

Request for Proposals



For Virtual Workshop Facilitation in Marketing

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The Greater Philadelphia Cultural Alliance is seeking a workshop facilitator to develop and lead an interactive virtual workshop on the topic of Building a Marketing Plan for crisis and recovery. This workshop is for 30- 45 individuals and will take place on Monday, June 21, 2021.

Full Project Description

Greater Philadelphia Cultural Alliance is the service partner for all PNC Arts Alive Grantees. PNC Arts Alive Service Partners are organizations funded by PNC to provide value-added services and capacity-building opportunities to all Arts Alive grantees throughout the 2020-2021 grant period. We have offered various marketing tools, promotion to our Funsaver audience, an information session about upcoming marketing campaigns through the Phillyfunsuite channels and discounted pricing to the Unconscious Biases Series at Diversity, Equity, and Inclusion program of the Cultural Alliance. The year we will be ending with a specially designed workshop for the grantees.

The PNC Arts Alive group is comprised of over 40 various arts and culture organizations covering a wide range of disciplines including

- Arts Education
- Performance
- Visual Arts
- Gallery / Studio Spaces
- Historic Sites
- Museums
- Film
- Storytelling

Through surveys, the topic of the special workshop was selected by the group. The Greater Philadelphia Cultural Alliance is seeking a facilitator to develop and lead an interactive virtual workshop on the topic of building a marketing plan for crisis and recovery. This workshop will be for 30- 45 individuals representing the PNC Arts Alive organizational grantees. The workshop will be two hours on Monday, June 21, 2021. The workshop should incorporate interactive exercise(s) to allow participants to bring their individual needs and develop action steps to help them build their individual marketing plan.

Project Summary

Product: Develop a 2-hour workshop with interactive small group exercises to help participants create a marketing plan during a crisis, recovery, with limited content and resources.

Services required: Detailed outline of program, any pre-reading/homework to be shared in advance of the training, at least one (1) facilitator to lead the facilitated conversation, any helpful resources that can be shared. Any informational sections of the workshop will be recorded to share with the participants following the meeting.

To be completed: All necessary information, i.e homework and program description to be submitted to GPCA by 5/26/21. The facilitator must be available to head the discussion on Monday, June 21 10:00 a.m.-12:00 p.m.

Special Note: GPCA is a leader in Diversity, Equity, and Inclusion and appreciates all proposals that have explicit plans for the accessibility of the program.

Contact Information

The Greater Philadelphia Cultural Alliance encourages inquiries from various types of organizations as they consider submitting a proposal. We are happy to speak to those interested. Please contact:

Roberta Johnson
Vice President of Audience Engagement
robertaj@philaculture.org
Phone: 215-399-3515

Proposal Submission Requirements:

- Your individual or organizational capacity statement, including all responsible staff who will work on this project. We require at least one facilitator but you can include support staff, if needed.
- An up-to-date W9. We will need it to draft your contract and issue final payment.
- Detailed outline of program, any pre-reading/ homework to be shared in advance of the training by May 26, 2021.
- Three (3) Work sample(s) that reflect your organizational ability to create a workshop of this kind. Some examples would be an active website, videos, outlines for similar workshops, and testimonials.

Vendor Selection Criteria:

- Demonstration of expertise in this subject matter, building a marketing plan for crisis and recovery.
- Proven strong facilitation skills
- Ability to develop exercises for this subject matter
- Commitment to Diversity Equity and Inclusion (DEI)
- Familiarity with the Philadelphia arts and culture sector.
- Ability to facilitate the workshop on June 21, 2021 from 10:00 a.m. to 12:00 p.m.

Responsibilities of Facilitator:

- Detailed outline for a two hour workshop
- Any suggested pre-reading/ homework for participants
- Availability for June 21, 2021 from 9:45 a.m.- 12:15 p.m.
- Availability for one technical run-through meeting
- A program description that is 250-500 words describing the workshop objectives and process, to be used for marketing purposes
- A promotional graphic, with the dimensions of 600px x 300px jpg, gif, or png for marketing purposes
- Slides and additional workshop materials
- All materials must include GPCA and PNC Arts Alive branding assets

Responsibilities of the Greater Philadelphia Cultural Alliance:

- Promotional and follow up communications to PNC Arts Alive grantees
- Provide branding logos for all marketing and workshop materials
- Provide the Zoom hosting as the virtual platform. Provide ancillary support such as zoom logistic, and technical support.
- Schedule pre-meeting for technical run through prior to the event

Compensation for the Project:

The facilitator compensation fee is \$2,500.

Project Timeline:

Selection Process

- Review Period: May 14- May 21
- Decision: May 21
- Outreach to Presenters: By May 26

Communications to Arts Alive Grantees

- Save the Date: May 3
- Announce Speaker: May 26th - May 31
- Invitation: June 7
- Last Chance to Register: June 16

Please submit proposal in PDF format via email by 12:00 p.m on Friday, May 14 to:

Kabria Rogers
Audience Services Manager
kabriar@philaculture.org
Direct: 215-399-3531

Submission of a response to this request for proposal does not bind Greater Philadelphia Cultural Alliance to engage the vendor to provide the requested service. Greater Philadelphia Cultural Alliance reserves the right to reject any and all proposals, accept any proposal terms it deems to be in the best interest of the organization, waive any informalities in proposals submitted, and waive any minor irregularities or discrepancies in proposal procedures. Greater Philadelphia Cultural Alliance reserves the right to retain a copy of your submission after selection has been made. The vendor is solely responsible for the costs it incurs in submitting a response to the RFP.