



NOTICE TO ALL FIRMS

Date: October 13, 2023
To: All Prospective Bidders
From: Candida Poinsette
Purchasing Agent
Re: Addendum Number 1
RFP C1600 – FIT Gala Production 2024

*** All bids are due on or before October 20, 2023, 1:00 PM.

Questions:

Q1: Is this a fundraising event? What are the benchmarks for fundraising?

A1: \$2M goal.

Q2: Are we able to engage celebs without “costing them out”? Is this incremental?

A2: We need to know what the budget will be for celeb engagement so we can ensure we have enough to cover any costs of the celebrity to attend.

Q3: What factors will influence the selection of an agency partner for this project?

A3: Alignment with project need and budget.

Q4: Can you provide insights into the timeline and the key decision-makers and implementation team involved in this process?

A4: Timeline listed in RFP, decision makers are leadership within the Foundation office.

Q5: How do you envision the overall process of partnering with an agency for this project?

A5: Timely and robust communication, creative thinking, solutions and ideas.

Q6: Can you provide a brief overview of the FIT NYC Event project, its objectives, and the expected outcomes?

A6: This is for our annual seated dinner Gala.

Q7: What is the main goal or theme of the event? Is this the primary fundraising event of the year?

A7: To successfully produce our annual Gala (main fundraising event of the year) and ensure all stakeholders are satisfied with the outcome, creative solutions are proposed to challenges and we stay within the budget projected

- Q8: Is there a monetary goal you're trying to hit?
- A8: Yes, \$2M for the evening.
- Q9: Is this connected or "teeing" up other initiatives or events?
- A9: It is connected with our Future of Fashion runway show, happening right before the Gala portion of the evening.
- Q10: What has been the attendance demographic of this event in years past?
- A10: Normal demographic is fashion industry leaders, corporate partners in the fashion industry, upper east side individuals.
- Q11: Are there any specific challenges or opportunities associated with this event?
- A11: There are varied challenges and opportunities, mainly focused around fundraising and philanthropy
- Q12: Is the venue cost already taken into account or would this need to be part of scoped 250k?
- A12: Venue cost is not part of this budget, but ALL other costs associated with the event (rentals, AV, experiential components, travel, labor etc.) are part of this budget.
- Q13: Are there any FIT assets that you may want to repurpose for this event and what assets are we expected to produce or deploy?
- A13: FIT will create the creative collateral for the Save the Date and invite and those graphics can be used by the production company for all the necessary assets that need to be created by production. Step and repeat, any experiential components, any PowerPoint or screen images/videos need to be overseen by the production company and FIT can send photos/videos/graphics for the company to create the PowerPoint or layout for the required format, signage created by production company.
- Q14: Would AMP be in charge with owning a pre-event experience?
- A14: Yes, we will have a cocktail that the production company would be in charge of, but the runway show is not part of this RFP.
- Q15: What specific services or support are you seeking from vendors?
- A15: AV, lighting, building experiential components, entertainment (DJ, Music etc.)
- Q16: Are there any particular areas within event management or production that are the highest priority?
- A16: Seating and flow of evening, creating the feel of the evening and executing on that feel (experiences, flow, stage direction, stage look and feel etc.).
- Q17: Are the sponsors already identified / contracted? What would our role be in sponsorship management?
- A17: They have not been identified, if there are contacts or relationships that would make sense to pitch a sponsorship to, that would be the only role of the production company.
- Q18: Can you describe the target audience or demographics of the attendees?
- A18: High Net worth Individuals and Corporate partners, fashion leaders and luminaries.

