



**Request for Proposals  
BC Civil Liberties Association  
2018 Liberty Awards Gala**

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**CONTACT PERSON:**

**<<Charlotte Kingston,  
Director of Community Engagement,  
604-630-9745, Charlotte@bccla.org>>**

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### **1. Statement of the Project**

The BC Civil Liberties Association is seeking an experienced event organizer to coordinate our 2018 Liberty Awards Gala scheduled for May 18, 2018. Celebrating excellence in legal advocacy, journalism, the arts and youth activism, the biennial Liberty Awards Gala is a fun and inspiring event celebrating human rights and civil liberties champions. It is also the cornerstone of our fundraising events calendar.

The selected provider would begin work at the beginning of May 2017, or approximately one year before the event. The contract is intended to end following the completion of all wrap up and reconciliation duties association with the event; this is likely to be done around mid-June 2018.

**Applications are due April 12, 2017.**

## **2. Deliverables**

Organizing our event includes coordinating event logistics and meeting fundraising targets, including securing event sponsorship/ partnership in coordination with BCCLA staff members.

- Coordinate event logistics
- Promote event and secure ticket sales online
- Meet fundraising targets including implementing sponsorship strategies
- Perform post event wrap up including financial reconciliation and donor/sponsor/attendee appreciation
- We are open to suggestions from our prospective contractors as to how much they think can be raised under different formats. We have a minimum fundraising goal of \$50 000 after all costs.

## **3. About the BC Civil Liberties Association**

The BC Civil Liberties Association is one of Canada's most vibrant and visible non-profit organizations.

Our mandate is to preserve, defend, maintain and extend civil liberties and human rights in Canada. We work on issues from citizenship equality to drug policy.

The BCCLA is an autonomous, non-partisan charitable society. Our current active donors number roughly 2500 people, while our online supporter base is roughly 55,000 people.

## **4. Liberty Awards Gala Event Description**

As the premier fundraising event of our calendar, the event is a fun and inspiring evening. The Liberty Awards Gala honours exceptional contributions to the fields of human rights and civil liberties in Canada.

The event (pending being bumped!) will be held at the Roundhouse Community Centre on Thursday, May 18, 2018. The evening features:

- Short awards ceremony (25 min),
- Full dinner, and
- Entertainment: Last year Queer as Funk brought the house down, and everyone had a great time!

This event first happened in 2012, and we now have a strong format, customer and sponsorship base from which to work. All our ticketing and receipting occurs online, minimizing any administrative work associated with the event. We have sold out the event every year, and attracted lots of great support from the community. Ticket sales won't be a headache!

Your job will be the fun stuff—find great entertainment, plan the program, pick the décor and the caterer...But also the important stuff— send sponsorship agreements to our returning sponsors and pitches to new folks, supervise a volunteer who secures raffle prizes, lock-down insurance, etc..

We believe we have strong foundations for success, and you have a great staff team to work with. We just need a great coordinator to bring it all together!

## 5. Evaluation

Proposals will be evaluated by a committee of BCCLA staff members. Let us know what you would charge to bring this event to life, including logistics, ticket sales and fundraising. We are looking for proposals that reflect our organization’s values and fundraising needs.

### 5.1 Proponent Response

Please provide the following information in your response:
A company profile and profile for any subcontractors who will be carrying out aspects of your proposal
Proposal describes your previous experience organizing large scale events. Where applicable, please indicate your experience with charitable organizations, or non-profits similar in nature to the BC Civil Liberties Association
Specify what aspects of event coordination and fundraising can be covered by you or your team.
Proposal breaks down cost of services
Bonus: our 2018 goal is to grow our sponsorship. At our last gala in 2016, we secured roughly \$30,000 in event sponsors. Can you help us beat that? Explain your strategies for growing our sponsorship revenues.