



Request for Proposal

Event Management Services
for the
University of Virginia
Bicentennial Launch

December 16, 2016



College of William and Mary
George Mason University
James Madison University
Old Dominion University
Radford University
The University of Virginia
Virginia Commonwealth University
Virginia Military Institute
Virginia Tech

A VASCUPP Member Institution
Issued by
Procurement and Supplier Diversity Services
Charlottesville, Virginia

A. GENERAL INFORMATION

Request for Proposal (RFP) Name: Event Management Services for University of Virginia Bicentennial Launch

RFP Number: KC1799674

Issue Date: December 16, 2016

Brief Description:

The Primary objective is to find an experienced firm to provide event and conference planning and management services for the University's bicentennial commemoration opening event on Friday, October 6, 2017, commemorating the laying of the cornerstone of the University's first building, Pavilion VII.

Background:

When Thomas Jefferson founded the University in 1819, he intended it to be nothing less than a world-class institution of higher learning. Jefferson's spirit lives on – not only in the Rotunda and Academical Village he designed, and which remain treasures of American architecture, but in the University's standing as a leader in education, research, and community service.

The 24,541 students attending the University work within a true meritocracy and live by an Honor Code unique among American universities. Each student is exposed to the widest spectrum of disciplines – from arts and athletics to humanities and technology. Our students also enjoy a unique connection to the world beyond college through the University's outstanding professional training, exemplified by its nationally ranked schools of Law, Business, and Medicine. The University as a whole has had a consistently high ranking not only among public schools, where it often heads the list, but among all American universities, public and private.

Over 12,400 permanent University faculty and staff are committed to serving both the local and national community. The University makes a real difference in the world, through its invaluable research, a hospital ranked among the nation's finest, and graduates who have consistently been among the forefront of our nation's shapers. At the University, our bright future is the direct result of our great history.

In support of its mission and in an effort to maintain the highest quality services for its customers, the University seeks experienced and innovative firms to provide event and conference planning and management services for the University's bicentennial commemoration.

Preproposal Conference:

An optional Preproposal Conference will be held on January 4, 2017 at 1 PM EST held at Newcomb Hall / Commonwealth Conference Room / Charlottesville, Virginia. The purpose of the Preproposal Conference is to allow potential interested parties an opportunity to present questions and obtain clarification relative to any

facet of this RFP. While attendance at this conference will not be a prerequisite to submitting a proposal, interested parties who intend to submit a proposal are strongly encouraged to attend. Bring a copy of the solicitation with you.

Firms planning to attend the Preproposal Conference should notify Kevin Crabtree (kc5yc@virginia.edu) no later than 3 p.m. EST on December 30th, 2016 of the names, titles, and phone numbers of the individuals who will attend. Firms traveling to Charlottesville can go to the following website for travel arrangement assistance: <http://www.virginia.edu/placestostay/>

Preproposal Questions:

Questions should be asked during the preproposal conference. But if unable to attend, the University will also answer preproposal questions via email. Any questions concerning this RFP must be sent to the buyer listed below no later than 12PM EST on January 3rd, 2017 in order to guarantee a timely response prior to the proposal due date.

Proposal Due Date: January 13, 2017, 3PM EST

Firms must submit an electronic proposal that will be received by the University by the proposal deadline. The electronic proposal must be submitted via email to Kevin Crabtree (kc5yc@virginia.edu and pur-rfp@eservices.virginia.edu). In the subject line of the email, please put the following: “**Firm Name – RFP Proposal**”

Presentations and Negotiations:

The University is planning on holding presentations and negotiations with finalist on January 30th and January 31st. The University will notify these firms by January 23, 2017 of our interest in negotiations. Presentations and Negotiations will take place on grounds at the University.

Expected Award Date:

Early February 2017

Term of Agreement: The term of a resulting Agreement will be for five years, with the ability to renew on the same or similar terms and conditions, for one additional five-year period if mutually agreeable to the University and the Selected Firm(s). The Selected Firm(s) and the University will mutually agree at least 180 days prior to the renewal period whether to renew the terms of the Agreement.

