



# **Request for Proposals Fundraising Events Management Services 2027 Gala on The Greenway & Glow in the Park**

Release Date: May 8, 2026

Due Date: June 30, 2026, at 5 PM EST

Decisions by September 1, 2026

RFP Main Contact:

Alex Rogers Pittman

Director of Development

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RFP Inclusions Requirements

Company overview

Applicable Experience & References

Plan for procuring third-party tent rental

Financials

## **I. Introduction**

[The Rose Kennedy Greenway Conservancy](#) is seeking the assistance of an event management company to help plan and help produce two fundraising events, Gala on The Greenway and Glow in the Park, on back-to-back nights, Thursday and Friday June 10 and 11, 2027. The event management company will focus on vendor management, event design, registration, and fully staff event load-in and load-out. The event management company will also contract at least one third party for an additional event at the site. The Conservancy will manage budgeting, permitting, fundraising, print and digital collateral, event signage, ticketing, the event program, photography/videography, and solicitation of in-kind donations.

## **II. Event Overview and Objectives**

The event management team that is hired for these services will work closely with the Conservancy team to support the planning, build-out, and execution of the Gala on The Greenway and Glow in the Park events. These events will be held under a tent on The Greenway.

Since 2022, the events have been held at the Rings Fountain; we may consider a new site on The Greenway for 2027. Power and non-potable water are available on site.

The [Gala on The Greenway](#) is the largest fundraiser for the Conservancy and hosts ~500 guests. The event is a garden cocktail reception with a buffet dinner. The majority of tickets are sold through sponsorships ranging from \$5,000 to \$50,000. Individual tickets are \$500. The program is as short as possible and includes a brief speaking program, a live appeal, and possibly a video presentation. There is no event committee, only a pair of co-chairs. In 2025 the Gala grossed \$750,000. Cash expenses were \$295K, including tent rental (\$80K), catering (\$88K), AV (\$35K), and event planner fees (\$47K).

[Glow in the Park](#) is the Conservancy's annual young professionals event which hosts ~500 guests. The tent set-up for the Gala on The Greenway is flipped on Friday morning to host Glow in the Park on Friday night. Again, the majority of guests attend through sponsorships. Glow sponsorships range from \$2,500 to \$25,000, and Gala sponsors have the option of receiving Glow tickets as part of their benefits package. Individual tickets range from \$100 - \$125/per person depending on time of purchase. Guests enjoy small plates from 3 Greenway Food Trucks, open bar, lawn games, brand activations, and a DJ. There is an event committee and two co-chairs that are used primarily to help promote the event, garner sponsorships, and sell tickets. The goals of this event are to build a pipeline of younger donors and to offer an employee engagement benefit to Gala sponsors; its net is low in comparison to the Gala. In 2025 Glow grossed \$81K and expenses were \$42K.

The Conservancy anticipates continuing to work with its team of vendors: PEAK for tent and furnishings, MAX Ultimate for catering, Capron for AV, and Flush for bathrooms.

**Gala Tent Rental:** To ensure public access to The Greenway, private events are not typically permitted on the park. However, the elegant tent that houses our annual Gala is available for private events each year. This is an exclusive opportunity to host an unforgettable event in an extraordinary setting. You can see our tent rental brochure [here](#).

The event management company will bring one or more of their clients to rent the tent on a date around the time of the two events. In 2022, long-time corporate sponsor VHB rented the tent the day before the Gala as part of a \$50,000 Gala sponsorship; InterSystems is renting the tent at the same price this year. The Conservancy covers the cost for the tent bathrooms, permitting, and overnight security, and the 3rd party pays for all additional costs for their event, including furnishings, lighting, A/V, and catering. We prefer that the 3rd party work with our event planner, through a separate contract. Ideally the 3rd party will be a corporate group, and not an individual or a similar non-profit organization.

### **III. Scope of Work**

#### **EVENT PLANNING**

- Collaborate with the Conservancy to update existing event spreadsheet on shared Google Drive containing timelines and event details.
- Schedule pre-event meetings and build agendas in collaboration with the Conservancy.

#### **EVENT DESIGN**

- Collaborate with the Conservancy to develop a theme for the event and design/decor concepts: linens, florals, and ceiling elements.
- Develop floor plan.
- Secure and manage a floral designer.

#### **VENDOR LIAISON**

- As requested, source quotes for products and services.
- Obtain preliminary quotes from vendors > \$5,000 by October 31; provide any fee changes throughout the planning process.
- Manage vendors including PEAK (tent & furnishings), Capron (lighting and A/V), portable restrooms, beverage donations, security, floral designer, entertainment, and all affiliated staff. Conservancy staff will work directly with the caterer, MAX Ultimate, to determine the menu for the Gala, and will select the food trucks and menu for Glow. The event planner will manage site logistics for all catering partners.
- Secure COIs, W-9s, and tax exempt invoices from all vendors.
- Assist the Conservancy with the receipt and storage of in-kind donations (primarily beverage donations) at an off-site facility.
- Coordinate all load-in and production details in adherence to site policies.
- Oversee all technical requirements for the event as related to the venue.
- Coordinate vendor parking, which the Conservancy will get donated.

