



**MISSOURI BICYCLE AND
PEDESTRIAN FEDERATION**

REQUEST FOR PROPOSAL (RFP)

EVENT MANAGEMENT

BikeMO Bicycle Ride

**Promotion, Organization, Operation, and Sponsorship
Development**

PROPOSALS DUE: Monday, July 11th, 2011

BY 6:00 PM (Central Time)

***Submit proposal via hard copy, fax, or electronic copy via email (PDF, Word, text files
accepted--ask about other formats). Electronic copy is preferred.***

Submit proposal and direct questions to:

Dr. Brent Hugh, Executive Director
Missouri Bicycle and Pedestrian Federation
5916 Arlington Ave, Raytown, MO 64133
Director@MoBikeFed.org
Phone: 816-695-6736
Fax: 210-579-2265
MoBikeFed.org

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Introduction

The Missouri Bicycle and Pedestrian Federation (Federation) seeks a company or organization with event management skills (Event Manager) to organize, promote, operate, and find sponsorships for BikeMO 2011, the Missouri Bicycle and Pedestrian Federation's annual fall bicycle ride.

Through this event we hope to:

- Hold a well organized, professionally run bicycle ride that is a positive, safe experience for participants.
- Raise funds, \$5000-\$15,000, for the Federation, above and beyond event costs and event management fees.
- Promote statewide awareness and media coverage of the Federation and bicycle and pedestrian advocacy issues it promotes.

The initial contract is for the 2011 event only. However, long term we plan to build BikeMO into a much larger event and primary funding source for the Federation, similar in scope, size, and broad appeal to Indiana's Hilly Hundred and Maine's Lobster Ride and Roll. We seek your vision for growing BikeMO into this kind of event and will consider a longer-term contract for BikeMO event management immediately after BikeMO 2011.

Proposals are due Monday, July 11th, 2011 by 6:00 PM (Central Time).

Submit proposal via hard copy, fax, or electronic copy via email (PDF, Word, text files accepted--ask about other formats). Electronic copy is preferred. Mailed proposals must be received by this date and time.

Submit proposal and direct questions to:

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More information about BikeMO and this RFP is at: MoBikeFed.org/BikeMORFP

Requirements

We request a proposal for the operation of BikeMO 2011, the Federation's annual fund raising bicycle ride, that meet the following goals and requirements.

Goals of the event:

- Raise funds for the Federation and/or its affiliate, the Missouri Foundation for Bicycling and Walking, of at least \$5000, but preferably \$10,000-\$15,000, over and above event expenses and event management fees.
- Reach a maximum audience in terms of both participants and public relations outreach
- Create a positive event and a positive experience for participants that reflects the values, vision, and image of the Federation
- Create a fun, inviting, challenging, scenic, safe, professionally run event for Federation members, donors, supporters, and the general public to enjoy
- Promote awareness and media coverage of the Federation and bicycle and pedestrian advocacy issues it promotes
- Invite participation of civic leaders, elected officials, community groups, and the like, as riders, volunteers, and in other featured roles, so that they have a positive experience at a Federation event
- Generally meet the goals of the Federation as expressed in its Vision through this event-- see MoBikeFed.org/Vision

Responsibilities of the Event Manager:

- Serve as **primary event coordinator**; coordinate with the Federation and its staff, officers, and volunteers.

Marketing

- Create or modify the **event logo and promotional materials** in consultation with Federation.
- Creatively **market the event**. For example: Online marketing, social marketing, flyers in businesses, cross marketing with other events, direct mail to previous participants and likely participants, press releases, and other customary and effective ways of promoting recreational bicycle events.

- Update or create the **BikeMO web site** with information about the ride, lodging, travel directions, and customary promotional materials for a bicycle ride, and continually update the page in the lead-up to the event. See BikeMO.org for current web site.
- Create and update **social media** related to the event, such as facebook pages, email lists, and twitter feeds in coordination with Federation.

Fund Raising

- **Locate, contact, and sign sponsors and donors**, both monetary and in-kind, in support of the event, the Federation, and/or the Foundation. Provide contact and background information on sponsors and donors to Federation.
- **Generally maximize event income from participants, donors, sponsors, or any other means.** We are open to considering changes in fee structure, ride structure, or adding any reasonable revenue generating options to the event.
- **Organize and provide 'swag' and/or materials** to participants and volunteers that will enhance the value of the event for ride participants and sponsors. Examples: Ride t-shirt, goody bags.

