

DINÉ COLLEGE

Request for Proposal (RFP) for Event Planning Services

Diné College requests a proposal from you/your organization to produce the 2023 Diné College Gala.

ABOUT DINE COLLEGE: Diné College is a four-year tribal college located on the Navajo reservation with six campuses and two microsites across Arizona, New Mexico, and Utah and primarily serves Navajo students. The school offers 20 bachelor degrees, 16 associate degrees, and 6 certificate programs. The school was established in 1968, is the first tribal college and was formerly named Navajo Community College; and is accredited by the Higher Learning Commission.

HISTORY: Diné College hosted the 50th Anniversary Gala at The Scottsdale resort in Scottsdale, Arizona on Saturday, September 22, 2018. The event brought together alumni, staff, faculty, dignitaries and long-time supporters of the college.

September and October dates are being sourced for this event in 2023. Multiple hotel room blocks and meeting room space will be contracted. Estimated attendance is 500 registered attendees. *Timeframe of contract: May 2023 – November 2023*

PROJECT DELIVERABLES: The selected individuals or firm will be expected to furnish all services necessary and appropriate to produce the autumn event; including all the deliverables stated in Attachment B – Project Scope of Work.

PROJECT NAME: 2023 Diné College Gala

RFP Submitted By: _____

Hereinafter referred to as “Contractor”: corporation , partnership , individual

Native American-owned Firm? Yes , No

State of Incorporation: _____

In submitting the RFP response to Diné College (“College”), Contractor acknowledges that:

- a) Contractor has reviewed Attachments “B” ‘2023 Diné College Gala’;
- b) Contractor understands that the Contractor will be compensated for actual costs incurred during the project subject to a not-to-exceed price;
- c) Contractor possesses the financial ability and experience to complete the scope of the 2023 Diné College Gala and provide required construction services; and,
- d) Contractor understands that the “Cost Proposal” is not the only factor that will determine the selection of the Contractor firm, and that the Statement of Qualifications submitted by the Contractor will also constitute part of the criteria used in the selection.

Required Information from Contractor:

NOT-TO-EXCEED COST PROPOSAL: _____ \$

Total Number of Calendar Days to Complete Project: _____

Contractor has completed/enclosed Attachment “A” ‘Statement of Qualifications’: Yes , No

RFP SUBMISSION BY:

Printed Name: _____
Title: _____
Mailing Address: _____
Telephone No.: _____
E-mail Address: _____
Fax No.: _____

SIGNATURE: _____ DATE: _____

RETURN RFP TO:	Mailing Address for regular mail: Diné College, Attn: Tresa Holtsoi, P.O Box C-12, Tsaile, AZ 86556 Mailing address for UPS, FedEx, Priority mail: Teresa Holtsoi, Business Office Attn: Dine College Receiving, 1 Circle Drive, Tsaile, AZ 86556
RFP DUE:	One (1) hardcopy and Electronic Copy of the RFP responses should be returned in a sealed envelope to the College no later than Wednesday, May 29, 2023 at 5:00 p.m.
NEXT STEPS:	Responding companies or individuals must agree to keep their proposed project budget and the other terms of their engagement open for a period of at least 60 days past the submission deadline. Once a company or individual is selected, Diné College and the selected respondent or company will enter a written contract for the event. Each respondent shall assume all fees and costs (including but not limited to legal fees) incurred in responding to this RFP and negotiating a contract with Diné College. Diné College shall bear no liability to any respondent for any costs, fees or liability incurred in connection with this RFP or any response thereto.
QUESTIONS:	Questions regarding the actual project may be directed to development@dinecollege.edu

Additional Information:

- **The College retains the right to reject any or all of the RFP responses that it receives.**
- **Per the College’s Financial Policies and Procedures, preference in the award of contracts and subcontracts shall be given to Indian-owned economic enterprises and Indian organizations.**
- **Email questions regarding this project to Adrian Lerma at alerma@dinecollege.edu**

ATTACHMENT “A”
Statement of Qualifications
(Contractor may attach documents as needed)

1. Name of Firm:	
2. State License No. (if applicable):	
3. License Expiration Date:	
4. Years Engaged Under Present Name:	
5. General Character of Work Performed by Contractor:	
6. Names/Titles of Key Personnel to be assigned to 2023 Diné College Gala Project:	
7. List of completed projects similar to 2023 Diné College Gala Project in past five years:	
8. Names of Clients that may be contacted as references (name, phone number, name of firm, project title):	

(Check applicable box) Current Status with Navajo Nation, State of Arizona Procurement Office, and System for Award Management for the U.S. Federal Government:

- Currently Not on Debarment Listing
- Currently On Debarment Listing

(Check applicable box) Contractor’s firm is presently engaged in litigation?