#### **PRODUCTION**

- Develop the overall production flow for the event in collaboration with the Conservancy and manage production elements during events.
- Manage site load-in, load-out and provide on-site staff appropriately for vendor oversight; 12-hour load-in days begin three days prior to the first event and load out is completed the morning after the last event.
- Manage production team and produce a show script for the technical crew containing all AV cues.
- Design, manage, and staff on-site registration and name tag production.

#### **3RD PARTY RENTAL**

- Actively promote The Greenway tent as a rental venue to clients for June 8, 9, 12, 13, and/or 14, 2027.

- Identify and assess restrictions and requirements related to third-party layouts, vendors, and event logistics; ensure a smooth transition between Greenway events and 3rd party rentals.

#### **FOLLOW UP**

- Provide detailed outline of recommendations and follow up for planning future events.
- Schedule post-event debrief meeting.
- Provide detailed notes from debrief meeting.

## **IV. Responses**

Responses to this RFP are due by **Tuesday, June 30, 2026, at 5 PM EST**. Submit your proposal as a PDF to Alex Rogers Pittman at [apittman@rosekennedygreenway.org](mailto:apittman@rosekennedygreenway.org) with the subject line “[Your company name] Event Planner Proposal.” Please include the following elements in your response.

#### **COMPANY OVERVIEW**

Provide an overview of your company. Note if your company is a [certified minority- or women-owned business](#), a veteran-owned business, or a LGBTQIA+-owned business and provide an overview of your company’s commitment to diversity, equity, and inclusion.

#### **APPLICABLE EXPERIENCE & REFERENCES**

Please provide three examples of applicable prior experience that complement the expectations outlined in the scope of work. Each of these listed items should include photos of the event and a reference with contact information, should the evaluating team wish to reach out. We are particularly interested in hearing about tented events in outdoor spaces with budgets comparable to ours (~\$300K-\$350K).

#### **PLAN FOR PROCURING 3RD PARTY RENTAL**

Please describe your client base, networks, and other factors that make your company well-suited to procure at least one party to rent the Gala tent.

#### **FINANCIALS**

Please provide a detailed quote encompassing the Scope of Work, above. Note any incidentals that you will require the Conservancy to pay for that are not included in the quote.

The Greenway Conservancy is open to recognizing discounted services with event sponsorships. Our 2027 benefits will be similar to our [2026 Gala Sponsorship Opportunities](#). Please note any discounts or cash donations you may be willing to provide in exchange for sponsorship benefits and recognition.

## **V. Questions**

The proposal team will accept questions until Friday, June 26 at 5 PM. You can submit your questions to Alex Rogers Pittman at [apittman@rosekennedygreenway.org](mailto:apittman@rosekennedygreenway.org).

## **VI. Publicity**

No announcement related to the award of a contract as a result of the RFP may be made by the successful applicant without the prior written approval of the Greenway Conservancy.

Additionally, the awarded team shall not use in its external advertising, marketing, programming, promotional efforts, or other representation of the Greenway Conservancy without prior review and approval.

## **VII. Additional Information on Vendor Selection**

The Conservancy reserves the right to reject any or all responses if it determines that such action is in the best interest of the Conservancy. The Conservancy reserves the right to modify, suspend, or cancel this procurement at any time at its sole discretion. Responses which do not meet basic requirements may be disqualified. In addition, the Conservancy may reject any response that contains contingencies, additions not called for, omissions, errors, or irregularities of any kind; provided, however, that the Conservancy reserves the right to waive any and all informalities or irregularities, and may elect to accept any omitted materials or information subsequent to submission.

The Conservancy will have no obligation to treat any information submitted to it in response as proprietary or confidential, and information submitted to the Conservancy may be subject to disclosure pursuant to the Massachusetts Public Records Law. The Conservancy will have the right to use all or portions of the Respondent's submittal and accompanying information as it considers necessary or desirable in connection with the project in question. By the submission of the required information and materials, the Respondent grants to the Conservancy an unrestricted license to use such information and materials in connection with such project.

After receipt of proposals, the Conservancy may, at its discretion, interview one or more Respondents, during which time such Respondent will have the opportunity to present its proposal and respond to questions; no statement by a Conservancy employee at any such interview is binding on the Conservancy. The Conservancy reserves the right to award final contracts on the basis of initial offers received, without discussions or requests for best and final offers. Selection of a Respondent does not imply that every element of that proposal has been accepted.

The Respondent's proposal in response to this RFP may be incorporated into a final contract between the Conservancy and the selected Respondent(s). If a Respondent is selected but proves unable to meet the requirements necessary for contract signing, the Conservancy reserves the right to select another Respondent. Respondents not selected within this RFP process may be engaged for future opportunities that arise.

The Conservancy will not be responsible under any circumstances for any costs incurred by any Respondents to this RFP.

## Gala layout and site photos, 2023-2025