Event logistics

- **Organize event registration and payment** (pre-event and/or at the event, according to your event plan), packet pick-up, ride-day check-in, etc.
- **Plan, organize, and operate the bicycle ride, sag vehicles, and sag stops;** update the route, route map, and other materials needed for event participants; mark the routes.
- **Organize and train event volunteers.**
- **Provide signage, banners, and route marking** as appropriate and needed.
- **Obtain necessary license and permits;** notify and gain the cooperation of law enforcement agencies, other government agencies, and private individuals or companies along the route or at sag stops, parking areas, etc., as needed for the event.
- **Provide a complete list of ride participants and complete contact information,** including email address and physical address, in electronic format (ie, Excel file) to MoBikeFed at the end of the event.
- **Plan and purchase high-quality food for participants at sag stops.** In previous years when we have featured healthy, fresh seasonal food, it has been very well received by

participants. For example: The 2010 theme was "Harvest Festival" with pumpkins, garden vegetables, and so on. We provided fall/harvest decorations at sag stops and harvest-related snacks, just as fresh veggies, fresh-baked pumpkin bread, and a slice of pumpkin pie for every rider at the end of the ride.

- **Organize photography of ride and participants.** For example: Photograph participants during the ride. Place photographs online via Federation's FlickrR page, the BikeMO web page, Facebook page, and/or other means; notify participants of ride photographs; make print photographs of riders available for a charge.

Miscellaneous

- **Update the ride operations manual** with procedures and lessons learned for future managers of the event.
- **Provide event cancellation insurance** which will cover, at minimum, event expenses and the event management fee if the event is cancelled.

Federation can provide:

- **Ride Organization Guide, procedures, and volunteer guidelines** developed for previous years' events, in electronic format
- **Help in locating volunteers from among our membership;** lists of previous volunteers and their specific experience with this event
- **Help and contact** with previous event managers (limited, but may be helpful) and lead volunteers
- **Online ride pre-registration and credit card acceptance; deposit of ride day payments** (via check, cash, credit card). Direct costs of deposit or credit card fees and of handling payments (ie, staff time to prepare and make large deposits) will be considered event expenses.
- **General bookkeeping and tracking of event income and expenses.**
- **Promotion of event** through Federation's own contacts, web site, facebook page, twitter page, and other online contacts, newsletter, and others. Direct costs of such promotion (ie printing and mailing cost, pro-rated if appropriate) will be considered event expenses.
- **Promotion of event through MoBikeFed's direct mailing and direct mail newsletter.** We usually plan a direct mail membership recruitment campaign reaching about 15,000

Missouri bicyclists in September and a newsletter reaching 5000 Missouri bicyclists in early October. Each of these mailings could contain a BikeMO flyer or other information.

- **Contact information** of previous ride participants
- **Contact information of previous years' donors and sponsors and potential donors and sponsors;** previous years' donor and sponsorship materials and levels in electronic form
- **Information, materials, promotional material, and maps about previous years' events** in electronic format
- **Bicycle ride insurance** through American Specialty Insurance (the per-rider fee will be considered an event expense) and Insurance Certificates as needed for property owners, sponsors, etc.

Other Considerations:

- **Federation is and will remain title sponsor of the event,** though various titling options for high-level sponsors could be explored with Federation if needed.
- **Intellectual property and work product remains property of Federation:** All logos, branding materials, maps, ride materials, promotional materials, sponsorship materials, the event name and concept, and other intellectual materials related to the event or created by the Event Manager for the event will be and remain property of the Federation; any exceptions require specific written permission from Federation. Contact lists remain the property of Federation, are to be considered confidential, and may not be shared with others or used to promote other events without specific written permission of Federation.
- **Federation can pay up to \$2000 of ride expenses prior to the event** through direct billing of expenses to Federation or reimbursement of event manager for event expenses incurred.
- **Payment of event management fee:** Our preference is final accounting of event income and expenses within 30 days of the event and payment of the event management fee as a lump sum within 30 days of that final accounting. However, partial earlier payment of the event management fee maybe negotiated, contingent on receipt of sufficient event income to justify the earlier payment.

- **Performance bonuses:** Building performance bonuses into your fee structure is encouraged--for instance, bonuses for meeting certain pre-registration, sponsor, overall registration, overall income, or overall participation goals.
- **All goals and requirements in this RFP are subject to negotiation or counter-offer** in your proposal. If you wish to do so, it is best to contact Federation by phone or email first. Proposals to handle only one or two of the major areas (Marketing, Fund Raising, Ride Logistics) are welcome, though bids strong in all three areas will score higher in the evaluation process.

Submittal Requirements

Please submit these items:

1. Cover letter
2. Overview of your company and experience in managing events of this type
3. Personnel overview and previous projects those personnel have been involved in - for those personnel who will be directly involved in managing this event
4. Outline plan for managing this event, proposed budget, and fee structure
5. Your plans for the future growth of this event beyond 2011
6. Any other materials that may help us make an informed decision about your proposal

Selection Criteria

The Federation intends to use these criteria to score and evaluate proposals received:

1. Experience and previous success in delivering similar events in the past.
2. Quality of event plan submitted, evaluated in each major area (Marketing, Fund Raising, Event Logistics)
3. Ability to deliver all major areas of requirements: Marketing, Fund Raising, and Event Logistics (though a bidder strong in one or two areas may be considered, particularly if no bidder is strong in all areas and the bidder proposes reasonable solutions for dealing with the deficiencies)
4. Vision to grow the event, both in participant numbers and in fund raising potential, for the next 3-5 years beyond 2011.

