

EVENT MANAGEMENT REQUEST FOR PROPOSAL

DEUTSCHE INTERNATIONALE SCHULE KAPSTADT BASAR



INTRODUCTION

- The DSK (Deutscher Schulverein Kapstadt) is hosting an annual "Basar" festival on our school grounds.
- The Basar is a joint school-parent initiative and the largest fundraiser event for the school (per annum).
- Its current format includes a Friday afternoon/evening and Saturday as event days, offering a variety of family-friendly activities, as well as food and drinks with German tradition.
- It includes a children's entertainment component, as well as a "Bierfest" for the adults.

EVENT MANAGEMENT NEEDS

- We are looking for event management services that include the following: full-service event planning, logistics, school staff coordination, on-site management and event operations, post-event wrap-up.
- We are looking for end-to-end event management that liaise with the respective school staff (reception, IT, catering, etc.) where needed, as well as parent council, Basar reps, stakeholders and school management.

EVENT OVERVIEW

- The DSK Basar is hosted as our annual year end school and family festival.
- Due to the nature of being hosted on our school grounds, its goal is to bring us together, think on our school achievements of the year and create a relaxed community driven atmosphere. It's also a PR and Marketing exercise.
- The event takes place at the beginning of November, scheduled for the 1 and 2 Nov in 2024, starting on Friday evening with the "Bavarian Sundowner" from 5-9pm, as well as the main event on Saturday from 10am-10pm.
- The most significant themes and elements are: "Oktoberfest" style beer festival with food and drinks, kids activities/games, raffle, 2nd hand stalls, fun rides and music/live band entertainment.

EVENT MANAGEMENT SERVICES REQUIRED

- We are looking for event management services that include the end-to-end event management spectrum, i.e. attendee registration, ticket sales (Quicket), pre-event marketing, vendor management, entire event logistics, hygiene protocol, safety, security & risk management, social media, data capturing, budget control, sponsorship management/supplier opportunities, catering, IT integration, vehicle management, layout definition etc.
- We need the following post-event reports: full P&L, stall profitability, numbers and counts, etc.
- We wish to offer a 3-year appointment to run and manage the event.

EXPECTATIONS AND DELIVERABLES

- The external event management team shall coordinate the entire event logistics, liaising with internal operations/school teams, as well as management.
- School Basar representative or council will be established.
- The tender process:
 - 13 May tender published
 - 31 May close date
 - 14 June announcement/appointment
- DSK Committee will evaluate all proposals received and take two (2) weeks for assessment, interviews and internal decision-making.
- With the start of Term 3 (15 July) the school anticipates receiving event timelines/milestone planning, coordination plans, etc.
- Term 3 & 4 to be used for event preparations.

BUDGET AND PAYMENT TERMS

- Provide a budget range or expectations for the event management services.
- Include any budget constraints, payment terms, and milestones for payments.
- *The school can provide input based on prior year results.*

EXPERIENCE AND REFERENCES

- The DSK expects the company's team to have detailed experience and expertise in event management.
- Request references from similar and/or events they have managed in the past.
- Request a CV of the main Basar event coordinator.

SUBMISSION GUIDELINES

- Submission deadline – 12:00 on 31 May 2024
- Email submissions to basartender@dsk.co.za
- Contact information for inquiries – Neil Jacobs on basartender@dsk.co.za / 021 480 3837

SELECTION CRITERIA

- Outline of criteria for evaluating proposals, includes inter alia: Experience, proposed approach, coordination of stakeholders, understanding of our event and costs
- Companies are invited to come up with new ideas, fresh input and even asked to challenge and/or change existing event components, if they don't seem substantially viable or valuable.

CONTRACT TERMS AND CONDITIONS

- Highlight any terms, conditions, or legal requirements specific to event management services.
- Include details on insurance, liability, and any necessary permits needing to be obtained and/or the school provides.

PROPOSAL FORMAT

- We would like a written proposal detailing your approach, timeline, team qualifications and experience and cost breakdown.
- Excel/Word/PowerPoint would be accepted.
- Shortlisted candidates will be invited for a meeting where a more detailed presentation can be shared.