University Contact information:

Refer all RFP questions to Kevin Crabtree / kc5yc@virginia.edu. During the RFP process, all communication must be directed to the buyer listed above, with the exception of issues directly related to SWAM business and SWAM subcontracting opportunities. Such SWAM issues may be alternately directed to Les Haughton, Director Supplier Diversity, at (434) 924-7174 or SWAM@virginia.edu. Any failure to adhere to this requirement may result in the rejection of the firm’s proposal or cancellation of the RFP

This Request for Proposal (RFP) has been posted on Procurement and Supplier Diversity Services web site for your convenience. Addenda and attachments are posted if issued. The RFP can be downloaded at this web site:

<http://www.procurement.virginia.edu/pagerfp>. It is the firm's responsibility to ensure that the latest version of the entire RFP and related links are reviewed prior to submission of a proposal. We encourage you to check the web site frequently for any changes prior to the due date. Call (434) 924-1346 if you have trouble accessing the RFP from the web. Additional information can be found on Procurement and Supplier Diversity Services web site: <http://www.procurement.virginia.edu>.

For ease of reference, each firm or individual receiving this RFP is referred to as a "firm" and the firm or individual selected to provide services for the University is referred to as the "Selected Firm." This RFP states the instructions for submitting proposals and the procedure and criteria by which a firm may be selected.

B. SCOPE OF GOODS & SERVICES

The bicentennial of the University of Virginia will launch on Friday, October 6, 2017, with a ceremony commemorating the laying of the cornerstone of the University's first building, Pavilion VII. The brick building, designed by Thomas Jefferson, was the first structure in the University's Academical Village, a World UNESCO Heritage Site. It is the only American University with this designation.

Later in the day, students, faculty, staff, alumni, and community members will converge on the Lawn for an evening of performances that will highlight the history and future of the University. Approximately 20,000 attendees are expected on the Lawn with thousands of alumni around the world watching a live stream of the ceremony. Performances will pay homage to "traditional" art forms as well as embrace cutting edge artistic exploration.

The types of events planned for the evening include but are not limited to:

- Using projection mapping to depict the history and future of the University – projection to be shown on the Rotunda. The light show as envisioned will be similar to the light show, "Northern Lights" depicting Canada's history, which is projected on Parliament Hill in Ottawa each summer. Link: <https://www.youtube.com/watch?v=bNbQKh-WDcw>
- Charlottesville Symphony at the University of Virginia performing the world premiere of a commissioned oratorio chronicling the life of Thomas Jefferson from composing the Declaration of Independence to his founding of the University of Virginia.
- Sound stages set up in various locations on the Lawn featuring student performances including dance, drama, music, poetry, and architecture.
- President James Monroe and former presidents Thomas Jefferson and James Monroe were in attendance at the laying of the cornerstone at Pavilion VII on October 6, 1817. Costumed actors in the guise of Thomas Jefferson, James Madison, and James Monroe will be roaming the Lawn, available for conversation and photos.
- The Academical Village includes ten pavilions – five on each side of the Lawn. Micro-performances and lectures will take place in each of the pavilions during the evening.

The event will be held on the Lawn weather permitting. In case of bad weather, the event will be held in the University's John Paul Jones Arena. Selected Firm will be

expected to develop in conjunction with the University an alternate set-up and program if the event is moved inside.

The focus of the evening will be to teach, entertain, delight, and inspire in celebrating the University's history and heritage while embracing the future.

The University seeks a Firm or Firms to provide the following services for the bicentennial launch event:

- 1) Projection mapping
- 2) Production design – both creative and technical
- 3) Production manager
 - a. Event timetable for the production from planning to execution
 - b. On-site stage director(s) managing the various performances throughout the evening
 - c. Diagrams of the production set-up
 - d. Coordination of the production set-up – serving as the primary interface between the vendors and the University
- 4) Scriptwriting
 - a. Drafting and/or editing scripts
- 5) Video production including animation
 - a. 2D/3D Animation, Motion Graphics, and VFX
 - b. Video/Audio Production, with Services including; scripting, storyboarding, creating custom-made artwork/3d modeling/3d rigging/sound design
- 6) Coordination of audio visual, sound, and lighting
- 7) Set design and fabrication
- 8) Coordination of security in conjunction with the University
- 9) Additional services that may be requested of Selected Firm:
 - a. Promotion of the event
 - b. Talent acquisition including speakers and performers
 - c. Development and implementation of a ticketing process
 - d. Management of on-site staff on the day of the event
 - e. Vendor management
 - f. Filming of the event and broadcasting live to alumni chapters around the world
 - g. Obtaining rental equipment including but not limited to projection screens, stages, tents, and chairs.
 - h. Graphic Design

The Goods and Services outlined above are for the opening event for the bicentennial of the University of Virginia. But the celebration will continue through the bicentennial of the University's charter (January 25, 2019) and the graduation of the first alumni of our third century (May 2019), with additional recognition given to subsequent historic milestones such as the 200th anniversary of the arrival of the first students (March 7, 2025). The University still is planning the size and scope of additional bicentennial related events beyond the opening event. The Selected Firm(s) may have opportunities to provide additional Event Management Services beyond the opening event.

