

# **[TEMPLATE] REQUEST FOR PROPOSAL - AUDIO VISUAL**

Please respond to **[NAME, EMAIL]** by: **[DATE]**

## **EVENT DESCRIPTION AND BACKGROUND**

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*Example: Acme Corporation's 8th Annual Conference (ACAC) is taking place on Jan 1-5, 2015 at the Mahogany Hotel in Chicago, Illinois. This is the first time the event will take place in Chicago, as it has been held in various US cities over the past 7 years. The ACAC is an internal event attended by all Acme Corporation employees (approximately 350 attendees), meant to celebrate and acknowledge everybody's hard work over the past year. Acme Corporation is a people first company, and we pride ourselves on exceptional customer service and a welcoming company culture. The ACAC is typically festive, fun, and celebratory. Acme has struggled in the past to keep employees engaged and attentive in an immersive learning environment and are open to ideas and concepts to keep education and sessions engaging. AV budget ranges between \$20-30k.*

*Acme Corporation primarily produces and sells widgets for the general population in our Springfield headquarters.*

*We are looking for an audio visual provider who we can partner with annually. The company should be able to execute events across the US, successfully meet our event goals, and interact seamlessly with our internal planning team.*

### **[INSERT, if applicable]**

- **Event agenda or schedule-at-a-glance (include rehearsals and evening events, if any)**
- **Proposed equipment list**
- **Photos from previous events**
- **Previous AV quotes**
- **Production requirements**
- **Any other information regarding the details and logistics of the event**

## **PROPOSAL FORMAT**

Based on the information shared above, please provide:

- An introduction to your proposal that conveys a strong understanding of what is being requested
- Brief history and overview of your company (including key contact information, address, and description of services)
- Description of your event solution and how you would service our account
- Proposed budget
- Applicable stage design renderings or CAD drawings
- Answers to the questions listed below
- Proof of insurance coverage
- References

## QUESTIONS

1. Describe the team who will be handling this account and managing event execution, as well as the overall event planning process.
2. What is your experience handling and executing events of this size and scope?
3. What is your experience executing events at this venue?
4. What is your experience working with union labor?
5. Provide an example of how your company has responded to last-minute event changes (including budget cuts or logistical issues).
6. Describe a challenging event your company has executed, including hurdles you had to overcome and how you added value to the event.
7. Describe what you'd do if a key crew member or crucial piece of equipment suddenly became unavailable for the event. Related, how do you guarantee equipment and personnel for events?
8. Describe your ability to manage and execute multiple events occurring at the same time in several different cities across the country.
9. What is your company's most important competitive advantage?
10. Explain how our company values will be intertwined with event execution.

## TIMELINE AND KEY STAKEHOLDERS

Proposal submission deadline: [date]

In-person presentations: [date range]

Proposal review period: [date range]

Selection to be made by: [date]

Key stakeholders and decision-makers:

Name:

Title:

Name:

Title:

Name:

Title:

## **REFERENCES**

**Name:**  
**Title:**  
**Company:**  
**Email:**  
**Phone:**  
**Reason for Inclusion:**

**Name:**  
**Title:**  
**Company:**  
**Email:**  
**Phone:**  
**Reason for Inclusion:**

**Name:**  
**Title:**  
**Company:**  
**Email:**  
**Phone:**  
**Reason for Inclusion:**

## **SUBMIT PROPOSAL TO:**

**Name:**  
**Title:**  
**Company:**  
**Email:**  
**Phone:**