



January 19, 2023

To All Prospective Bidders:

Mental Health Advocates of WNY and Compeer Buffalo will be hosting the annual Superheroes Walk/Run in May of 2024. We invite you to submit a proposal for the Race Director/Company to help us plan, produce and manage the event.

The Superhero Walk & Run for Children's Mental Health has been the only race in WNY dedicated to mental health awareness for almost 30 years.

The funds raised during this race will help support children struggling with mental health challenges. Every dollar raised will fund programming at [Compeer Buffalo](#) and [Mental Health Advocates of WNY](#).

Any questions regarding this RFP should be submitted, in writing no later than end of business February 3, 2023, and directed to: Amy Starck astarck@mhawny.org

Proposals should also be sent to Amy at the email above. The committee will announce the Awardee by the end of February 2023.

We look forward to receiving your proposal!

Sincerely,

A handwritten signature in blue ink, appearing to read "Melinda DuBois".

Melinda DuBois
Executive Director
Mental Health Advocates of WNY

A handwritten signature in blue ink, appearing to read "Cheri Alvarez".

Cheri Alvarez
CEO
Compeer Buffalo



REQUEST FOR PROPOSAL FOR RACE/WALK EVENT

I. OVERVIEW

Mental Health Advocates of WNY (“MHA”) and Compeer of Greater Buffalo (“agencies”) are seeking a qualified and experienced fundraising event planner (“Event Planner”) to manage the execution of The Superhero Walk & Run for Children’s Mental Health (“Walk). The Event Planner’s services include, but not limited to concept development, planning, assistance with sponsorship, event production, and overall event management coordination, including day-of-event coordination, budget management, programming, and implementation.

II. ORGANIZATIONAL INFORMATION

MHA is a 501(c)(3) nonprofit organization founded in 1962, has been deeply committed to providing essential non-clinical services that address the needs of individuals, families and communities living with mental illness. Through awareness, education, prevention, early intervention programs and supportive services, we advocate for and actively promote mental health and wellness for adults, families and children in homes, schools, and workplaces across Western New York.

Compeer is a 501(c)(3) nonprofit organization. Since 1985, Compeer Buffalo has been providing social support in the form of friendships, to individuals (age 6 and up) who are striving for mental wellbeing. We know that friendship decreases loneliness and isolation, therefore we offer 1:1 friendship, social engagement activities, school-based mentoring, and mental health education in our community.

III. EVENT DESCRIPTION/HISTORY

The Superhero Walk/Run is a signature, annual fundraising event, with up to 1,600 attendees. Due to COVID the race has not been held since June 7, 2019. Superhero 2019 information can be found on our website ([CLICK HERE](#)).

The funds raised from the event support the missions of MHA and Compeer Buffalo.

The race will be held on a single day, date TBD but expected on a Saturday in May 2024 and will continue to be run on approximately the same date every subsequent year. We intend the race to be held in a park and/or surrounding roads in Buffalo.

The Awardee will be expected to work hand in hand with the Race Committee and Board to produce and

manage race operations, streamline processes, ensure a safe environment for racers and spectators, and implement best practices in the race industry. The Awardee will be expected to handle most, if not all, race planning, responsibilities, and tasks, reporting directly and frequently to the Race Committee.

Expenditures by the Race Director/Company, her/his/their staff, and organization on behalf of the event must be approved in advance by the agencies.

The following is information to aid in the development of your proposal and cost estimate.

- The expected event distances are 5 K run and 1.8-mile walk
- The potential location(s) will be in the city of Buffalo, NY the final location will be decided by the Race Director/Company and Race Committee.
- The desired 2023 participation: 1,600+ runners/walkers
- The race has dedicated followers, a logo, a website domain, and several years of historical data.

IV. More Specific Responsibilities of the Race Director/Company

Responsibilities of the successful Awardee will include, *but not be limited to*: Management and coordination of all race processes, procedures, materials, equipment, supplies, and support. Some services or items will be procured by the Race Committee; this will be discussed with the awardee. All plans will be discussed with the Race Committee for approval prior to implementation. Included responsibilities, for example, are management and coordination of the following:

- Event planning timeline
- Course design and planning
- Procurement of all required permitting
- Provide experienced support staff, as needed
- Promotion of the event, including email and social media marketing in partnership with the Race Committee
- Potential administration of RunSignUp platform in partnership with staff
- Procurement of race swag in partnership with the Race Committee and staff
- Advice on procuring liability insurance
- All race day participant interface sites, including, but not limited to:
 - Parking
 - Race day registration and packet pickup
 - Bag check
 - Information tents
 - Merchandise tent
 - Water stops
 - Food/drinks tents
 - Medical/first aid tent
 - Sponsor tents
- All race day personnel, including, but not limited to:
 - Race announcer
 - Security
 - Photographer
 - Medical support
 - Timing staff
 - Volunteers (in conjunction with the agencies)
- All race day equipment and supplies, including, but not limited to:
 - Barriers or other fencing materials
 - Start/finish arches or other markers
 - Traffic cones
 - Power generators

- Tables & chairs
- Tents
- Signage
- Radios
- Portable toilets
- Bibs and other timing equipment
- Flags, banners, and other promo materials
- Bike racks
- Cups, water jugs and/or water bottles Food and drinks for aid stations and the start/finish areas for participants, volunteers, and your team staff
- Participant information packet and any race swag
- Awards
- Audio equipment (MC and PA use)
- Technical support
- Race timing and scoring
- Day of race clean-up to the satisfaction of appropriate authorities
- Post-race activities and responsibilities including race debrief with the Race Committee
- Complete and submit pre- and post-race forms

Race Director/Company Requirements

- Experience managing races and large events
- Has access to experienced event management team/staff to direct the event planning and race day
- Able to work effectively and in close collaboration with the Race Committee members.
- Location in WNY strongly preferred.

IV. RFP FORMAT & GUIDELINES

- A. FORMAT.** Proposals must be received no later than 11:59 p.m. ET on February 3, 2023, via email to astarck@mahwny.org in a single electronic PDF attachment, with a maximum of 15 pages using 12-point size Times New Roman font with 1” margins. PowerPoints are acceptable with the format restrictions.
- B. GUIDELINES.** The proposal shall include the following sections:
1. Executive Summary. One-page summary of the Event Planner’s background, past experiences like the Services expected for Walk/Run, and basic understanding of the Services required, and reasons why the Event Planner should be selected.
 2. Company Overview. Overview of the Event Planner’s business organization structure, including the following:
 - List of each jurisdiction where the Event Planner has been incorporated and is qualified to do business;
 - Total full-time and part-time employees of the Event Planner;
 - Whether the Event Planner has been involved in any disputes with former or current employees and/or vendors (if the matter is settled and is confidential, please provide a general description of the basis of the dispute);
 - Whether the Event Planner has been involved in a dispute with one of its clients regarding event planning services (if the matter is settled and is confidential, please provide a general description of the basis of the dispute);
 3. Event Planning Team. Name and short biography of each person involved with walk/run and their role before, during and after event.
 4. Fees. Provide (1) proposed project based fixed fee, including description of all costs and fees the Event Planner propose to charge, and (2) hourly rates of the event member planning team.
 5. References. List of at least three (3) events including (1) description of the event (including size of the event, format of the event, type of guests hosted, stage settings built, etc.), and (2) references for each whom the Event Planner has performed similar event planning services (Names, Address, Email, and Contact Number).
 6. Samples. Sample of previous work related to the Services (e.g. conference final report, event production timeline with pre/during/post deliverables,

promotional material, event budgets which include all anticipated costs and fees, project plans, photos, etc.).

7. Other Information. Any additional information that Events Planner believes will be relevant to the RFP and the Event Planner's capability to provide the Services.
8. Signature. The proposal must be signed by a representative of the Event Planner that is authorized to commit on behalf of the Event Planner.

V. PROPOSAL EVALUATION

MHA and Compeer reserves the right to accept or reject all proposals, without prior discussions, and grant final acceptance to the proposal that best meets the needs and interests of MHA and Compeer, in its sole discretion. MHA and Compeer will be the sole judge of whether a proposal meets the required RFP criteria.

VI. CONFIDENTIALITY CLAUSE

Any information disclosed by MHA and Compeer herein (and any related correspondence and/or attachments) is considered confidential and constitutes the proprietary information of MHA and Compeer. All submission will become the property of MHA and Compeer and will be treated as confidential between MHA and Compeer and the Event Planner. MHA and Compeer will use its commercially reasonable efforts not to disclose the contents of the Event Planner's proposal to other participants or the public. MHA and Compeer reserves the rights to discuss the submissions with its consultants, references provided by the Event Planner, and other related parties during the evaluations process.

VII. QUESTIONS

Questions about this RFP should be directed to Amy Starck, Director of Development at Mental Health Advocates of WNY by email ONLY: astarck@mhawny.org. Phone calls will not be accepted. All questions and answers will be made available to all potential Event Planners, upon written request.