- Q19: Are donations from attendees a primary call to action at any point during the event? If so, are there any donation tactics that have been particularly successful (or unsuccessful) in the past?
- A19: Yes, we look to do a paddle raise, text to give, live auction component. Silent auctions do not work.
- Q20: Does the budget need to include audience swag, food, drinks, etc.? Or is the scope to focus on the production and execution of the fashion show aspect only?
- A20: This is not for the fashion show, but for the dinner portion of the evening. Food, drinks etc. are part of the \$250K budget to work with. Swag will be donated and Moet Hennessey will provide the alcohol.
- Q21: What logistical support is required, such as transportation, catering, audiovisual equipment, etc.?
- A21: Working with, leading, guiding and project management of vendors to execute on the entire event.
- Q22: Has the venue been contracted? Is the cost of the venue included in the \$250k or will that cost be covered outside of this scope?
- A22: The venue cost is not part of this budget. That is taken care of already. The venue is secured as per the first part of the RFP. Glasshouse.
- Q23: Are the models students who are offering their time or will we need to include model fees into the overall budget?
- A23: This is not part of the scope of work.
- Q24: Beyond the fashion show, are there any confirmed event elements? Any details about the entertainment or virtual experiences mentioned in the RFP?
- A24: We need to secure entertainment (DJ etc.) and would like the production company to brainstorm how to include other FIT Programmatic and design elements to create more experiences during the evening (beyond the fashion show).
- Q25: Do you have any specific creative or design preferences for the event, such as branding, themes, or visual concepts?
- A25: We have a brand guidebook and will have the creative elements for the invite/save the date to draw upon for visuals in the room.
- Q26: Are there any technological requirements or digital components for the event, such as live streaming, mobile apps, or interactive displays?
- A26: No live streaming, perhaps interactive displays if the production company thinks they would be a good addition. Looking to the production company to guide on experience in room.
- Q27: What is the preferred mode of communication and frequency of updates between vendors and your team?
- A27: Calls and email.
- Q28: Are there existing collaboration tools or platforms in place for this project?
- A28: No.

Q29: Are there any guidelines or expectations regarding pricing or cost structures?

A29: No.

Q30: What is the proposed timeline for the event, including key milestones and deadlines?

A30: May 8th is the event, looking to the production company to give us a timeline for execution of the event.

Q31: What criteria will be used to evaluate vendor proposals?

A31: Please see the purchasing department at FIT to answer that question.

Q32: Are there any key performance indicators (KPIs) or success metrics that you will use to assess the event's success?

A32: Was the event execution what we agreed upon and planned for and what was used to problem solve for issues that came up.

Q33: What format and documentation are required for the RFP response?

A33: Please reach out to the purchasing office at FIT.

Q34: Are there any specific guidelines or templates that vendors should follow?

A34: Same as above.

Q35: Are there any data privacy or security considerations that vendors should be aware of, especially if handling attendee information?

A35: No sharing attendee, host, honoree information, that is the consideration.

Q36: Are you looking for vendors with previous experience in similar events or industries or will you consider agencies with a strong experiential background?

A36: Need a production company with past NYC Gala experience.

Q37: Can you provide examples of successful past events for reference?

A37: FIT Galas in the past, especially 2019 and 2022.

Q38: Is the venue fee included in the \$250,000 budget?

A38: No.

Q39: Does the overall \$250,000 include responsibilities for scripting and video development for stage presentations and content?

A39: No, scripting and video will be another budget.

Q40: Are there any 3rd party vendors excluded from the \$250,000 budget?

A40: No, but all vendors will need to be discussed ahead of time to ensure they are good to be used at Glasshouse.

- Q41: Will all approved 3rd party vendors be paid through FIT to avoid sales tax?
- A41: We can pay vendors directly if you have quotes, invoices and have them fill out the necessary information for FIT to pay them.
- Q42: Are you able to provide an overarching breakdown of the event? Will it be similar to the structure of 2023? (e.g. Cocktail Reception, Fashion Show, Entertainment, Awards Ceremony, will there be a sit-down dinner?)
- A42: Yes, similar to last year. There will be a sit-down dinner for 500 ppl. Cocktails and red carpet, runway show, then Gala dinner.
- Q43: The Page 2 checklist requests us to complete the Contractor Reference Sheet which is Attachment B. However, the language suggests us to "See Exhibit B". We just want to confirm that Attachment B is the document we should complete and include within the proposal and that Exhibit B is to be completed after being awarded the contract.
- A43: Please reach out to Candida in the purchasing department.
- Q44: Is FIT putting together the sponsorship packages and levels as well as selling the packages? Once sold, does FIT then just pass the sponsors along to us to handle all logistics for event day?
- A44: We will have pitch documents and levels, we will manage the overall relationship but rely on production to execute on the sponsor benefits.
- Q45: Is the fulfillment of the sponsor package levels part of the \$250,000 budget?
- A45: Yes.
- Q46: Page 7 under section IV. Contractor's Responsibilities, states the firm must participate in activities on short notice. Can you please give us examples of these types of activities?
- A46: Venue walk throughs or on site venue meetings.
- Q47: Exhibit A (pg 13) - What is expected of "other expenses" that we should include in our production fee?
- Event Day Staffing?
 - Staff meals?
 - Production supplies?
 - Trucking and shipping of event-related materials?
 - Do travel expenses include in-person meetings and site surveys?
- A47: Yes, to all above.
- Q48: Will the format of the 2024 event be the same as the 2023 event with a cocktail reception, fashion show and after-party?
- A48: Yes, only exception is that there will be a 500-person seated dinner after the fashion show. No Afterparty.
- Q49: Why are you choosing to move the event out of the school and, specifically, to Glasshouse?
- A49: Budget and space.