The winning bidder, if any, will be selected solely by the judgment of and at the discretion of the Missouri Bicycle and Pedestrian Federation.

Timeline

1. RFP Available: June 20th, 2011
2. Bidder response deadline: July 11th, 2011
3. Proposals evaluated by: July 18th, 2011. Winning bidder notified.
4. Agreement signed with winning bidder by: August 1st, 2011. Other bidders notified.
5. BikeMO 2011: Saturday, October 15th, 2011

Process

Bids are due on the date specified under Timeline, above. All bids will be reviewed to make sure they meet all the requirements.

All responsive bids will be scored in the categories outlined under Selection Criteria. The top three bids will be evaluated by the proposal team to select the winning bidder and an alternate by the date indicated in the Timeline.

Negotiations with the winning bidder are expected to result in a contract award within 2 weeks. If negotiations with the winning bidder fail, the alternate will be contacted and negotiations held.

Once the contract is awarded and the agreement signed, all bidders will be notified.

About BikeMO

BikeMO is an annual fundraiser for the Missouri Bicycle and Pedestrian Federation and the Missouri Foundation for Bicycling and Walking, held the third Saturday of October each year.

Proceeds from BikeMO are used to help us in our activities of promoting bicycling and advocating for better bicycling conditions in Missouri.

BikeMO has been held in the years 2005-2010 and has attracted 100-180 paying participants annually. It has grown steadily from 100 to 180 annual participants from 2005-2010.

About 40% of participants come from mid-Missouri (Jefferson City, Columbia, Holts Summit, Fulton). The remaining participants come from all parts of Missouri.

BikeMO has raised \$4000-\$8000 annually in participant fees, donations and sponsorship, and in-kind contributions.

BikeMO has been held in Holts Summit, Missouri, just north of Jefferson City, in the years 2005-2010. Route lengths are 18 miles, 40 miles, 60 miles, and 100 miles. Rides are all loops, starting and ending in Holt's Summit. Generally about 1/3 of riders do the 40 mile route, 1/3 the 60 mile, and 1/3 the 100 mile. Only a few have done the 18 mile option. With recent changes and trail connections between north Jefferson City and Holts Summit, more appealing short routes options, family ride options, and options for less advanced riders may be open in 2011.

Changes in event location, route, and route length may be proposed.

More about the event, including route maps and photos at: ***BikeMO.org***

More information about the RFQ and BikeMO, including the BikeMO Planning Guide and sponsorship invitation and levels from previous years, is at: ***MoBikeFed.org/BikeMORFQ***

About the Missouri Bicycle & Pedestrian Federation

The Missouri Bicycle and Pedestrian Federation is a statewide, not-for-profit, membership organization that advocates advancement of bicycling access, safety and education in Missouri. It was founded by Caryn Giarratano (the first Chair) and Mike Hoeferkamp (the first Treasurer) in 1993, and incorporated in the state of Missouri on November 17, 1994.

The goals of the Federation are articulated in its Vision of Bicycling and Walking in Missouri and are:

- **Double the number of people walking, bicycling, and using mass transit** in the next 10 years
- **Cut bicycle and pedestrian crash rates in half** at the same time
- **Double MoBikeFed membership** in the next 5 years
- Double the number of schools participating in **Bike/Walk to School Month** and communities participating in **Bike Month** activities
- Create a **state bicycling map**
- Continued movement towards **traffic justice for nonmotorized users** in Missouri traffic laws
- Greatly increase the number of instructors and participants in the national, proven **League Cycling Instruction program**
- **Bicycle/pedestrian traffic enforcement weeks** in at least 10 communities annually
- A statewide **Missouri Complete Streets policy**; at least 3 metro areas and 5 cities with Complete Streets policies
- 5 Bronze Level and 1 Silver Level **Bicycle Friendly Communities** in Missouri, and 5 additional communities working towards Bronze Level
- **Improve the Katy Trail network**

The Vision is online at MoBikeFed.org/Vision and the Federation's legislative platform is online at MoBikeFed.org/Platform

MoBikeFed is a 501(c)(4) corporation, EIN 43-1896064.

About the Missouri Foundation for Bicycling and Walking

The Missouri Foundation for Bicycling and Walking (Foundation) an affiliate of Federation and is a statewide, not-for-profit organization promoting the same Vision as Federation, insofar as allowable under IRS regulations for a corporation organized exclusively for charitable, educational, and scientific purposes under section 501(c)(3) of the IRS code.

Contributions to the Foundation are considered tax deductible to the extent allowed by law, and this creates the possibility of tax deductible donations for some BikeMO sponsors. Such sponsorships or donations must be separately tracked and earmarked only for Foundation's use.

For more information about Foundation, see MoBikeFed.org/Foundation

Foundation is 501(c)(3) corporation, EIN 20-3389214.