- Yes
- No

ATTACHMENT “B”
2023 Diné College Gala Summary

i. PROJECT SCOPE OF WORK

- The Contractor will work closely with Diné College to determine the course of action to develop, create and implement a solid event development plan.
- The Contractor will provide coordination, guidance, on-site management and accountability to the Dine College team to fully design, create and execute the upcoming 2023 Diné College Gala slated for Fall 2023 in the Phoenix metropolitan area.
- The Contractor will be responsible for coordinating all aspects of pre-planning event logistics as well as on-site management day-of event.
- The Contractor will contribute to an overall event public relations plan that will engage tribal leadership from the Navajo Nation as well as Indian Country with the following service deliverables:

1. Strategic Planning and Event Development

- Contribution, oversight, and implementation of strategy and plan; use plan as a guide and to identify each area of responsibility and managing entire process from planning-to-execution-to-follow-up.
- Developing and managing entire event coordination/production timeline and status reports.
- Work with Diné College to identify key team members and additional contracted vendors responsible for contributions to event; manage accountability and deadlines.
- Weekly planning status updates, as determined by Diné College.

2. Logistics Plan and Event Layout

- Determine event goals and objectives
- Provide a schedule, timeline or list of project "milestones" for the project
- Prepare a preliminary agenda and guest list
- Oversee Volunteer Event Staffing
- Coordinate volunteer solicitation, assignment and training.
- Create and manage an event VIP RSVP process

3. Marketing and Promotion

- Create and execute PR and Marketing campaign for proper marketing and promotion of event. Includes oversight of management of e-blasts and social marketing.
- Work with the Diné College contracted graphic designer to create all materials that support the event, including but not limited to: invitations, direct mail, signage, banners, power points, on-site materials, etc.
- Work with Diné College on VIP invites, seating, and recognition.
- Work with Diné College on event website management and posting of current event information

4. Entertainment

- Work with Client on identifying appropriate artist and entertainment options
- Negotiate and coordinate booking of entertainment
- Fulfill artist rider (requests that are approved by Client)

5. On-Site Management

- Manage overall event logistics including the complete set-up and strike (tear down); coordinate transfer/shipment of materials to event site, as well as assuring return of items post-event.
- Work with Hotel to create event diagrams.
- Receive and inventory all shipments, equipment, and supplies.
- Review all VIP arrangements.
- Conduct individual review meetings with suppliers and facility departments.
- Conduct personnel instructional briefings for registration staff, volunteers, volunteers, and others.
- Conduct pre-conference and staff meeting.
- Serve as key contact and oversight for: event production (staging/av); catering; sponsorship; registration; guest speakers; hotel, food and beverage.

6. Outreach/Invitations

- Work with Diné College identifying VIP guests from local, regional and national tribal leadership and donors to create a target mailing list for gala invitations.
- Develop and manage gala invitation RSVP process and registration
- Collect data, track, and use for check-in to ensure all guests are identified and properly acknowledged.
- Work with the Diné College to identify process and creation of badging for event.

7. Catering/Food and Beverage (F&B)

- Work with Hotel and conference staff to developing menus for gala to reflect the grand celebration and within the budget established.
- Coordinate menu selection and catering, staging, table decor, floor plan and seating chart, signage, flow of program, audio visual needs and equipment, troubleshoot and other tasks as necessary to the event.

8. Silent Auction

- Work with Diné College to develop all aspects of the silent auction to include desired items, bid sheets, auction monitors, and check out area.
- Develop payment options for the silent auction, donations, and any event sales through credit card transactions or other financial clearinghouse options per Diné College preference to deal with the actual monetary transactions that will help make

transaction private (if requested) and secure.

9. Evaluations

- Provide verbal and written updates to the Diné College conference point of contact identifying completed tasks and projections pursuant to format approved by Diné College.
- Will attend and participate or provide facilitation assistance at event planning meetings.
- Post-event recap of final budget and recommendations/assessments provided to the Diné College.

ii. PROPOSED FEES FOR YOUR SERVICES

- a. Please include a budget that includes all anticipated costs and fees associated with planning and executing the events and Scope of Work outlined. Proposed budget may be scoped as a flat project-based fee or estimated hours. Please provide hourly rate for services. *Diné College will review either flat-rate proposals pursuant to a year-to-year agreement or hourly rate proposals.*
- b. All actions and anticipated expenses shall be itemized with all hourly rates for services included.

iii. PROJECT TERMS & CONDITIONS

- a. **Note:** The following items constitute a general description of the terms and conditions applying to the 2023 Diné College Gala. A more complete set of Terms and Conditions shall be included in a Contractual Agreement after the College issues a Notice of Award for this project.
- b. **Native American Preference.** Preference in the award of contracts shall be given to Indian-owned economic enterprises and Indian organizations.
- c. **Start Date and Final Completion Date.** The College will include in the Notice of Award an identified Start Date and a Final Completion Date based on the total number of calendar days required to complete the project.
- d. **Notice to Proceed.** The Contractor will begin work on the project after receipt of the College's Notice to Proceed. No materials purchased by the Contractor before a receipt of the Notice to Proceed will be reimbursed by the College.
- e. **Materials Submission.** The Contractor will be required to forward material submittals to the College
- f. **Anticipated Progress Payment Schedule.** Per the Financial Policies and Procedures of the College, progress payments may be made by the College to the Contractor on the basis of a duly certified and approved construction progress schedule. Payment schedules will be determined during the contract review process.