Q50: Have you worked with a production partner in the past? If so, what are some of the key successes and challenges you experienced?

A50: Yes, success include creative problem solving and imagining the experiences and flow of the evening. Challenges include communication challenges.

Q51: What are the overarching goals for the Gala and how will you measure the success of those goals?

A51: \$2M fundraising Goal, and that all stakeholders (board, FIT President, guests, honorees) had an enjoyable evening.

Q52: What does a successful relationship with a production partner look like for FIT?

A52: Clear and timely communication, creative and proactive problem solving, as well as a firm that is highly organized and detail oriented.

Q53: Is there a more specific list of bidder requirements that details everything we need to submit along with the proposal? The parenthetical list here feels topline.

A53: N/A

Q54: Is there a more specific list of financial viability documents for us to reference or is everything listed here? For proposals of this nature, we have included a statement from our External CFO/Accounting firm that details this information as opposed to balance sheets, would that be acceptable here? (Example attached.)

A4: Yes, this will be acceptable.

Q55: Has FIT finalized the agreement with Glasshouse? If yes, can you share the agreed-upon load-in schedule with us as well as any other finalized details with the venue that may affect the production budget (confirmed spaces, caterer, etc.)?

A55: Yes.

Q56: What specific line items are included in the \$250,000 production budget? This number doesn't align with similar event budgets we have worked with at Glasshouse and we want to be sure we fully understand the budget and scope.

A56: Food, A/V, entertainment, check in/seating costs, décor, vendor and labor costs, any rental equipment not at the Glasshouse, any printed materials or signage etc. See below for a past years example:

Entertainment / DJ
Entertainment / Rider Fulfillment
Food + Beverage / Catering
Guest Experience
Production / Decor + Fabrication
Production / Lighting Equipment
Production / Video Equipment
Production / Labor
Production / Audio Equipment
Production / Floral
Production / Equipment Rentals
Venue + Security / Tenting
Branding + Design / Printing
Event Management / Travel

Event Management / Courier Fees

- Q57: How many people and in what roles make up the special events team and sub committees and what is the specific role you are looking for your production partner to play with the sub committees? Will the production company report to one point of contact at FIT throughout the planning process?
- A57: Production will report to one main contact but be liaising with several internal FIT leads (runway show producer, FIT internal event producer).
- Q58: Can you specify (outside of seating) what you envision this management entailing?
- A58: Check in and registration, dinner seating, stage management for hosts, honorees and any other talent, green room management.
- Q59: STAMP manages seating for many projects including runway, theaters and dinner seating and has established best practices for that process, which we will detail in our proposal. However, we would like to understand FIT's current process for receiving guest data and managing seating. Please also confirm which parts of the event seating will be required (e.g. runway, after party lounges, etc.).
- A59: Dinner seating will be required, but event check in will also fall to the production company. We have usually sent an excel spreadsheet of table schematics, guest names etc. and the production company has used social tables to organize.
- Q60: At what point do you anticipate engaging your production partner in managing sponsor benefits?
- A60: As the event gets closer, deliveries are due and night of.

YOUR REQUEST FOR PROPOSAL SUBMITTAL. YOUR SIGNATURE BELOW WARRANTS THAT YOU UNDERSTAND THIS ADDENDUM AND THAT YOU HAVE MADE THE APPROPRIATE ADJUSTMENTS IN YOUR PROPOSAL AND CALCULATIONS.

Signature

Print Name and Title of Authorized Representative

Print Name of Company/Partnership/Individual

Date