect and their permit expediter consultant for all TPA needs and approvals.

## **V. Tent Management**

The production company will lead and schedule calls with the selected vendor, confirm final selections, coordinate payment schedule, and oversee the full build of and take down on site.

## **VI. Food & Beverage**

Collaborate with Conservancy staff on coordination of food and beverage including scheduling and attending tastings, working with the client to select the final menu, coordinating payments and billing, confirming final logistics and scheduling load-in/setup/out, and coordinating with Conservancy on beverage sponsors and purchases.

## **VII. Security**

The production company will provide 2-3 security companies in a cost comparison. The production company is responsible for creating and implementing a detailed event security plan that includes:

- liaising with Park staff for all security needs, FDNY requirements, timing, signage, etc.
- securing and coordinating with on-site or external security providers
- overseeing onsite execution
- providing debriefs and coverage plans for security teams, and walk-throughs

## **VIII. Rentals**

The production company will assess needs for additional rentals, including but not limited to IT, furniture, props, etc. The production company will confirm final selections, coordinate payments, and schedule load-in/setup/out for additional rentals.

## **IX. Staffing**

The production company will create a full event staffing plan, secure qualified staff, and create a detailed staff schedule with duties. They will manage staff payments, prepare briefing documents, and schedule pre-event staff training for all staff onsite, including Conservancy staff, volunteers, and on-site hired staffers.

## **X. Graphics & Print Management**

Collaborate with the Conservancy on invitation design and printing management is required from the production company.

## **XI. Event Design & Décor**

In collaboration with Conservancy staff, host committee and honorees, the production company will be responsible for décor brainstorming, including but not limited to floral, linens, furniture,

installations, lighting design, etc. This includes presenting initial mood boards, selections and ideas, providing up to 2 rounds of additional ideas, confirming costs, securing and placing final orders, and scheduling load-in/setup/out.

## **XII. Audio Visual**

Identifying and working with selected vendors on AV needs in collaboration with Conservancy staff, scheduling and attending production walkthroughs, finalizing AV needs, coordinating payments, coordinating union/COIs/permits, and scheduling load-in/setup/out for audiovisual requirements are expected from the production company.

## **XIII. Show Content Management**

Participating in initial messaging discussions, providing a production schedule and content deadlines, managing speaker communication, verifying scripts, run-of-show, and on screen content comport, scheduling speaker rehearsals and sound checks, managing the auctioneer, and updating reports post-event are part of the production company's role.

## **XIV. Production Management**

The production company will be responsible for all night-of production elements including but not limited to:

- creation of program Run of Show and cue sheets,
- develop onstage directions,
- brief secured Emcee and all speakers,
- source and brief Voice of God,
- prepare Production Stage Manager to call the show,
- create a backstage staffing plan, secure backstage staff,
- create a rehearsal schedule, finalize and print cue sheets,
- coordinate and lead pre-production meetings.

## **XV. Attendee Management**

Provide support to Conservancy staff for attendees management.

## **XVI. Budget**

The production company will ensure the event does not exceed budget, including collaborating on creating an initial budget, provide regular budget updates, reconcile and submit invoices periodically.

## **Submission Instructions**

Interested firms should submit their proposals by **March 15, 2024** to Nate Bonzagni at [nbonzagni@brooklynbridgepark.org](mailto:nbonzagni@brooklynbridgepark.org). Fee range for this proposal is \$65,000 - \$75,000.

Proposals should include the following:

- A cover letter introducing the firm and expressing interest in the project.
- A detailed proposal outlining the firm's approach to each section of the RFP, including relevant experience particularly with producing events in an outdoor space.

- A proposed staffing plan
- Proposed fee.
- Three references from previous clients.

### **Selection Criteria**

The proposals will be evaluated based on the following criteria:

- Experience and expertise in planning and executing similar events.
- Creativity and innovation in concept development and event design.
- Demonstrated ability to manage logistics and communications with park entities.
- Proven track record in coordinating with vendors for tenting, food and beverage, security, audiovisual, etc.
- Strong organizational and budget management skills.
- Client references and satisfaction.

### **Important Dates**

- RFP Issued: February 15, 2024
- Proposal Deadline: March 15, 2024
- Award Notification: March 29, 2024
- Event Date: October 9, 2024

Brooklyn Bridge Park Conservancy reserves the right to reject any or all proposals. The selected firm will be notified by March 29, 2024. We appreciate your interest in our Brooklyn Black Tie Ball and look forward to receiving your proposal.