

## **Request for Proposal (RFP): Event Producer for Rally in the Ravine 2025**

North York General Foundation

**Date of Issuance:** January 9<sup>th</sup>, 2025

**Proposal Due Date:** February 7<sup>th</sup>, 2025

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### **1. Statement of Need.**

North York General Foundation (NYGF) is pleased to initiate a Request for Proposal (RFP) for the selection of a qualified Event Producer to manage the planning, coordination, and execution of our signature annual community engagement event, Rally in the Ravine 2025. This event is a key fundraising initiative, with a goal of gathering key community members and supporters to raise funds for the Areas of Greatest Need (AGN) at North York General Hospital (NYGH). This RFP covers the execution of the 2025 Rally in the Ravine event with the possibility of extension beyond 2025.

### **2. About North York General Foundation.**

At NYGF, our mission is to raise and steward funds that enable NYGH to deliver exceptional health care to our diverse communities. We support our hospital's most urgent needs, including equipment replacement and upgrades not covered by the government, to ensure that our hospital has the right tools and equipment to care for our community. We are also looking beyond the needs of the day and investing in programs and infrastructure that will transform how our hospital delivers care to our growing community.

### **3. About North York General Hospital.**

Constantly redefining what it means to be a 'community hospital', North York General is a multi-site acute, ambulatory, and long-term care network for our diverse community, an incubator for applied research, a springboard for innovation in the health care landscape and a destination for philanthropy.

North York General Hospital, affiliated with the University of Toronto, is one of Canada's leading community academic hospitals. Through partnerships, collaboration, and academic endeavours, we seek to set new standards for patient- and family-centred care.

We provide an exceptional care experience for our patients and their families and have proudly served our diverse communities in North Toronto, and beyond, since 1968.

The hospital partners with 36 different academic institutions, including the University of Toronto, to prepare future physicians, nurses, and other health care professionals to work in interprofessional teams, providing essential care in a community hospital setting. NYGH programs are the training site for four core clerkship programs, and we provide a site for core rotations to 22 different University of Toronto Residency Programs. Over 300 North York General physicians have faculty appointments at the University of Toronto. Each year, 1,200 nursing students come here to learn and develop their clinical skills.

Our staff, physicians and volunteers have a history of transforming health care to better serve our patients. We are leaders who adopt the most innovative health information technology, strategists who carefully chart patient flow and find ways to reduce wait times, and visionaries who dream of, and work towards, the ideal patient experience. From boardroom to bedside, we go above and beyond to offer the best and safest care. We put our patients first in everything we do.

#### **4. Event Overview.**

Rally in the Ravine is NYGF's premier community-based fundraising event featuring a 10KM run, 5KM walk/run, Kids Mini Rally, and a 1KM walk. Our target audience will be North York families in the wider community, local businesses, grateful patients, and NYGH staff.

The event will be supported by the Events and Corporate/Community engagement team at NYGF, as well as a volunteer committee which includes representatives of our presenting sponsor, various ambassadors, and NYGH staff volunteers. The 2024 event hit record numbers surpassing 1,000 registrations for the first time in history and setting a fundraising record of \$440,000 which was raised through sponsorship and peer-to-peer (P2P) fundraising.

- **Event Name:** Rally in the Ravine
- **Date:** Saturday October 4, 2025
- **Location:** G Ross Lord Park (North York, Toronto)
- **Estimated Attendees:** 1000+
- **Volunteers:** 100+
- **Fundraising Goal:** Up to \$500,000

## 5. Period of Work.

The contract will run from March 2025 through to October 2025. Meetings will be held bi-weekly until the lead-up to the event, which will see them switch to weekly.

