



REQUEST FOR PROPOSALS: EVENT PLANNING COORDINATOR

Purpose

The National Marine Sanctuary Foundation seeks an event planning coordinator to build awareness and engagement in the 2022 Save Spectacular Celebration, hosted by Gray's Reef National Marine Sanctuary and the Gray's Reef Chapter of the National Marine Sanctuary Foundation. Our desired event partner will provide strategic counsel and direction, and actively share and promote the Save Spectacular Celebration, which includes (1) a public grand opening of the Gray's Reef Ocean Discovery Center in Savannah, Georgia, (2) a fundraiser soiree for the Chapter, and (3) week-long celebratory activities for guests. The selected coordinator will be responsible for assisting in the development of the fundraising event and facilitation of lead-up activities for the week long celebrations around the Ocean Discovery Center. Successful event partners will elevate awareness of the new visitor center, advance Foundation fundraising goals, and capitalize on the 50th anniversary milestone for the national marine sanctuaries.

Overview

The National Marine Sanctuary Foundation invites people with a stake in the health of their planet to work with us to protect their place in it. Sanctuaries and monuments are our essential network of protected waters, owned by every American and championed by us. Connected by currents, they sustain miraculous species, coastal communities, and our shared heritage.

Founded in 2000 by America's most influential ocean conservation leaders, the National Marine Sanctuary Foundation works with communities and the National Oceanic and Atmospheric Administration's (NOAA) Office of National Marine Sanctuaries (ONMS) to conserve and expand national significant places for a healthy ocean, coasts, and Great Lakes. The Foundation is a leading voice for U.S. protected waters, and our work extends from the ocean floor to Capitol Hill. We inspire, creating energetic ambassadors for ocean conservation. We connect, working in close partnership with NOAA and the many communities who depend on and care for the sanctuaries. And we educate, showing the world how the sanctuaries can serve as a model for protecting marine ecosystems around the world.

In October 2021, the National Marine Sanctuary Foundation and NOAA's Office of National Marine Sanctuaries launched the [Save Spectacular](#) campaign to celebrate the 50th anniversary of the National Marine Sanctuaries Act. The goal of the campaign is to broadly build awareness of national marine sanctuaries and the spectacular places and species they protect, and to serve as a national invitation to discover the wonders of these spectacular places that belong to all of us. National marine sanctuaries and monuments are our essential network of U.S. protected waters that sustain miraculous species, coastal communities, and our shared heritage. There are 15 national marine sanctuaries and two marine national monuments that span from the South Pacific to New England and from the Pacific Northwest to the Florida Keys.

The Gray's Reef Ocean Discovery Center will be the venue for our Save Spectacular Celebration. The center's grand opening in October 2022 will invite local community groups, sanctuary



National Marine Sanctuary Foundation

partners, elected officials, and the public to explore the new Savannah storefront dedicated to Gray's Reef National Marine Sanctuary, located just off the Georgia coast. Guests will be immersed in the sights and sounds of the sanctuary while taken on virtual dives, enveloped by the soundscape of the live-bottom reef, engaged by the interactive ocean media galleries, and guided through the habitats, wildlife and research by sanctuary staff and docents. To further highlight the grand opening, Gray's Reef National Marine Sanctuary Foundation will host the Gray's Reef Society Soiree for members, sponsors and partners to celebrate the momentous occasion.

Event Planning Need

Gray's Reef National Marine Sanctuary and the Foundation Chapter seek an event coordinator who will support the Save Spectacular Celebration campaign to recognize 50 years of national marine sanctuaries conservation and leveraging the Foundation's partnership to install a public center for ocean discovery in the historic district of Savannah, Georgia. This position will engage regularly with the sanctuary and foundation chapter's communications and outreach team.

Objectives

- Ensure public awareness, understanding, and support for our work to protect the ocean environment through national marine sanctuaries.
- Elevated news and media coverage about the Save Spectacular Celebration, including the upcoming Grand Opening of the Gray's Reef Ocean Discovery Center and 50th anniversary milestone of the National Marine Sanctuaries Act.
- Develop event-themed products and activities to support the Foundation's fundraising initiatives and engagement goals related to the Sanctuary's weeklong celebration events.
- Reach new and diverse audiences in Savannah and across the southeast region.

Scope of Work

- Coordinate with the Chapter and Sanctuary to create and implement an event plan for the Save Spectacular Celebration.
- Build contacts with tourism and leadership councils, media, and complementary partners in the southeastern U.S. and Savannah-area.
- Plan and execute social media, canvassing and direct mail outreach.
- Generate branded products (invitations, keepsakes, PR, etc) for events.
- Deliver exceptional public and VIP events for a successful sanctuary campaign.

Funding Availability

The expected budget for this work is \$16,000 and is to be accomplished from May through October 2022.

How to Apply

All proposals must be delivered to the Foundation no later than Monday, April 30th at 11:59pm ET via email at rfp@marinesanctuary.org. Please include the RFP title and company's name in the subject line. For example, "Save Spectacular Celebration Event _ Company Name."



National Marine Sanctuary Foundation

Period of Performance

Start Date: May 16, 2022 **End Date:** October 31, 2022

Review Process

Evaluation Criteria

Please Include the following in the offer:

- Company/Consultant Name;
- Company's POC and title;
- The POC's email address;
- Company Address;
- Company Website;
- Company Phone Number;
- Company DUNS Number; and
- Company Tax ID Number.

All applications will be screened for relevance and completeness, and will then be evaluated based on the responses to the following application questions and how they are weighted:

Limit: 500 words

- Please provide a brief overview of the consultant or agency, including company size, locations, services provided in-house, and fee structure.
- Please provide two recent case studies that showcase your work with an organization or company relevant to our field.
- Please provide a description of how you or the agency would approach the proposed scope of work, including a clear project timeline, deliverables, measures of success, and milestones.
- Why would our organization be a good fit for your client roster?

Contact jody@marinesanctuary.org with any questions.

Useful Resources

Gray's Reef National Marine Sanctuary Foundation (Chapter website): graysreeffoudation.org

National Marine Sanctuary Foundation Save Spectacular (campaign website): savespectacular.org

Gray's Reef National Marine Sanctuary (NOAA website): graysreef.noaa.gov

Office of National Marine Sanctuaries 50th Anniversary webpage: sanctuaries.noaa.gov/50/

Timeline

The RFP will close on Saturday, April 30, 2022, and review will take place over the following week. Finalists will be selected during the next week and contacted to set up a meeting. We envision the contract will begin in May of 2022.

Notification

Selected applicant(s) will be contacted for next steps by Monday, May 16.



**National
Marine Sanctuary
Foundation**

Additional Information

The Foundation reserves the right to reject any or all proposals at any time with no penalty and to waive immaterial defects and minor irregularities in proposals.

Foundation personnel will evaluate proposals.

The Foundation does not discriminate on the basis of race, creed, color, ethnicity, national origin, sex, age, or marital status.