C. BASIS OF SELECTION

Proposals will be evaluated based upon the overall merits/value of the proposal including, but not limited to, price. The University will evaluate proposals, and if a firm is to be selected, select the firm on the basis of:

1. The firm's plan to provide the University with the Services as described in the Scope of Good and Services section;
2. The firm's experience in providing Goods and Services similar to those described in this RFP, to include the firm's references from clients;
3. The firm's financial proposal; and
4. The firm's Small, Woman-owned and Minority-owned (SWAM) business status and/or the firm's plan for utilization of SWAM businesses. For more information about SWAM and the University's SWAM plan, please see the letter in Attachment 1 and refer to the following site:
www.procurement.virginia.edu/main/publicpostings/rfp/SWAMplan.pdf

Note 1: A 10% minimum weight will be given to this criterion in evaluating proposals.

Note 2: Any questions related to SWAM business and SWAM subcontracting opportunities can be directed to Les Haughton, Director Supplier Diversity, at (434) 924-7174 or lh7sn@virginia.edu.

The University reserves the right to award to different Selected Firms to respectively provide any part of the goods and services discussed in this RFP.

The University reserves the right to add suppliers during the term of any resulting contract when it deems there to be an insufficient number of qualified suppliers. Any Selected Firm added during the Agreement term will be subject to the same conditions contained herein and shall complete all necessary documentation required in this RFP.

D. CONTENTS OF PROPOSAL

This solicitation is for Event Management Services, but the University recognizes the projection mapping component requires a high degree of Audio-Visual technical capabilities. The University will be accepting proposals from both Event Management firms and AV firms.

1. A brief history of the firm and its experience, qualifications and success in providing the type of Goods and Services requested.
2. Relevant Experience for each item listed in the Scope of Goods and Services section. For each describe the approach and specific capabilities that uniquely qualify your firm for the services requested. Provide examples, resumes, references, and / or a portfolio of work in which similar services have been provided.

3. At least three references where similar goods and/or services have been provided. Include the name of the firm / organization, the complete mailing address, and the name of the contact person and telephone number.
4. The firm's Small, Woman-owned and Minority-owned (SWAM) businesses status and/or how the firm intends to utilize SWAM firms in regards to this particular procurement.
5. Provide a list of institutions of higher education with which the firm has signed a term contract.
6. Provide the amount of annual sales the firm has with each VASCUPP Member Institution. A list of the VASCUPP Members can be found at <https://vascupp.org>
7. Complete and return the information requested in Attachment 2, Firm Information.

NOTE: Virginia Freedom of Information Act

Except as provided, once an award is announced, all proposals submitted in response to this RFP will be open to inspection by any citizen, or interested person, firm or corporation, in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by a firm prior to or as part of its proposal will not be subject to public disclosure under the Virginia Freedom of Information Act only under the following circumstances: (1) the appropriate information is clearly identified by some distinct method such as highlighting or underlining; (2) only the specific words, figures, or paragraphs that constitute trade secrets or proprietary information are identified; and (3) a summary page is supplied immediately following the proposal title page that includes (a) the information to be protected, (b) the section(s)/page number(s) where this information is found in the proposal, and (c) a statement why protection is necessary for each section listed. The firm must also provide a separate electronic copy of the proposal (CD, etc.) with the trade secrets and/or proprietary information redacted. *If all of these requirements are not met, then the firm's entire proposal will be available for public inspection.*

IMPORTANT: A firm may not request that its entire proposal be treated as a trade secret or proprietary information, nor may a firm request that its pricing/fees be treated as a trade secret or proprietary information, or otherwise be deemed confidential.

E. TERMS AND CONDITIONS

This solicitation and any subsequent award is subject to:

- 1) The Selected Firm registering as a vendor with the University of Virginia. <https://www.procurement.virginia.edu/pagevendorregistrationform>
- 2) Unless otherwise deemed appropriate by the University, the Selected Firm(s) will enroll in one of the University approved methods for receipt of electronic

payments. Accordingly, the Selected Firm agrees to accept Bank of America's ("BoA") ePayables® method of electronic payment or BoA's PayMode® method of electronic payment.