## 6. Timeline.

The preliminary schedule is as follows:

MILESTONE	DATE
RFP Issued	Thursday, January 9 <sup>th</sup> , 2025
Proposal Submission Deadline	Friday, February 7 <sup>th</sup> , 2025
Evaluation Period	Monday, February 10 <sup>th</sup> to Friday, February 14 <sup>th</sup> , 2025
Interviews conducted with shortlisted companies	Monday, February 17 <sup>th</sup> to Wednesday, February 19 <sup>th</sup> , 2025
Decision Made	Tuesday, February 25 <sup>th</sup> , 2025
Contract Begins	Monday, March 3 <sup>rd</sup> , 2025
Rally in the Ravine Event Date	Saturday, October 4 <sup>th</sup> , 2025

## 7. Scope of Work.

The selected agency will be responsible for the following aspects of event execution, including but not limited to:

### **Pre-Event Planning**

- **Event logistics:** Develop and manage a detailed critical path and production schedule for all aspects of the event.
- **Planning:** Conduct bi-weekly and weekly meetings with NYGF on event status and course correction as needed.
- **Site Design:** Design and manage a comprehensive event site map, including route maps, and indicating key areas.
- **Budgeting:** Oversee a comprehensive budget with bi-weekly updates and handle aspects of invoicing and financial transactions with approved vendors.
- **Permitting and Compliance:** Obtain the necessary permits and update the City of Toronto Permit office with changes and amendments to ensure the event complies with all local laws and regulations.

- **Vendors:** Identify, secure, and manage vendors for event rentals, audio-visual, entertainment, food suppliers, print assets, and other event services.
- **Sponsorship Activation:** Assist with the execution of sponsorship activations and branding requirements.
- **Race Kit Management:** Source items for the participant race kit and assist in packing as needed.
- **Staffing and Volunteers:** Design and implement a volunteer recruitment form and identify role responsibilities. Take lead for the management, coordination, contact, training, and leading of all on-site volunteers.

### Event Day Execution

- **On-site Management:** Oversee event setup as per permit requirements, lead set up and teardown, and act as the main liaison between vendors, permit officials, volunteers, and sponsors.
- **Coordination:** Coordinate event timelines and run of show. In collaboration with NYGF, create and distribute a detailed production schedule for all vendors, sponsors and associated parties, no later than one month ahead of the Rally in the Ravine event.
- **Programming:** Manage entertainment schedules, speakers, and any other programming components.
- **Print Assets:** Place all print assets in the required spaces and remove them for storage post-event.
- **Waste Management:** Coordinate waste management and pickup as per permit requirements.
- **Safety:** Establish clear Medical and Safety Emergency Plans. Develop comprehensive emergency response plans, including medical contingencies and safety protocols, to ensure rapid and effective responses to any incidents. Coordinate onsite police/security presence and plan the deployment of police/security personnel to ensure participant safety.
- **Load-In and Load-Out:** Book necessary rental truck and coordinate a load-in/out team. Lead setup of all event elements. Post-event, manage the load-out process, lead the dismantling and removal of all event materials and rentals, and unload items at the NYGF office.

## **Post-Event Reporting**

- **Event Debrief:** Provide a post-event summary detailing successes, challenges, and lessons learned.
- **Volunteer Debrief:** Share volunteer information for post event thank you and survey.

## **8. Sponsorship Management.**

The selected agency will work in partnership with NYGF to solicit support for in-kind sponsorship such as food and beverage, lucky draw items, and vendors.

## **9. Estimate Budget & Resources Required.**

All vendors must provide a breakdown of costs related to the management of the event as outlined in the “Scope of Work.”

## **10. Foundation Responsibilities.**

NYGF will be responsible for the following aspects of event execution, including but not limited to:

- Produce and manage overall event budget (with support from chosen agency)
- Management of website and online peer-to-peer fundraising module (including troubleshooting)
- Management of creative design for all print
- Management of participant lists
- Management of online registration process
- Identify required signage (with support from chosen agency)
- Race kit pick up
- Speech writing, as required
- Accounts receivable and payables
- Administration of post-event details
- Solicitation of sponsorship for cash and in-kind sponsorship from current supporters (with support from chosen agency)
- Fulfillment of sponsor benefits

## **11. Proposal Submission Procedure.**

Communications shall not be effective, unless a specified procurement executive who is responsible for managing the RFP process formally confirms these communications in writing. In no case shall verbal communication govern over written communications.

Each proposal must include a title page with the candidate's name and primary contact information including mailing address.

Proposals should include the following: related experience, summary of references, summary of how you will meet the objectives as presented in the scope of work, proposed schedule and milestones, list of proposed subcontractors (if necessary), cost proposal of any outsourced items and disclosure of litigation. Separately, provide a fee reflecting the scope of work inclusive of all charges.

Please send questions related to this RFP and vendor proposals to Saj Rahman via email (contact details found in **Section 15; Inquires**).

Please submit your proposal on or before **Friday, February 7<sup>th</sup>, 2025**, electronically in PDF format to Saj Rahman via email (contact details found in **Section 15; Inquires**).

## **12. Communication & Proposal Submission Guidelines.**

All proposals should include the following information:

- **Company Overview:** Brief description of the company, including relevant experience in producing large-scale outdoor events and non-profit fundraising events.
- **Event Team:** List key personnel involved in the project and their qualifications, roles, and responsibilities.
- **Previous Experience:** Examples of similar events produced in the past, including client references (preferably from non-profit organizations).
- **Event Concept:** Brief overview of how the event will be structured, including proposed ideas for layout, entertainment, and activities.
- **Budget and Pricing:** A detailed breakdown of estimated costs for event production, including but not limited to staffing, vendors, equipment, and any other relevant costs.
- **Timeline:** Proposed timeline for event planning, including key milestones and deliverables leading up to the event date.

- **Safety Plan:** Overview of how safety will be ensured for attendees, staff, and volunteers, including an emergency response plan.

### **13. Evaluation Criteria.**

Proposals will be evaluated based on the following key criteria:

- **Experience and Expertise:** Demonstrated experience in managing similar fundraising events, particularly in the non-profit sector.
- **Creativity:** Innovative ideas for engaging attendees, sponsors, and participants.
- **Budget:** Demonstrated experience in maintaining cost efficiency, and proposed savings.
- **Execution and Logistics:** Clear communication and approach to event production, site management, and logistics coordination.
- **Safety and Risk Management:** Strong focus on attendee and staff safety, as well as adherence to health and safety standards and permit requirements.
- **References and Client Satisfaction:** Positive feedback and references from previous clients, preferably in the non-profit sector, and event participants.
- **Community Connections:** Relevant connections in the NYGH Community are a benefit.

### **14. Additional Questions.**

- What specific running events have you organized in the past and can you speak to their success?
- What would you do regarding further engaging kids in the Kids' Rally and festival site?
- Do you have set vendors you work with? Are you flexible to work with others to secure the most cost-effective price?
- What entertainment ideas do you have for this event?
- What do you feel sets you apart?
- Are there any obvious challenges you can identify?
- Do you have a connection to NYGH?

## **15. Good Faith Statement.**

All information provided by NYGF is offered in good faith. Specific items are subject to change at any time, based on business circumstances. Furthermore, NYGF agrees that if you are not the chosen agency, NYGF will not use ideas that are unique to your company, and we will not solicit your contacts unless they are shared contacts with NYGF or a chosen consultant.

By submitting a proposal in response to this Request for Proposal (RFP), the undersigned hereby affirms that the proposal is submitted in good faith, with the intent to fully participate in the bidding process and to comply with the terms and conditions outlined in the RFP.

## **16. Inquiries.**

For questions or further information, please contact:

**Saj Rahman**

Director, Corporate & Community Partnerships

North York General Foundation

Email: [sajid.rahman@nygh.on.ca](mailto:sajid.rahman@nygh.on.ca)

Phone: 416-573-4754

Website: [nyghfoundation.ca](http://nyghfoundation.ca)

*Thank you for your submission. We look forward to reviewing your proposal and potentially working together to create a memorable and successful Rally in the Ravine event.*