



**Request for Proposal (RFP)**  
**Event Planning Services – Caregiver Connect Event**  
**Issued by: Region IV Area Agency on Aging (RIVAAA)**  
**Release Date: May 10, 2025**  
**Proposal Due Date: May 23, 2025**

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## **1. Introduction**

Region IV Area Agency on Aging (RIVAAA) is seeking proposals from qualified independent contractors or firms to provide professional event planning services for its upcoming “Caregiver Connect” event. The event is designed to support caregivers through resources, networking opportunities, and workshops. The successful proposer will be contracted on a part-time, temporary basis from June 1, 2025, through September 30, 2025.

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## **2. Scope of Work**

The contracted Event Planner will be responsible for overseeing all aspects of the Caregiver Connect event, including but not limited to:

- A. Event Planning and Coordination
    - Develop a detailed event plan, inclusive of timelines, task lists, and budget allocations.
    - Secure a suitable venue and coordinate logistics such as catering, A/V setup, seating arrangements, and printed materials.
  - B. Vendor Management
    - Identify, negotiate, and manage relationships with vendors.
    - Ensure compliance with all vendor contracts and deadlines.
  - C. Marketing and Promotion
    - Collaborate with RIVAAA staff to create and distribute marketing materials.
    - Promote the event through social media, email campaigns, and community outreach to ensure strong attendance.
  - D. Program Development
    - Assist in curating an event agenda featuring relevant workshops and speaker sessions.
    - Coordinate with presenters and facilitators to finalize content and logistics.
  - E. On-site Management
    - Lead day-of event operations including setup, execution, and teardown.
    - Manage volunteers and staff, providing guidance and troubleshooting as needed.
  - F. Post-Event
    - Collect and analyze feedback from attendees, vendors, and stakeholders.
    - Provide a comprehensive final report outlining successes, challenges, and recommendations.
    - Provide a development plan, including a timeframe, for future events.
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### **3. Desired Qualifications**

- Documented experience in professional event planning and execution, preferably with community or nonprofit organizations.
  - Excellent organizational, time-management, and communication skills.
  - Proficiency in Microsoft Office and digital collaboration tools.
  - Familiarity with issues affecting caregivers and older adults is highly desirable.
  - Ability to work evenings or weekends during the event period as needed.
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### **4. Contract Details**

- Contract Type: Independent Contractor (Temporary, Part-Time)
  - Contract Period: June 1, 2025 – September 30, 2025
  - Location: Primarily remote; some in-person meetings in the Region IV service area may be required.
  - Compensation: Commensurate with experience. No benefits included.
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### **5. Proposal Requirements**

Interested applicants must submit the following:

- Cover Letter summarizing interest and relevant experience.
  - Resume or company profile.
  - Portfolio of relevant past events (if applicable), including scope, size, and outcomes.
  - References from at least two prior clients or collaborators.
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### **6. Evaluation Criteria**

Proposals will be evaluated based on the following criteria:

- Relevant experience and qualifications (30%)
  - Proposed approach and understanding of scope (25%)
  - Cost-effectiveness and value (20%)
  - References and past performance (15%)
  - Creativity and cultural competency (10%)
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### **7. Submission Instructions**

Proposals must be submitted electronically or by mail no later than 5:00 PM EST on May 23, 2025 to:

Amanda Drew, Planning & Community Development Manager  
Region IV Area Agency on Aging  
2900 Lakeview Ave  
St. Joseph, MI 49085  
Email: [amandadrew@areaagencyonaging.org](mailto:amandadrew@areaagencyonaging.org)

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