



Request for Proposal

Eva's Golf Classic Event Production

Issue Date: September 20, 2023

Closing date: October 20, 2023

Project contact:

Carly Cook
Stakeholder Communications Specialist
Eva's Initiatives for Homeless Youth

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www.evas.ca

1. Organizational Profile

Eva's provides shelter, transitional housing, and health and well-being programming to help youth experiencing or at risk of homelessness in Toronto. Our expert staff help young people in need reach their potential and lead fulfilling, healthy lives.

Eva's was founded in 1989 by Eva Smith, a Jamaican immigrant, advocate and activist. Eva's consists of four sites located across Toronto that support youth between the ages of 16 to 24.

At Eva's, we help young people move from crisis to stability with the ultimate goal of moving to independence. We work with each young person to develop an achievable action plan, attain their goals, and build strong community connections.

Our programs are open to all youth and are culturally responsive and trauma-informed to meet the unique needs of Black youth.

We use anti-Black racism and anti-oppression lenses to centre the needs and experiences of youth experiencing homelessness, placing intentional emphasis on serving Black youth who have been historically and continually underserved and marginalized across the social services spectrum.

Eva's was recognized by Charity Intelligence as one of the Top 10 Impact: Canadian Youth Charities of 2022.

For more information, visit www.evas.ca.

2. Organizational History

Our organization's innovative approach to supporting youth experiencing homelessness started with our founder, Eva Maud Smith. Her legacy remains central to the work we do today.

Eva's was founded in 1989 by Eva Smith under our original name, North York Emergency Home for Youth.

Eva Smith was a Jamaican Immigrant and Black community leader whose heart was drawn to our city's young people. She realized that the experience of homelessness had become a barrier for some.

A trailblazer, Eva shed light on hidden youth homelessness, showing decision-makers the scope of the problem and rallying supporters to do something about it. She demonstrated that adult shelters were missing the specialized supports youth needed to avoid chronic homelessness in the long term.

Although Eva Smith passed away in 1993, her spirit lives on. In 1994, one year after her death and five years after the founding of the organization, Eva's Place, the first physical shelter for young people was established.

In 2001, the name of the organization was changed from the North York Emergency Home for Youth to Eva's Initiatives for Homeless Youth.

Today, Eva's serves hundreds of young people and their families every year, offering a unique combination of safe shelter and housing, training, and life skills programs.

3. Our Guiding Principles

- Eva's is a reflective, learning organization
- Eva's puts young people at the centre
- Eva's is relationship focused
- Eva's approach is one of justice doing

4. About Eva's Golf Classic

Now in its 10th year, Eva's Golf Classic is our annual signature fundraising event that brings together leaders in the construction and real estate industries along with a group of corporations, foundations, community groups, and individuals. Our 2023 tournament raised \$285,000 including sponsorships and foursomes.

The event is organized by Eva's in-house Development and Communications team in close collaboration with an event production vendor (the successful bidder in this RFP process), and a volunteer event committee.

To learn more, visit the link below:

<https://www.evas.ca/get-involved/our-events/golf-classic/>

5. Project Scope

We are seeking a vendor to enter into a three-year agreement with Eva's to provide comprehensive support for our signature annual fundraising event – Eva's Golf Classic. The chosen vendor will support in the coordination leading up to the tournament and event-day logistics. The contract will span the 2024-2026 Golf Classic events, providing successful delivery of year one, and that this event remains a strategic priority for Eva's.

