

BOROUGH OF FANWOOD

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Pat Hoynes
Purchasing Agent
February 10, 2020

2020 QUOTE FOR EVENTS MANAGER

The Borough of Fanwood is seeking an events manager to oversee several annually recurring community events plus one new event.

Questions should be directed to Pat Hoynes at 908-322-8236 x 121.

Quotes shall be returned to this office no later than Wednesday, February 26, 2020 at 10 AM.

The Borough of Fanwood is soliciting experienced event management for five (5) established community events and one (1) new event in downtown Fanwood. The work will vary depending on the nature of the event and the current level of community volunteer engagement and related responsibilities.

The event management scope is envisioned to be as follows:

I. **Fanny Wood Day** – *local Street Fair held in September*

- Meet with 2019 Fanny Wood Day committee to review past event and establish volunteer efforts and organizational structure for 2020
- provide recommendations to enhance the event and increase attendance
- Review existing event vendor company JC Productions plan for vendors, kiddie area, etc.
- Review event budget and update, if needed.
- Review sponsorship packets.
- Oversee sponsor solicitations and fulfillment.
- Oversee design and preparation of marketing materials,
- Prepare promotions timeline and oversee promotion
- Arrive at set-up and stay on-site to troubleshoot until break-down. Conduct a post-event meeting within a week of the event.

II. **Ladies Night**- *Thursday evening shopping/vendor event in downtown Fanwood*

- Meet with Chamber of Commerce as co-sponsor of this event and the Fanwood Ladies Night Out committee to review past event and establish volunteer efforts and organizational structure for 2020

- provide recommendations to enhance the event and increase attendance such as special guests, and in-store experiences designed to attract guests from Fanwood and neighboring towns.
- Oversee volunteers for tricky tray baskets, vendor participation and ad journal
- provide timeline and completion checks.
- Assist and oversee Chamber of Commerce conduct of Ladies Night Out registration process
- Oversee preparation of marketing materials
- Create promotion strategy and timeline
- Coordinate with the downtown businesses for their participation
- Solicit and manage food donations from Fanwood restaurants
- Confirm Borough support such as DPW tables and chairs, tent rental (sponsored by Fanwood Crossing and the Chamber of Commerce).
- Arrive at set-up and stay on-site to until break-down is fully completed.
- Conduct a post-mortem within a week of the event.

III. **Fanwood 5k** – *on- street running race held in October*

This event is run by the Fanwood Recreation Department and supplemental assistance is needed.

- Assist the Fanwood Recreation Department & Commission with the planning & coordination of the annual Fanwood 5K race. Assistance will be needed with sponsorship, promotion, interface with race company and other logistics of the 5K race.

IV. **Shop Small Saturday**- *National retail program conducted the Saturday after Thanksgiving*

- Register with American Express and distribute materials to downtown businesses. Meet with restaurant owners and merchants to evaluate their needs and create a strategy to encourage customers to shop in Downtown Fanwood on Shop Small Saturday.
- Explore promotions and in-store experiences as incentives.
- Oversee promotion and day of media

V. **Saturday Mornings in the Plaza**- *1 to 2-hour program on 16 Saturday mornings in Downtown Fanwood*

- Establish Saturday morning programming in the Fanwood Crossing plaza for 8 weeks in fall and 8 weeks in spring (yoga and possibly some children programming preferred.)
- Create a promotion strategy and oversee execution.

The consultant shall also Create, develop budget and execute all aspects of a new event “125th Anniversary/Dancing Under the Stars”

I. **“125th Anniversary/Dancing Under the Stars”**- *dancing event in downtown Fanwood plaza area*

- Create a new exhilarating signature event by establishing a vision, develop a budget, secure location. Engage Le Pari Dance School or other dance instructor and hire band.
- Develop branding and promotion materials.
- Liaise with restaurants, merchants, and sponsors to raise funds and inspire engagement.
- Develop event aesthetic consistent with the vision (enhanced lighting and décor).
- Oversee day of set up thru breakdown.
- Manage volunteers, contracts and all elements from conception to execution.
- Provide post-event analysis.

Compensation:

Hourly Rate:

Written in numbers

Written in Words

Fanny Wood Day:

Cost in numbers

Written in Words

Ladies Night Out:

Cost in numbers

Written in Words

Fanwood 5K:

Cost in numbers

Written in Words

Shop Small Saturday:

Cost in numbers

Written in Words

Saturday Mornings on the Plaza:

Cost in numbers

Written in Words

Dancing Under the Stars:

Cost in numbers

Written in Words

Contact Name: _____

Signature : _____ Date: _____

Company Name: _____

Address: _____

Phone: _____ Fax: _____ E-mail: _____

Date: _____