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NAACP LEGAL DEFENSE AND EDUCATIONAL FUND, INC. (LDF)

REQUEST FOR PROPOSALS
80TH ANNIVERSARY GALA

SUBMISSION DATE: FEBRUARY 14, 2020

LDF CONTACT:

ELLA WILEY

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1. Background/Introduction

The NAACP Legal Defense and Educational Fund, Inc. (LDF) is the country's first and foremost civil and human rights law organization. Founded in 1940 under the leadership of Thurgood Marshall, who subsequently became the first African-American U.S. Supreme Court Justice, LDF was launched at a time when the nation's aspirations for equality and due process of law were stifled by widespread state-sponsored racial inequality. *LDF has been an **entirely separate** entity from the NAACP since 1957. **While we use the same moniker, we are not a formal affiliate or subsidiary of the National Association for the Advancement of Colored Peoples (NAACP).***

As the legal arm of the Civil Rights movement, LDF has a tradition of expert legal advocacy in the Supreme Court and other jurisdictions across the nation. Today, LDF leverages litigation, advocacy, organizing, research and communications to uproot entrenched inequality and structural racism and elevate the national discourse on race. The organization fights for criminal justice reform, access to quality education at all levels, housing and workplace reforms, and full political participation so that all African Americans have access to ladders of opportunity.

LDF is seeking a firm specializing in non-profit advocacy and media - traditional and digital - to uplift our 80th Anniversary Gala. Per the guidelines below, proposals should identify how their work will help LDF successfully promote the 80th Anniversary Gala, execute a successful red carpet, secure high-profile press coverage, increase brand recognition, expand LDF's social media following, and communicate LDF's mission effectively.

The successful firm will have displayed a comprehensive plan to address LDF's needs within our budget of **\$40,000-\$50,000**.

2. 80th Anniversary Gala Background

Over the last 80 years, LDF has continued to be the stalwart advocate for the social, political, educational, and economic advancement of African Americans in this country. Although we have made great strides as an organization and as a country, there are still significant hurdles to overcome. The evening we have planned to commemorate our 80th Anniversary, will be an inspiring night of performance and music, and will draw on the extraordinary history of LDF to uplift and encourage our supporters for the challenges ahead. The black-tie celebration will launch the public phase of our first ever capital campaign. This campaign will serve as a catalyst to ensuring LDF's sustainability for the next 80 years of our existence.

The gala will take place at Lincoln Center Plaza on Thursday, May 7th beginning at 6:30pm. The evening will begin with a red carpet and cocktail hour, move into a theater program filled with coveted song and dance performances, and end with a dinner reception and dancing. Three to four noteworthy couples will serve as honorary chairs who will attend the event, walk the red carpet, appear on stage as either entertainment, a speaker, or presenter, and will help draw attention to the event as well as prestige. The night will also honor one person specifically, who will be a well-known VIP and civil rights activist.

3. Requested Services

- Red carpet expertise and management
- Media placements about LDF's 80th anniversary and the gala in major, national news outlets and popular online publications
- Original social media strategy comprising of Twitter and Instagram copy and graphics to be used as pre-event promotion and live, during-event content
- Assistance with celebrity and entertainment procurement that align with the LDF brand

4. Anticipated Selection Schedule

The following is a tentative schedule applicable to this RFP. LDF reserves the right to make changes in accordance with the needs of LDF.

Action	Date
Issue Request for Proposal	Wednesday, February 5, 2020
Call or Email LDF with Questions and Prepare Proposal	Wednesday, February 5, 2020 – Thursday, February 13, 2020
Final Proposal Due	Friday, February 14, 2020
Preliminary Call (if requested)	Wednesday, February 19 – Friday, February 21, 2020
Pitch Presentation at LDF's Office (if requested)	Monday, February 24 – Wednesday, February 26, 2020
Selection Made	Friday, February 28, 2020

5. Firm Requirements (Non-negotiable)

- NYC-based or has an office in NYC
 - If no NYC office, at least 2 members from your firm must be NYC-based
- Experience with NYC non-profit fundraisers
- A working knowledge of who LDF is and what we do
- Transparency on who from your firm will be working with us from the beginning of the agreement
 - At least 1 member from your firm attending the pitch meeting should be on our

- account or actively involved throughout the entire process
- Contacts for reliable media in the areas of lifestyle and entertainment
 - Names of contacts and examples of past high-profile placements required
- Proven and comprehensive red-carpet management for high profile events at major venues in NYC
 - Please provide pictures upon request
- Proven experience in NYC venues, preferably Lincoln Center
- Pricing in budget should include all possible fees (no surprise fees)

6. Proposal Requirements

Provide a maximum 4-page proposal detailing the firm's method and ability to deliver the services requested within the budget listed. We invite interested firms to email and/or call with any questions. All proposals must contain the following:

Overview/Introduction of Firm

- Please provide the name and contact information for your firm
- Primary point of contact
- Current client list, prior clients
- Number of years in business
- Statement on your commitment to diversity in hiring

Services

Describe your firm's experience and capabilities in the following:

- Red carpet management and execution
- Media and news placements, contacts, and relationships (i.e. contacts at lifestyle outlets [Vogue, Marie Claire, Vanity Fair, Refinery29, Essence etc.] and other major outlets [New York Times, Washington Post, etc.]
- Twitter, Instagram, or other social media campaigns
- Celebrity and entertainment procurement
- Nonprofit clients

7. Evaluation Criteria

- Demonstrates understanding of LDF's mission and constituents
- Demonstrates quality performance in delivery of connections requested
- Demonstrates quality performance in ability to draft comprehensive twitter campaign
- Demonstrates high level of client services
- Displays strong creative capabilities
- Experience partnering with cause-related nonprofit organizations on fundraising campaigns

- Experience partnering with advocacy nonprofit organizations

8. References

All respondents must provide 3 client references with service(s) performed.