



THE VANCOUVER
**FRIENDS
FOR LIFE**
SOCIETY

REQUEST FOR PROPOSALS – EVENT ASSISTANT – ART FOR LIFE 2011

Background

Friends For Life (FFL) operates a comprehensive health and wellness centre that offers alternative therapies and social support programs to people living with a life-threatening illness and their caregivers. Funds raised at Art For Life allow the Society to make a positive and life-affirming difference in the lives of our members.

Art For Life (AFL) is the signature fundraising event for Friends For Life. The event showcases a collection of 100 artworks valued at over \$200,000 donated from a selected mix of Vancouver's top and emerging artists. The gala reception features both a live and silent auction, live entertainment, and a formal party for over 750 distinguished guests. Scheduled to take place in November 2011, this will mark the 18th anniversary event. For event details and more information, please visit www.artforlife.net.

Friends For Life is seeking expressions of interest from qualified special event planners and assistants to assist with the coordination of the Art for Life 2011 Silent Gift Auction and party. This position will operate and execute deliverables in tandem with other contract positions including the Marketing & PR Consultant, the Art Selection Committee Manager, and other volunteers and staff on the AFL Visioning Committee.

Contract Deliverables

While collaborating with members of the Art For Life Visioning Team, the Art For Life Event Assistant is directly responsible to the Society's Executive Director. Deliverables include:

Project Coordination

- Coordinate AFL party and silent gift auction logistics
- Liaise with appropriate Friends For Life staff, AFL volunteers and stakeholders as appropriate
- Participate in Visioning Team meetings related to event, comprised of representatives from Friends For Life staff, volunteers, Art Selection Committee and event PR & Marketing
- Act as primary liaison with all event relevant event vendors, striving to secure sponsorship and in-kind donations where at all possible
- Manage party budget, including the timely submission of all accounts payable and receivable
- Produce and submit final report, detailing event revenues and expenditures, successes and challenges and recommendations

Venue, Catering, Entertainment & Day-Of Logistics

- Explore catering options, secure event caterer, and confirm menu
- Act as primary liaison with venue and catering representatives
- Explore entertainment options, secure event entertainment
- Prepare online ticket sales and ensure tickets are distributed to event patrons
- Coordinate and ensure appropriate signage

- Determine event rental inventory and liaise with party rental vendors and sponsors, and oversee venue landscape (e.g. supplies, A/V requirements, operations, décor design elements, logistics, human resources, payment transactions, transportation and event “stage management”)
- Develop and finalize floor plans
- Prepare and communicate stage production schedule to appropriate venue personnel

Silent Gift Auction & Raffle

- Secure raffle licensing
- Recommit 2010 silent gift auction/raffle donors, procure and store new donated items, and coordinate day-of silent gift auction
- Coordinate post-event notification to successful bidders, including collection of revenues and distribution of items

Volunteer Coordination

- Develop and/or update volunteer job descriptions and assess requirements
- Coordinate and deliver volunteer orientation and training
- Prepare and distribute volunteer acknowledgment and thank-yous

Sponsorship

- Provide logistical support and assistance to the Executive Director in sponsorship efforts
- Garner new list of prospective sponsors, including cash and in-kind sponsors
- Update and distribute sponsorship “ask” packages
- Recommit 2010 sponsors and disseminate sponsorship “asks” to potential new sponsors
- Act as primary liaison with existing event sponsors, including communication pertaining to event logistics, sponsorship agreements and recognition

Website & Database Management

- Update and maintain AFL website
- Maintain, track and update AFL database (e.g. patron, sponsor and vendor contracts, critical path plan, passwords, communiqué, etc.)
- Execute email and mail promotions to individuals in database (incl. eBlasts, Save the Date cards, invitations, etc.)
- Prepare and distribute thank you cards, receipts and packages to all relevant contributors, sponsors and patrons

Proposal Contents and Requirements

The proposal should include the following information:

- The name, address, email and telephone number of the event planner(s) or company, including a primary contact name, email address and phone number
- Brief curriculum vitae(s) of the contract lead(s)
- A list of five reference organizations or businesses including key contact information for follow up
- A workplan (including timeline, deliverables and person(s) responsible) for contract deliverables
- A breakdown of contract fee and any other projected expenses
- A list of any other person(s) who will be aiding in the execution of contract deliverables
- Other terms and conditions (i.e. payment terms, termination provisions, etc.)

Proposal Submission

Please email a single PDF file (saved as LAST NAME_Event Assistant_Art For Life 2011), by **9 AM, Monday, April 18th, 2011** to:

Sheena Sargeant, Executive Director, Vancouver Friends For Life Society
Email: sheena@friendsforlife.ca

Questions regarding this Request for Proposals should be directed to Sheena Sargeant at 604.682.5992 ext. 1, or to sheena@friendsforlife.ca.

Only authors of short-listed proposals will be contacted.

Additional information about the Vancouver Friends For Life Society may be found at www.friendsforlife.ca.
Additional information about Art For Life may be found at www.artforlife.net.

The Vancouver Friends For Life Society

a: The Diamond Centre For Living | 1459 Barclay Street | Vancouver | BC | V6G 1J6

p: 604 682 5992 | f: 604 682 3592

w: friendsforlife.ca | fb: [facebook.com/VanFFL](https://www.facebook.com/VanFFL) | tw: twitter.com/VanFFL