

CHARLOTTEPRIDE

REQUEST FOR PROPOSALS Catering for Charlotte Pride VIP Experience

Charlotte Pride, Inc.
PO Box 32362, Charlotte, NC 28232

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1. Introduction

Charlotte Pride, Inc., is a non-profit 501(c)(3) organization based in Charlotte, N.C., which produces the annual Charlotte Pride Festival & Parade and offers a variety of other programming and activities throughout the year, including Charlotte Latin Pride, Charlotte Trans Pride, and Reel Out Charlotte, the Queen City's annual LGBTQ film festival, among others. The organization was founded in 2000 and held its first festival in 2001. In 2018, the Charlotte Pride Festival & Parade attracted 165,000 visitors over the course of its weekend event. Charlotte Pride will hold its nineteenth annual festival and seventh annual parade in Uptown Charlotte, August 17-18, 2019.

2. Project Goals and Scope of Services

Charlotte Pride is seeking an events and catering company with which it can partner to develop an enhanced cocktail VIP experience for this year's festival and parade. Charlotte Pride seeks to sell anywhere from 300-500 VIP tickets in 2019 in addition to the 125 community and corporate tickets that are not purchased. We seek a catering quote that provides for 1500 visits to the buffet, allowing 2-3 visits to the buffet per ticket holder throughout the weekend. This would include a "brunch with Pride" on the morning of Sunday, August 18, from 10:30am until 12pm. A brunch proposal can be submitted separately from the primary catering proposal.

The selected firm will be responsible for the onsite set up, clean up during the event, food production and replenishment, tear down, and all food-related services during the weekend of Charlotte Pride Festival and Parade, August 17-18, 2019 for the VIP experience. The selected firm will be expected to partner with Charlotte Pride in offering pre-event marketing for the Charlotte Pride VIP Experience. The selected firm will not be responsible for any sales-related goals of Charlotte Pride and will not be responsible for any beverage service.

VIP Lounge Hours (Subject to change during planning process)
Saturday, August 17, 2019, 12-9pm
Sunday, August 18, 2019, "Brunch" 10:30am-12pm, "Lunch" 1-5pm

3. Selection Criteria

Charlotte Pride will consider several important criteria in the selection of the preferred catering company, including the company's:

- Ability to develop and create a unique and high-quality catering selection for an enhanced cocktail experience
- Willingness to open their creative process to input and feedback from Charlotte Pride staff in the event a theme is chosen for the VIP experience
- Ability to adequately produce
- Ability to adequately market and promote the Charlotte Pride VIP Experience, in partnership with Charlotte Pride
- Proposed per-item cost structure, including firm's proposed direct or in-kind donation to Charlotte Pride
- Ability to provide Certificate of Liability Insurance, State of North Carolina and Mecklenburg County Food Service Permits

The winning bidder will also have:

- A history of successful operation as an innovative catering and events company
- The education, experience, knowledge, skills, and qualifications to provide the requested services, particularly within the LGBTQ community
- Competitive costs of services
- Commitment to quality and customer service

The winning bidder, if any, will be selected solely by the judgment of Charlotte Pride, Inc.

4. Time and Place of Submission of Proposals

The RFP will be posted on our website, charlottepride.org, and can be downloaded from there directly as of 9 a.m. on February 22, 2019.

Respondents to this RFP must submit their full proposal via email to jamieh@charlottepride.org with the subject line "Catering RFP Submission: [NAME OF YOUR COMPANY]".

Responses must be received no later than March 8, 2019.

5. Timeline

February 22, 2019	RFP Submissions Open
March 8, 2019	RFP Submissions Close
March 9-14, 2019	Submission Review and Discussion
March 15, 2019	Selected Firm Notified / Other Respondents Notified / Tastings Scheduled
August 16, 2019	Pre-event onsite visit and check with any initial set up, after 5pm
August 17-18, 2019	On-site Festival Service

6. Elements of Proposal

RFP Respondents' submissions must, at a minimum, include the following elements:

- One-page or less description of the firm, including a general overview of the company, names and credentials of the creative team, firm's connection to the LGBTQ community, firm's connection to the Charlotte metro area, number of full-time employees, years in operation, and any other pertinent information regarding the firm
- Name of firm's primary point of contact, including title, phone number, email address, mailing address, and physical address (if applicable)
- One-page or less narrative describing firm's ability to develop and execute large events with multiple moving parts
- Proposed per-item cost structure
- Certificate of Liability Insurance, State of North Carolina and Mecklenburg County Food Service Permits

Written elements should be submitted in .PDF or .DOC formats. Submissions contained within a single .PDF presentation file are acceptable.

7. Budget and Fundraising Expectations

Charlotte Pride's initial budget for this project is \$15,000.

8. Other Considerations for RFP Respondents

Other important notes and considerations for RFP Respondents:

- Charlotte Pride will offer marketing support for the promotion of the selected firm and its participation in the VIP Experience through Charlotte Pride's various marketing channels.
- The selected firm will receive a complimentary vendor space at the festival and 5 VIP tickets, which may be used by the firm itself or gifted to a non-profit organization of the firm's choice, contingent upon approval by Charlotte Pride.
- The selected firm and Charlotte Pride will be bound by a mutually agreed upon contract to be signed by both parties at the time of or shortly after selection.
- This RFP is not meant to create an exclusive right of food sales by a single firm or vendor at the Charlotte Pride Festival & Parade; those firms which submit a proposal but are not chosen as the final selected firm are still welcome to apply for participation as a vendor or parade participant at the Charlotte Pride Festival & Parade.
- This RFP does not prevent Charlotte Pride from entering into other contracts and agreements with additional vendors for the purchase of products or services necessary for the operation of the festival and parade or any other Charlotte Pride program.
- Charlotte Pride welcomes any questions from potential RFP Respondents prior to their submission of their proposal. Questions can be submitted via email to jamieh@charlottepride.org, with the subject line: RFP Respondent Question: [NAME OF YOUR COMPANY].