The full project scope is listed below:

General Management and Financial Operations

- Develop a timeline and work plan
- Establish and maintain a budget that includes all event related expenses
- Review, approve and pay all event invoices, including but not limited to contracts for venue, entertainment, audio visual, special event permits, rental equipment, etc.
- Assist with vendor identification, negotiating and contracting to manage event costs and drive savings through negotiations and procurement
- Developing profitability charts indicating how many tickets and sponsors need to be sold in order to meet financial objectives

- Develop and suggest new sponsorship opportunities for client to review
- Track and manage all raffle/silent auction prizes and logistics

Manage venue AV, including assessing needs, overseeing set-up, and executing presentations on-site as needed

- Determine any additional rental needs and managing this process, including placing the order with the supplier and ensuring drop-off and pick-up are done in a timely manner
- Assess staffing needs and hire any day-of event staff from vendor's network
- Develop run-of-show and share with the venue
- Ensure all applicable licenses and appropriate insurance coverage is acquired
- Submit a post-event evaluation report with recommendations
- Other duties as assigned

Event management

- Track and manage all confirmed sponsors
- Collect sponsor assets
- Ensure sponsor benefits are fulfilled in a timely manner and sponsor approvals are given, where needed
- Track and manage all guest names for golf foursomes
- Keep guest list update and track all changes
- Manage and coordinate general event logistics, such as venue coordination, contracts, staging, floor plans, décor, photographer, volunteers & staffing, technical equipment, registration, presentations, emcee, protocol management of VIP guests and dignitaries, and any other relevant tasks as required

Day of event

- Supervise all aspects of the event and manage the logistics and onsite supervision of the event as mentioned in event management above
- Organize and manage guest registration; including set-up, registering all guests, and answering all queries
- Manage the run-of-show to ensure a smooth presentation
- Manage on-course activations (closest to the pin, longest drive, etc.)
- Oversee silent auction set-up and execution on-site
- Manage all vendors on site
- Manage donation devices on site
- Ensure committee has all prizes and trophies for reception

Food and beverage

- Source, book and manage catering and/or in-house suppliers
- Select food and beverage based on budget allocation.
- Ensure that all dietary needs are met

Meetings

- Attend meetings as required with Event Committee and Eva's Initiatives for Homeless Youth's Development and Communications team to provide updates on progress, issues, resources and budget matters

Creative assets

- Review prior creative material and determine required creative deliverables for 2024
- Design and produce all collaterals needed, quantities and associated timelines including
- Event sponsorship pitch package
- Website design/update
- Promotional materials and ads
- Invitations
- E-blasts
- Event program
- Golf course signage
- Wayfinding signage
- Video screen content
- Sponsor recognition signage
- Food & Beverage menu signage
- Raffle/Silent Auction signage
- Manage print production with Eva's Print Shop

6. Project Budget

Provide a quote for the event management and creative fees (should not include hard costs for venue, entertainment, catering, supplies etc.) for one tournament. For reference, the hard costs for the 2023 event were approximately \$70k, with a gross revenue of \$285k.

7. Project Considerations

At Eva's we pursue equitable outcomes through anti-oppressive, intersectional service approaches, and we strive to be an organization that reflects the diverse communities we serve. We work to challenge systemic barriers and power imbalances impacting youth and avoid unwittingly perpetuating an unfair status quo.

To this end, we are seeking to partner with Black-led organizations and/or organizations that are versed in anti-racism and anti-oppression work, with a particular focus on anti-Black racism.

8. Project Milestones (subject to discussion upon project kick-off)

- RFP closing date: October 20, 2023
- Successful vendor notified: By November 20, 2023
- Project begins: January 2024 (possibly earlier as it relates to confirming 2024 venue holds)
- Event committee kick-off: March 2024
- Event date: September 2024

9. Performance Standards and Quality Measurement

- All work completed by the bidder is subject to the review and approval of Eva's representatives. At each phase of work, Eva's representatives will review deliverables and provide feedback and approval to proceed to the next phase.
- The bidder shall undertake all required revisions, changes, and amendments to work, as directed by Eva's representatives.
- Work performed by the bidder shall be executed in a manner that is consistent with the requirements, as defined in the contract and any resulting amendments from Eva's.

10. Requested Proposal Elements

The proposal shall include:

Information about your organization: What specific attributes does your organization possess to handle our needs? Please include relevant experience.

