

**Event Planner Description**  
**Foundation for Food and Agriculture Research (FFAR) Inaugural Annual Gala:**  
**“Fostering the Future”**

**OVERVIEW:**

FFAR is seeking a qualified special event planning company to manage the inaugural launch of what will become an annual fundraising event unique to the food and agriculture community. We are looking for a successful and enthusiastic partner to produce this event from conception to completion. This partner must have experience with high profile Washington, DC based events and a portfolio of previously managed events. Partners must be experienced in 1) General management and operations, 2) Event management, 3) Sponsorship/Fundraising, 4) Event committees and 5) Marketing/Communications.

**ABOUT FFAR**

The Foundation for Food and Agriculture Research, a 501 (c)(3) nonprofit organization established by bipartisan congressional support in the 2014 Farm Bill, builds unique partnerships to support innovative and actionable science addressing today's food and agriculture challenges. FFAR leverages public and private resources to increase the scientific and technological research, innovation and partnerships critical to enhancing sustainable production of nutritious food for a growing global population. The FFAR Board of Directors is chaired by Mississippi State University President Mark Keenum, PhD, and includes *ex officio* representation from the U.S. Department of Agriculture and National Science Foundation. Learn more: [www.foundationfar.org](http://www.foundationfar.org)

**ABOUT THE EVENT**

FFAR is seeking assistance to create and deliver an inaugural, high-profile, one-of-a kind annual gala and awards event for 200-300 attendees to be held Wednesday, October 3, 2018. Our goal is to secure funds for Fostering the Future, a program to attract and retain talent in food and agriculture research. The sponsorship goal for the event is \$500,000. To meet this goal, FFAR is seeking the assistance of a professional event planner, who is well connected in the DC area, and can work with high profile C-suite executives in the public and private sectors, FFAR Board of Directors, staff and vendors to successfully execute this event.

FFAR wants to deliver a sophisticated gala with a primary focus on fundraising. The event will also showcase FFAR programs and raise the organizational profile among the food and agriculture community. The gala will feature VIP and general receptions, a plated dinner and awards/recognition ceremony.

**ABOUT THE EVENT PLANNER**

The event planner in consultation with FFAR development will need to provide the services listed below.

General Management and Operations

- Timeline and work plan development
- Budget development
- Vendor and venue identification, selection, negotiations and contracts
- Regular reports, meetings, calls and updates
- Event on-site staffing

### Event Management

- All event materials development – printed and electronic design, content and development
- Protocol, security and insurance considerations
- Décor
- Entertainment booking and coordination
- Staging and audio/visual management
- Hotel and travel arrangements
- Catering coordination
- Photography and videography oversight
- Pre- and on-site registration
- Seating
- Gifts/promotional items
- Valet/Parking
- On-site management

### Sponsorship/Fundraising

- Coordinate/advise strategy to achieve \$500,000 sponsorship goal
- Establish giving levels and benefits
- Benefit delivery and acknowledgement
- Sponsorship identification and list review
- Coordinate sponsorship asks, follow-up, gifts and acknowledgements

### Event Committees

- Establish and coordinate event committee fundraising
- Recruit Congressional committee – in name only, in coordination with FFAR staff

### Marketing/Communications

- Plan to raise awareness about the event within the food/ag communities
- Identify key media contacts and disseminate event information/invitations in coordination with FFAR staff

### **ABOUT THE CONTRACT**

FFAR encourages applicants to respond by describing their qualifications to meet the requirements and goals of the event and how they will execute the necessary tasks to ensure the event is successfully completed. FFAR reserves the right to accept or reject, in whole or in part, any and all submissions. The contract will last from a period starting mid/late September 2017 through Oct./Nov. 2018.

### **All submissions must include the following information:**

- 1. Name and Overview:** Name and contact information for organization lead/organization and general organization description.
- 2. Resume(s):** Resume(s) of principal event coordinator and other key staff.
- 3. Services:** Description of services and proposed fees. Please address the About the Event Planner description and include other services not listed that you would deem essential to the success of the event.
- 4. Client and Event References:** List of contacts/organizations (three minimum) with name, title, organization, email and phone number along with the event(s) supported.

5. **Portfolio:** Examples of previous events that demonstrate similarities in: budget, services, etc. to the FFAR event.
6. **Conflicts:** Please address potential conflicts that may exist with other events and clients you would be supporting during the proposed FFAR event.

FFAR will receive and hold your proposal in confidence. No contractual relationship is implied from receipt of a submission. Submit proposals and subsequent questions by email to: Renee Bullion Development Director, [rbullion@foundationfar.org](mailto:rbullion@foundationfar.org) and Shonda Andrews, Development Associate, [sandrews@foundationfar.org](mailto:sandrews@foundationfar.org)

Deadline for proposals is July 28, 2017. FFAR will be in touch about next steps.