



8th Annual Baltimore Green Week

April 16-23, 2011

Request For Proposals

Due by December 15, 2010



Intent:

The intent of this RFP is to expand the offerings during Baltimore Green Week by giving other organizations, groups, and businesses the opportunity to coordinate and host an event that will be part of Baltimore Green Week 2011.

Background:

Baltimore Green Works' (BGW) is a nonprofit 501(c)(3) organization whose mission is to create a more sustainable Baltimore by encouraging community members to make everyday choices that reduce their collective impact on the planet. BGW does this by: convening forums for education, dialogue, and the exchange of ideas about everyday choices; engaging diverse communities; and collaborating with other organizations working toward a more sustainable Baltimore.

Green Week, now in its eighth year, is the annual capstone event of BGW's programming. Each April, BGW hosts this weeklong series of educational workshops, lectures and events that offer the public an opportunity to voice their concerns, be educated and take action on issues such as climate change, sustainable food and agriculture, water conservancy and efficiency within the home. Green Week kicks off with the EcoFest, an outdoor festival with music, yoga classes, bike rides and over 100 vendors and exhibitors who are local and share our mission for promoting sustainability and the environment.

Green Week has continuously grown, having gone from attracting 400 attendees in 2004 to attracting over 4,000 participants in 2010. Green Week's growth and community impact has encouraged BGW to expand our programming. We now offer events throughout the year including our Sustainable Speaker Series, our capacity-building GROWshops for community groups, Park Service Projects as well as partnerships with other groups focused on promoting and informing the public on environmental issues and best sustainable practices.

For Green Week's eighth year, BGW would like to make this city-wide event more inclusive of Baltimore's sustainability community. We are formally reaching out to those in the Baltimore region who share our mission and are looking to offer opportunities to the public that promote and educate on the various themes of sustainability. Green Week is the time for our network to convene around our common cause.



Proposed Program Requirements

Any proposed event must:

- Be presented on an agreed upon date and time during the 8th Annual Baltimore Green Week (April 16-23, 2011.)
- Promote and inform the public on one or several of the various topics of sustainability clearly and cohesively.
- Support the environment and promote sustainability through awareness and a call to action.
- Contain a component that is free or low cost and open to the public.
- Offer a diverse, open and creative environment where participants feel engaged and ready to express their views and ask questions.
- Be completely funded by the proposing organization. Any assistance or marketing provided by BGW should not be included in proposed budgets.
- Include an evaluation tool that will measure the success and impact that the event has had on participants.
- Have low to no impact on the environment.



Proposed BGW Relationship:

Support

BGW has been hosting this event for the last 7 years, giving us the opportunity to establish relationships with various leaders, activists, business donors, supporters and volunteers. Whether you have been doing this sort of event planning for 6 months or 60 years, we would like to offer our support every step of the way. We believe that by working together, Green Week will increase the awareness of the environment and offer options for sustainable living.

What we can offer:

- Assistance in determining the most effective speakers/participants and in procuring them
- Assistance in establishing needs for the program and finding resources
- Promotion of your organization in relationship to the proposed event
- Marketing of this event in conjunction with Green Week through news and media, radio, and the Internet.
- Assistance in volunteer recruitment.

Payment

No payment is required to be made to the hosting organization, Baltimore Green Works. Any fees required to execute the proposed programming must be provided by the participating organization that has submitted said proposal.

Marketing

Before the submission deadline indicated in the Schedule of Events below, you must submit to BGW:

- A final program description to be posted on the BGW website (200 words)
- A final program description with contact information to be posted on the on the Web on various calendars (50-100 words)
- A copy of any artwork to be used in conjunction with this event.

By participating in Green Week, you agree to promote this event as such with the addition of approved wording regarding the event and the BGW logo and any BGW key sponsor logos on all program publications, marketing materials and advertisements. All marketing materials must be approved prior to being posted or sent out. All materials will be approved by a BGW staff or Board person and returned within 3 business days.



Form of Proposal:

In order for us to adequately evaluate proposal, we ask that applicants provide us with the following information.

1. Application

Please complete the one page application and agreement form attached to this RFP.

2. Organization Description:

Provide a brief description of your group's mission, goals and structure.

3. Program Description

Provide a detailed description of the proposed event / program. Discuss how this program will further your organization's mission, as well as how the program will further BGW's mission of sustainability.

4. Program Logistics

Have you selected a venue? Does the venue have sustainable transportation options, such as bike racks or public transit accessibility? What are the size and layout requirements for your venue? What are the program's seating, audiovisual and furniture needs? Will refreshments be provided? Do you need any other equipment to carry out your program? What are the event's staffing needs? Who will manage event staff and volunteers?

5. Outreach Plan

What is your attendance goal? What is your target audience? How do you plan to market your event to this audience?

6. Past Experience and Successes

Describe other programs/events your organization has coordinated that relate to this proposal. What were the measured outcomes (attendees, measured actions taken by attendees, etc....)?

7. Evaluation Tools

Describe your plan for measuring the impact of your event. Attach any surveys or forms that you will use, and indicate how you will capture and compile this information.



8. *Budget and Schedule*

Please provide a budget for your proposed event / program, with a breakdown of resources already established and those needs still requiring funding. Provide a timeline for your event, including preparation and submission of evaluation information.

9. *References*

If you have letters of support, please include them in your proposal.

All proposals must be received by close of business on the deadline indicated in the Schedule of Events below. Proposals may be transmitted electronically in PDF or Word format, or may be transmitted via hard copy. Send proposals to:

Baltimore Green Works
Attn.: Christina Nutile
P.O. Box 1536, Baltimore, MD 21203

christina@baltimoregreenworks.com

Selection Criteria:

BGW's Board of Directors will evaluate all complete proposals received in a timely manner based upon:

- Compatibility with BGW's mission
- Feasibility of execution
- Anticipated impact

Schedule of Events:

RFP Release	August 25, 2010
Q&A meeting for any interested parties	November 17, 2010
Deadline for Receipt of Proposals	December 15, 2010
Evaluation Period	December 15-January 1, 2011
Selection Announcement	January 18, 2011
Marketing Materials Submitted	March 2, 2011
Project/Program Completion	April 16, 2011
Evaluations Submitted	April 29, 2011

www.baltimoregreenworks.com
P.O. Box 1536, Baltimore, MD 21203
EIN #11-3733700



Proposal Application

Event / Program Title: _____

Contact Name: _____

Organization Name: _____

Street Address: _____

Contact Phone: _____

Contact E-Mail: _____

AGREEMENT

_____ agrees to the terms
(print participating organization's name here)

set-forth in the above agreement in the event that their proposal is accepted to be included in the 8th Annual Baltimore Green Week series of events. Either BGW or the participating organization shall request in writing any change in the proposal or agreement up to 30 days prior to April 16, 2011. A response should be submitted within five (5) business days of the original request.

If the proposed and approved project fails to be executed during the 8th Annual Baltimore Green Week, the organization who previously submitted the proposal will not be invited to submit again for up to three years following the event's supposed date.

The agreement resulting from this RFP will commence upon the announcement of the proposal selection and end after the completion of program evaluation.

Date

Organization Executive/Program Director Signature/Print

Organization Program Coordinator Signature/Print
(The person who will be responsible for managing this event.)