- Your understanding of Eva's desired outcomes via the project scope
- Any relevant experience in anti-Black racism or anti-oppression work. If you are a Black-led organization, please specify that in your proposal
- Named consultants, and rates of pay/fees, including primary contact, and other team members, if applicable
- Potential risks and mitigation strategies
- Estimated expenses

11. Proposal Procedure

Interested applicants can contact us to schedule a 30-minute consultation in the first week of October before submitting a proposal, should they wish to do so. If interested, please contact Carly Cook at ccook@evas.ca to schedule a consultation between October 2 and 6, 2023.

To apply, the bidder shall submit an electronic version of the proposal and all supporting documentation in Microsoft Word or PDF compatible format to the email address listed below. Proposals are due on or before October 20, 2023, at 4 p.m. Proposals should be sent to the following Eva's representative:

Carly Cook
Stakeholder Communications Specialist
Eva's Initiatives for Homeless Youth
ccook@evas.ca
www.evas.ca

Note: Late proposals will not be accepted. Bidders who need to withdraw or amend their proposal should do so before the closing date. Eva's reserves the right to amend this Request for Proposal (RFP) document through written addendum, up to three (3) business days prior to closing time. Where no satisfactory proposal is received, Eva's reserves the right to cancel this RFP process, request re-bids, or negotiate a contract for the whole or any part of the provision of the required service as outlined in this RFP.

The bidder shall not modify or withdraw its proposal without Eva's consent for a period of ninety (90) days after the closing date.

12. Selection Criteria

Proposals will be assessed on the following:

- An understanding of Eva's desired outcomes via the project scope
- Proposed Bidder's experience and expertise in relevant work
- Experience in anti-Black racism or anti-oppression work and/or whether the Bidder is a Black-led organization
- Quality of the proposal, including the methodology and approach to be used
- Expected ability to deliver initiatives on time and within budget

Submitted proposals do not in any way constitute a binding agreement between Eva's and any bidder. Eva's shall not be obligated in any manner to any bidder, unless and until a written contract has been duly executed between Eva's and the successful bidder.

13. Evaluation and Award

The award shall be made to the bidder whose proposal is deemed to be in the best interests of Eva's. If short listed for an interview, the bidder may be required to make a presentation to the selection committee related to:

- The credentials and capability of the bidder, and the personnel assigned in managing this project
- How the bidder will manage and complete the work
- The bidder's vision and plan to attain the goal of this project

Upon evaluation of the Bidder's proposal, Eva's may request two references.

14. Additional Terms and Conditions

Confidentiality

Any and all information relating Eva's, which is made known to the bidder, its agents or employees in the course of providing service to Eva's, shall remain confidential to all parties. The RFP process in its entirety shall also remain confidential to all parties. The bidder, its agents and employees shall abide by all applicable provincial and federal laws and regulations concerning the handling and disclosure of private and confidential information.

Contractor Security Screening

Upon notification, a bidder is expected to provide the necessary information for each individual requiring security clearance, as may be requested. The bidder may be asked to obtain and pay for their criminal record checks, local police, or a RCMP accredited agency before a contract is signed, if required.

Conflict of Interest

Proposals must identify any potential conflicts or issues of independence known to the firm that may affect the provision of audit services to Eva's.

Indemnification

The bidder shall hold Eva's, its Board of Directors and employees harmless. It shall indemnify any and all awards and costs related to any claim or action brought against any of them for property damage, bodily injury, death or other causes, as a result of responding to this RFP or a service provided to Eva's by the bidder. The Bidder is responsible for ensuring that it has proper and adequate insurance to cover all services provided to Eva's and all claims or action that may be brought against Eva's, its Board of Directors and employees, as a result of a service provided to the Eva's by the bidder.

Eva's has the right to demand and inspect the bidder's contract of insurance.

Ownership

All data, documentation, information, notes, completed questionnaires, reports, analyses, intellectual property or other material produced for or in conjunction with, created as a result of, or otherwise associated with Eva's and the services to be provided under this RFP and the contract made hereafter, shall remain the property of Eva's.

Assignment

The bidder shall not assign or transfer all or any part of its rights or obligations under this agreement without the prior written consent of Eva's.

Governing Law

This Agreement shall be governed and construed in accordance with the laws of the province of Ontario.