



1501 Broadway Ave, Suite 1000
New York, NY 10036

Request for Proposal (RFP) for Event Planning Services

KIPP NYC 30th Anniversary Gala

Event Date: October 22, 2025

Event Location: Cipriani's 42nd Street

Tentative Income Goal: \$5MM+

Contracted Guest Headcount: 500

Purpose

KIPP NYC, a leading network of public charter schools, is celebrating its 30th anniversary with a fundraising gala. We are seeking an experienced event planning company that specializes in large, successful gala fundraisers to support the overall project and execution of this milestone event. The event will bring together KIPP NYC supporters, including donors, corporate partners, alumni, and community leaders, engage the Board and other leadership, VIP guests and honorees, our closest stakeholders, and donors and friends from our early days, as well as engage and steward the next generation of KIPP NYC philanthropic leaders and champions.

Organizational Background

KIPP NYC is part of the Knowledge Is Power Program (KIPP), a national network of public charter schools dedicated to preparing students in educationally underserved communities for success in college and life. Since its inception in 1995, KIPP NYC has grown to serve thousands of students across multiple schools, achieving remarkable success in educational outcomes.

Project Goals and Requirements

The primary goal of the gala is to celebrate KIPP NYC's 30 years of impact, uplift our inspiring work in the NYC education community, and raise \$5,000,000+ to support our ongoing programs and initiatives, including securing funds in support of Graduate Aims. The event should engage and create new relationships and inroads in the NYC philanthropic community.

Success for the gala includes:

- Achieving the fundraising goal of \$5,000,000+.
- Providing an engaging and memorable experience for all attendees.
- Showcasing the achievements and future goals of KIPP NYC.
- Strengthening relationships with current supporters and attracting new donors.

Scope of Work

The selected event planning company will be responsible for the following tasks:

Event Planning and Coordination:

- Develop a comprehensive event plan, including timeline, budget, and milestones.
- Design the event program, including entertainment, speakers, and presentations.
- Coordinate with Cipriani's Midtown for venue logistics, including layout, catering, and audiovisual needs.
- Coordinate with KIPP to develop onsite branding activations and experiences, manage final execution and production.
- Manage event invitations, RSVPs, and guest communications.
- Oversee event setup, execution, and teardown.

Fundraising Strategy:

- Develop and implement a fundraising strategy to achieve the \$5,000,000+ goal.
- Consult KIPP NYC with best practices to identify and secure event sponsors and in-kind donations.
- Manage all onsite fundraising activities, including strategy and execution for silent and live auctions, paddle raises, and raffles. This includes item procurement, staffing and auctioneer management, and ensuring the successful implementation of these activities.
- Recommend and manage fundraising operations to support all fundraising activities, including necessary technology and staffing.
- Create and manage a donor recognition plan.

Marketing and Promotion:

- Develop a marketing and promotion plan to maximize event attendance and visibility.
- Coordinate with KIPP NYC's communications team for event branding and messaging.
- Manage social media and email marketing campaigns related to the event.

On-Site Management:

- Provide on-site event management, including coordination of staff, volunteers, and vendors.
- Ensure a seamless guest experience from arrival to departure.
- Handle any issues or emergencies that arise during the event.

Deliverables

- Detailed event plan and timeline.
- Budget and financial reports.
- Marketing and promotion materials.
- Fundraising strategy and progress reports.

- Post-event report, including an evaluation of the event's success and recommendations for future events.

Required Qualifications

The ideal company will have:

- Proven experience in planning and executing large-scale gala fundraisers.
- Strong project management skills and attention to detail.
- Excellent communication and interpersonal skills.
- Experience in fundraising and donor relations.
- Experience working with PR firms and/or talent management
- Ability to work collaboratively with KIPP NYC staff and stakeholders.
- Familiarity with the New York City event planning landscape, particularly with large, successful non-profit fundraisers.

Submission Details

Submission Elements:

- Name and contact information.
- Relevant qualifications and experience, including examples of similar events planned.
- A cover letter explaining your interest in the engagement and relevant qualifications.
- Your intended approach for this work and your method for tracking progress.
- Proposed budget and pricing, including a breakdown of costs.
- Three customer or employer references.

Proposal Submission Guidelines:

- Cover Page: Include contact information for the primary contact person.
- Organizational Description: Briefly describe the organization's history, mission, and key program areas.
- Proposed Scope of Work:
 - o Describe the vision for the work and your intended approach.
 - o Describe how you would likely staff this work.
- Pricing Guidelines: When submitting pricing breakdown, include project implementation costs with details outlined:
 - o Number and type of resources
 - o Cost/hour for each resource
 - o Overall cost
 - o Support costs/rates following implementation launch
 - o Information on nonprofit discounts, if applicable

Deadline:

Submissions will be accepted until the position is filled, with a desired start date of February 1,



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2025. Priority will be given to submissions received by 5 PM EST on January 24, 2025.

Submission Instructions:

Please submit proposals in PDF format to:

- o Kyle Rosenkrans, Vice President, Strategic Initiatives, KIPP Foundation, krosenkrans@kipp.org
- o Joe Winegardner, Senior Manager, Events, Design, and Operations, KIPP Foundation, jwinegardner@kipp.org

For questions, please contact Joe Winegardner at jwinegardner@kipp.org.