



## AllieAwards.com

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Thank you for taking the time to review the following package. Over the course of many years, the production of the Allie Awards has become the quintessence of the standards and quality we ask for in the events that are entered to win.

Since its inception in 1991, this prestigious awards competition strives for the highest degree of excellence in event planning, design, cuisine, entertainment, technical production, and enhancements. In doing so, we have collectively raised the standards and quality of Atlanta's thriving and growing event industry. Events of nearly every type and size will have the opportunity to be recognized in more than 35 categories organized into six specialty areas.

By showcasing your company as outlined in the following pages, you will have access to an eager audience ready to view what you do best. In purchasing products and/or contracting for outside services, more than 80 percent of our attendees have sole purchasing authority or are key decision makers regarding business purchases.

We look forward to reviewing your proposal, thank you for your time.

Irene Tyndale  
2019 Allie Award Chair

Claudette Bouton Pate  
2019 Allie Award Vice Chair

## REQUEST FOR PROPOSAL – 2019 ALLIE AWARDS

A COMPLETE AND FIRM BID MUST BE SUBMITTED NO LATER THAN 6:00 PM **JULY 25, 2018**. EVENT SPECS ARE LISTED BELOW FOR YOUR REFERENCE. THE SPONSORSHIP CONTRACT WILL BE AWARDED WITHIN 1 - 2 WEEKS FOLLOWING RECEIPT OF RFP'S.

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Claudette Bouton Pate, Vice Chair, 404-964-8698, [Claudette@GoldnerAssociates.com](mailto:Claudette@GoldnerAssociates.com)

### **Event Specifications:**

This RFP contains three separate components:

- Venue
- Catering – Food & Beverage
- Production

**Bidders may submit for one, two or all three of these components**

**Pricing- Discounts:** We are seeking vendor/sponsor partners for each of the components who understand that what we outline in this RFP will cost well beyond the amount of money budgeted for the venue, food & beverage as well as production, and will be willing to be compensated for that difference through a mutually agreed upon sponsor benefit package. Specific sponsor benefits will be determined once the RFP is accepted and the in-kind dollar value is determined. When completing your proposal, please be sure to include all potential costs related to the specific component. Any costs that are incurred after the proposal is accepted are subject to Board approval.

### **General Information:**

**Event Dates:** Open to any Sunday in March except for 3/17/19

### **Event Timeline:**

- Saturday:
  - Load in - Day Before/8am – 5pm
- Sunday:
  - 4pm – Show Ready
  - 5pm – Doors
  - 5pm – 6pm – Cocktails/Reception
  - 6pm – Dinner/Awards
  - 9pm – After Party
  - 11:30pm – Load out – we may need flexibility for some event elements to be picked up the following morning

**Attendance:** 400+ Atlanta Hospitality Industry Professionals - representing many of the prominent event related organizations in the Metro Atlanta Area.

**Pre-Planning:** All vendor/sponsors are expected to provide a representative with decision making abilities for pre-planning services at no additional cost to work with a designated event team member. Tasks include but not limited to: scheduled conference calls, site inspections, site plans/floorplans, permitting and other details as determined. We also hope that we can leverage other vendor relationships for potential sponsor partners.

## **Component #1 – Venue**

### **Requirements:**

- Main Pre-Function Cocktail Hour 4,000 sq. ft.
- VIP/Nominee Reception 4,000 sq. ft.
  - Note – this should be a separate space
- Awards Program + Seated Dinner 10,000 sq. ft.
- After Party + Dessert Reception 4,000 sq. ft.
  - This space can be the reception space/flipped
- Access to a space used as a green room for entertainment
- Production/Committee office/staging area
- Use of in-house inventory: tables, chairs, basic linen, glassware, flatware, china, staging, dance floor, bar stations, furnishings, décor amenities, installed sound system, power, projection screens and equipment, internet/Wi-Fi, etc.

### **Parking:**

Complimentary or Competitive Rates, self-pay, not included in per person price

### **Concession Requests:**

- Allow outside audio-visual equipment and services if offered in house and we can get these services donated or at a reduced price.
- Allow outside catering or culinary in-kind donations if offered in house and we can get these services donated or at a reduced price.
- Alcohol and Non-Alcohol beverage in-kind donations
- Waived or reduced corkage fees if applicable
- Décor and rental in-kind donations
- Hotels Only:
  - Reduced room block rates
  - (3-5) Comp Rooms with a 2-Night Stay for core committee volunteers

## **Component #2 - Food and Beverage**

Each year this event follows some type of theme or vision as set forward by the Allie Awards Chairperson. We are looking to partner with a catering entity, either in house or independent that will have the ability to creatively make that vision come through the food. This should be viewed as a showcase opportunity as every guest in the house is a potential client. Following is a basic overview of needs that will need to be adjusted once the venue is selected.

