

Request for Proposals

Sponsorship Sales and Events Manager

Background

The NSBA – Saskatoon’s Business Association is inviting proposals from qualified individuals or firms interested in securing sponsorships and managing NSBA events. The NSBA is a member-driven organization that serves, promotes and protects business throughout Saskatoon. In addition to the advocacy and lobbying efforts of the organization, events held for the purpose of networking, recognition, programming and education are held throughout the year. The NSBA is seeking contractors to manage all aspects of sponsorship sales for these events and all aspects of event coordination and management.

Approximately 18 NSBA events are held annually, including monthly lunch and learn type events called the NSBA Network Series, along with at least five major annual events, such as Popcorn and Entrepreneurship Series presented by KPMG, for which the NSBA is renowned. The successful contractor will work with the NSBA staff as well as volunteer committees from the membership to assist with the revenue generation, planning, and execution of these events.

Scope and Deliverables

- With input and regular communication with the NSBA team and/or event committee, solicit and/or maintain existing sponsorship opportunities for each major NSBA event, and Network Series.
- Coordinate a compatible meeting schedule with the respective volunteer event committee chairs, and attend all committee meetings.
- With input and regular communication with the NSBA team and/or event committee, plan, prepare and execute all NSBA events.
- Adhere to respective revenue targets set for each of the major events and Network Series.
- Adhere to respective expenditure targets set for each of the major events and Network Series.
- Create and maintain updated copies of all event agreements.
- Create and maintain updated copies of all sponsorship agreements.
- Maintain a detailed checklist on events and ensure timelines are adhered to.
- Update NSBA’s Asana platform with new information as applicable.
- Ensure event day runs as smooth as possible and assist with the set-up and tear down of each event.
- Ensure all deliverables and benefits for the respective sponsors are followed through and delivered.
- Develop positive relationships with association members at the event.

Estimated Timelines to Deliver Scope of Work

1. Sponsorship Sales

- i. Approximately 250-300 hours/year

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2. Event Planning and Execution

- i. **Network Series** (Approximately 12/year) – 2.5 hours per event day, 2.5 hours preparation per event (total estimated time 60 hours)
- ii. **Major events** (Approximately 6/year) – 12 hours per event day, 90 hours preparation per event (total estimated time 600-700 hours)
- iii. **Regular Communication** with NSBA staff – Approximately 300 hours/year
- iv. **Miscellaneous** (Unexpected events, ad hoc changes) Approximately 250 hours/year

Total estimated time – Approximately 1,400 – 1,600 hours/year

Supporting Documentation

Interested firms and individuals must submit a formal response to this RFP on or before October 30, 2024.

In no more than 12 pages, responses should include the following information at a minimum:

- A brief background and description of the firm/consultant(s)
- The resume(s) of the consultant(s) outlining education, related professional experience, and if available, a portfolio of previous experience related to sponsorship sales and event management.
- Any additional information deemed necessary to explain the firm's or individual's expertise and capabilities.
- Your fee for completion of the above deliverables
- References

Submissions will be closed at the office of the undersigned at 3:00 pm, October 30, 2024

Keith Moen, Executive Director

NSBA – Saskatoon's Business Association

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