- 3) The Selected Firm registering and accepting eVA Terms and Conditions prior to award.

<http://www.eva.virginia.gov/>

- 4) The Selected Firm agrees to The University's Mandatory Contractual Provisions:

<http://www.procurement.virginia.edu/main/publicpostings/rfp/mandatoryprovisions.pdf>

- 5) The Selected Firm agrees to The University's Preferred Contractual Provisions:

<http://www.procurement.virginia.edu/main/publicpostings/rfp/preferredprovisions.pdf>

Note: Unless a firm *expressly and specifically states its exception* to any of the Preferred Provisions in its written proposal, then the proposal from the firm will automatically be deemed to include those Provisions.

- 6) The Selected Firm agrees to the University Data Protection terms and conditions:

http://www.procurement.virginia.edu/forms/DataProtectionAddendumforPOs_20140527.pdf?from=241203.

- 7) Selected Firm will ensure that usage of the University's logo and marks will adhere to the University's brand standards and guidelines.

- 8) PCI DSS Compliance

Selected Firm(s) may accept credit card payments from the University for the Services described in this Agreement. Selected Firm(s) acknowledges and agrees that it is responsible for the security of any cardholder data that it processes, transmits or stores, and warrants that Selected Firm(s) is, and will remain at all times during the term of this Agreement (and any subsequent renewal periods), in compliance with the PCI DSS [Payment Card Industry (PCI) Data Security Standard (DSS), a copy of which is available at:

https://www.pcisecuritystandards.org/pdfs/pci_dss_saq_navigating_dss.pdf

Selected Firm(s) will take all necessary steps to ensure such compliance; such as, but not limited to, no cardholder or magnetic stripe information will be stored in a database or internet storage device or space; only truncated card information will be provided on the sales slip provided to the cardholder; all merchant sales slip copies will be physically protected against unauthorized access; any media device storing cardholder information (e.g. wireless terminal) will be physically protected against loss, theft or unauthorized access; and hardcopy cardholder data will be destroyed before physically disposed of. Selected Firm(s) will maintain appropriate documentation of: (1) their processing level (Level 1-4) including certification of compliance and certification of compliance for all point-of-sale software or internal processing systems that they may employ; and (2) completed Quarterly Network Scans of all outwardly facing IP addresses (as defined in PCI DSS) for those firms

required to perform such scans. Selected Firm(s) further agrees to use only credit card service providers that are PCI DSS compliant for credit card processing. Selected Firm(s) will indemnify, defend and hold harmless the University and its employees, trustees, officers, and agents, from and against all damages, judgments, losses, and reasonable costs or expenses (including reasonable attorney's fee) ("Damages") arising from lawsuits, actions, claims or demands by the ("Claims") seeking compensation for personal injury or property damages caused by or attributable to any data security compromise occurring as a result of Selected Firm(s)'s negligence or the breach of any of Selected Firm(s)'s obligations herein.

- 9) The University's Procedure for Resolution of Contractual Claims
<http://www.procurement.virginia.edu/main/publicpostings/rfp/resolution.pdf>.

10) Insurance

Listed below is the insurance the Selected Firm must maintain under any Agreement resulting from this RFP. In no event should the Selected Firm construe these minimum required limits to be its limit of liability to the University. The Selected Firm will maintain insurance which meets or exceeds the requirements of the University with insurance companies that hold at least an A- financial rating with A.M. Best Company. No Agreement will be executed by the University until the Selected Firm satisfies the insurance requirements of the University. The Selected Firm may be required to provide the University with a valid Certificate of Insurance before providing any goods or services to the University. The University reserves the right to approve any insurance proposed by the Selected Firm.

Commercial General Liability:

The Selected Firm and any Subcontractor will provide a minimum combined single Limit of Liability for bodily injury and property damage of \$1,000,000 per occurrence with a \$2,000,000 aggregate with coverage for the following:

- {X} Premises/Operations
- {X} Products/Completed Operations
- {X} Contractual {X} Independent Contractors
- {X} Additional Insured*

Automobile Insurance:

The Selected Firm and any Subcontractor will provide a minimum combined single Limit of Liability for bodily injury and property damage of \$500,000 per occurrence with the following coverages for vehicles operated by their employees.