- Receptions:** We are planning for two simultaneous cocktail receptions, one for our Sponsors and Nominees and the other for our other guests. We are open to either hand passed hors d'oeuvre or buffet stations. Please plan for a minimum of 5-7 pieces per person over the course of one hour.
- Dinner:** The flow of the evening will be mutually agreed upon as to whether the awards will take place during or after the meal. We prefer a seated served meal of either 2 or 3 courses: pre-set appetizer, soup/salad and an entrée course.  
Accommodations need to be made for various dietary restrictions.  
Need to accommodate crew meals
- Dessert:** This will be a reception following the Dinner/Awards in the After-Party space
- Beverage Service:** We would like to plan for either an open full bar throughout the evening or possibly only during the receptions and after party with either wine service during dinner or bottles of wine placed on the guest table for self-service.
- Maximum Budget:** \$50 per person, (not including bar service) **all inclusive** of service charges, staffing and fees
- Beverage service budget will be determined based on product donation sponsors, corkage, etc.

### **Component #3 – Production**

As outlined in the catering component, we are looking for a production partner who will think creatively and work with our committee to produce a first-class event that will not only flow with the chosen theme of the event but that will showcase your talents and abilities as every attendee is either already a client or a potential client.

#### **Creative Services & Production**

- Slide Show/Presentation of Awards - The vendor/sponsor who will provide these services will be expected to sign a confidentiality agreement due to the nature of the information in these presentations. The vendor will be expected to:
  - Design the template for the presentation (requires approval before production)
  - Coordinate with the “owner” of the content the receipt of the content which would include uploads to an FTP site for large files
  - Provide post production packages for archival purposes

#### **On-site Production/Management Team**

At minimum, the on-site team should include:

- Technical Producer – will be expected to:
  - Coordinate all details through the designated event team member
  - Will produce in advance of the event for approval all Queue to Queue/Technical ROS
  - Ballroom and meeting room AutoCAD floorplans
  - Serve as the lead liaison should there be more than one production vendor/sponsor involved with the program.
- Lead Support to include:
  - Camera Operator
  - Video Engineer
  - Audio Engineer
  - Program/Content Producer – PPT
  - Webcast and Teleprompter Operator

Please be sure that all costs associated with travel, per diem and hotel accommodations are included. There are no comp hotel rooms available.

## Equipment/Gear/Design

The following information should be used as a guideline. Until all content is finalized; the equipment/gear needs are subject to change and will remain fluid until final.

- Scenic/Stage Set: The goal will be to create a stage set that is reflective of the designated theme of the event
  - Preference for stage set design or Video Mapping design for a stage that is approx. 40'x24'x36"H with 2 -4 sets of steps as well as a rear extension of 4' x8' x 36" for an entrance platform entrance for presenters.
  - Single high-quality podium with two slim line executive mics (not too tall on the podium with space for papers)
  - Presidential Teleprompter with floor monitor
  - Run off drape and backdrop drape
- Audio:
  - (2) Digital Lavalieres
  - Powered Antennas
  - Backup hand held wireless mics (2)
  - Complete line array or equivalent audio system to support the ballroom with 400 attendees
  - Walk in – walk out and walk on and walk off music with high energy (in not handled through entertainment)
  - Clear com setup for all tech crew and two - three committee members - front of house
- Lighting:
  - Lighting package for stage with adequate to capture video recording and audience in front of stage. Should include intelligent instruments with capability of changing the look of the room
  - Lighting for perimeter of room to wash the walls
  - Gobos if needed – stock or custom
- Video:
  - Two projection screens approximately 9x16 with surrounds to compliment stage design
  - Video Switcher to handle two picture in pictures and 2 lower thirds
  - Video Recording at least 720 P with backup ISO and program
  - At Least 10 K Projectors with HD SDI
  - One IMAG camera operator with recording capability
  - MAC and Windows based video operating system to handle moving video, PPT, graphics and text with editing PC and skilled operator with PPT experience
  - Laptops for run of show and PowerPoint content

## LABOR

All required labor to support installation and run of show. If union labor is required, please adequately forecast the estimated costs. Rigging and electrical should be estimated to provide total estimated investment. Any travel, lodging, per diem charges should be line itemed and identified.