- {X} Owned, Hired and Non-Owned Automobiles

Errors and Omissions:

The Selected Firm and any Subcontractor will maintain a minimum Limit of Liability Insurance of \$1,000,000 per claim for professional errors and omissions covering the services as set forth in this RFP.

Employee Dishonesty and Crime Insurance:

The Selected Firm and any Subcontractor will provide a minimum Limit of Liability up to the potential limit of receipts collected during the services as set forth in this RFP.

Cyber Risk Insurance:

The selected Firm and any Subcontractor will maintain a minimum of \$1,000,000 per occurrence of Cyber Risk insurance to include privacy injury liability as well as data breach exposures.

Workers' Compensation and Employers' Liability

The Selected Firm and any Subcontractors will (i) maintain Employers Liability coverage of at least \$100,000 and (ii) maintain Workers Compensation insurance that complies with the Virginia Workers Compensation Act.

***Additional Insured:**

The University will be named as an Additional Insured, and the proper name is: "The Commonwealth of Virginia, and the Rector and Visitors of the University of Virginia, its officers, employees, and agents."

11) Formation of the Agreement with the Selected Firm

All proposals received will first be carefully evaluated by the University, and then the University intends to conduct negotiations with two or more firms. After negotiations have been conducted, if the University chooses to make award, the University will select the firm which, in its opinion, best meets the needs of the University. Alternately, if the University determines in writing and in its sole discretion that only one firm is fully qualified, or that one firm is clearly more highly qualified than the others under consideration, it may decide to negotiate and award an agreement to that single firm. In either event, the University intends to execute a mutually satisfactory written agreement which will reflect and largely incorporate this RFP as reconciled with any pertinent documents, such as the proposal submitted and relevant negotiation correspondence.

Because the University may choose to negotiate and award to a single firm as discussed above, each firm must include in its written proposal all requirements, terms or conditions it may have, and should not assume that an opportunity will exist to add such matters after the proposal is submitted.

Any firm(s) invited to negotiations should note that the University reserves the right to begin negotiations by combining the best aspects of submitted proposals from all responding firms as the basis for subsequent formation of any Agreement resulting from this RFP.

Firms should also note that, as described above, certain matters will automatically be deemed part of the proposal.



UNIVERSITY of VIRGINIA
OFFICE OF THE VICE PRESIDENT FOR FINANCE
Attachment 1

Vice President for Finance's Request for Commitment

Greetings:

The University of Virginia is able to deliver excellent education, research, healthcare, and public service because the high value support from you and all our suppliers of goods and services. Thank you for sharing our commitment to excellence. As a University, we are committed to diversity within our students, our faculty and staff, and our vendors and contractors. An important part of our procurement program involves our commitment to doing business with small, women- and minority-owned (SWaM) businesses. We look to you to help us achieve this objective.

We currently have a substantial volume of activity with small firms; however, we are striving to increase the number of substantial, long-term business relationships with minority-and women-owned businesses. We need your help here.

I have two requests. First, I ask that you actively seek out opportunities to involve small, women-and minority-owned businesses as you deliver services to UVa. Our team in Procurement and Supplier Diversity Services will assist you in identifying qualified diverse business partners. Second, please report your success in this area through our quarterly subcontracting reports – this is critical in quantifying how well we are meeting our goals. The terms and conditions previously provided to your organization outlined this process.

This effort is important to the University. We truly appreciate your efforts to join us in this commitment and partnership towards excellence.

Sincerely,



Melody S. Bianchetto
Vice President for Finance

O'Neil Hall
Post Office Box 400210
Charlottesville, Virginia 22904-4210
434-982-2347 · Fax: 434-297-6444
msb2p@eservices.virginia.edu * www.virginia.edu/avpfinance

Attachment 2
Firm Information

Full Legal Name (*Company name as it appears with its Federal Taxpayer Number*):

Address:

Telephone Number:

FAX Number:

Web Address:

Email Address:

DUNS Number:

SWAM Information:

Is the firm certified with the Commonwealth of Virginia's Department of Small Business & Supplier Diversity (SBSD): Yes No

Minority-Owned Business: Yes No

Women-Owned Business: Yes No

Small-Owned Business: Yes No

Is the firm registered as a vendor in the Commonwealth of Virginia's e-procurement system (eVA)? Yes No

Point of Contact for this Proposal:

Name:

Address:

Office No.

Mobile No.

FAX No.

Email Address: