



**REQUEST FOR PRICE QUOTATION and BID
State Marketing Workshop Event Management**

Purpose:

This Request for Bids (RFB) is designed to solicit price quotations and/or bids from qualified service providers for the purpose of providing the non-profit Recreational Boating & Fishing Foundation with event management services before, during, and after the annual State Marketing Workshop.

RBFF Contact Person:

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Date of Issuance: Thursday, March 14, 2019

Closing Date and Time: Thursday, March 28, 2019, 5:00 PM ET

Background

Our Mission & Funding:

RBFF is an independent, not-for-profit 501(c)(3) organization whose mission is to increase participation in recreational fishing and boating and thereby increase public awareness and appreciation of the need for protecting, conserving, and restoring this nation's aquatic natural resources.

In recent years, a shared concern has emerged in the boating, fishing and conservation communities. Participation in recreational boating and fishing is changing, and in some cases declining. Projections of demographic trends indicate that in the next 25 years significant population growth will only be occurring among groups who have not traditionally been as involved with boating and fishing. Furthermore, current fishing and boating participant demographics reflect a population most likely to age out of the sport within the next few years. This signifies obvious economic impacts in both private and public sectors, with additional considerations in the areas of aquatic resource stewardship.

RBFF's challenge is to maintain and increase participation among those groups where fishing and boating have always played an important role, while diversifying to include a wider representation including: youth, Hispanic/Latino and outdoor enthusiasts not currently active in boating and fishing.

RBFF's funding is administered through the U.S. Fish and Wildlife Service (USFWS). The original source of the funds, the Sport Fish Restoration and Boating Trust Fund, is comprised of excise taxes paid by manufacturers of fishing tackle and a consumer tax on motorboat fuel.

Our Audiences

RBFF's mission can best - and arguably only - be accomplished through successful collaboration and partnership with stakeholders. In doing so, RBFF intends to build ownership of its efforts, and outcomes, among a broad array of key stakeholder groups. RBFF's direct to consumer outreach to educate and motivate consumers to participate in fishing and boating focuses on key core and growth target audiences based on prior segmentation analysis:

- Growth: Multicultural Family Outdoors audience which includes families with young children (ages 6-17) who are new to boating and fishing. Largest segment with huge opportunity. RBFF focuses most of media efforts on this segment currently.
- Core: Outdoor enthusiasts (avid outdoorsmen/women) & affable adventurers (outdoorsy, adventure seeking); have tried fishing and boating.
- Occasional boaters and anglers who may also have lapsed in participation.
- Avid boaters and anglers

Primary stakeholder groups include:

- Fishing and boating industry (manufacturers, distributors, wholesalers and retailers);
- State and federal natural resource agency personnel (aquatic education, license sales and marketing, fisheries management, parks/access site management, communications and information management);
- Non-governmental advocacy or public interest groups such as:
 - Conservation organizations
 - Boating and fishing organizations
 - Safety organizations
 - Media and outdoor communications groups

Our Campaigns:

RBFF is a nonprofit organization whose mission is to increase participation in recreational angling and boating, thereby protecting and restoring the nation's aquatic natural resources. RBFF developed the award-winning Take Me Fishing™ and Vamos A Pescar™ campaigns to create awareness around boating, fishing and conservation, and educate people about the benefits of participation. Take Me Fishing and Vamos A Pescar help boaters and anglers of all ages and experience levels learn, plan and equip for a day on the water. The campaign websites, TakeMeFishing.org, and VamosAPescar.org, feature how-to videos, information on how to get a fishing license and boat registration, and an interactive state-by-state map that allows visitors to find local boating and fishing spots. For more information about RBFF and its Take Me Fishing™ and Vamos A Pescar™ brand campaigns, please visit www.takemefishing.org/corporate.

Purpose:

The Recreational Boating and Fishing Foundation (RBFF) hosts an annual Workshop in December for marketing and communication employees from all 50 state fish and wildlife agencies to focus and learn more about implementing effective recruitment, retention and reactivation (R3) efforts. Participants collaborate and share innovative R3 ideas to engage with consumers to help increase participation in fishing and boating. As the only event where this group meets face-to-face to share ideas and learn from each other, it is vital that the Workshop not only provides a comprehensive agenda but also a smoothly run event.

The Workshop is comprised of general session presentations, breakout sessions, group huddles, and various networking meals and receptions. The second week of December is being targeted for this year's Workshop and the location is still to be determined. Planning for the December Workshop begins in February to start confirming location and start agenda brainstorming. The bulk of the logistics planning occurs later in the year.

Deliverables:

To plan and execute a productive and successful Workshop, RBFF is looking for assistance in management of the logistics of the Workshop.

To achieve this, an event management company should be able to perform the following:

- Prior to Event
 - Assist in choosing hotel
 - Serve as the main contact with the hotel to confirm and finalize meeting room logistics including set up and AV
 - Assist in securing hotel rooms for all state agency attendees within the hotel's saved block of rooms
 - Coordinate food and beverage needs with hotel for meals/breaks
 - Prepare attendee lists, name tags, tent cards, etc.
 - Other duties as needed

- During Event
 - Serve as the main contact with the hotel on site
 - With RBFF, attend pre-conference meeting with the hotel staff
 - Oversee the stuffing of goodie bags for attendees on site
 - Review agenda and presentations with on-site AV tech to ensure smooth transitions
 - Set up, staff, and manage registration tables
 - Confirm meeting room set ups and AV
 - Confirm food and beverage set ups
 - Assists to ensure sponsor signage is placed appropriately
 - Update registration lists for no-shows and/or walk-ins
 - Other duties as needed

- After Event
 - Work with RBFF staff manager to assess how the event went
 - Review hotel bill for accuracy before sending to RBFF

Deadline for submission of bid:

All bids must be received by **Thursday, March 28, 2019, 5:00 PM ET**

- Please include itemized pricing for the above services
- Provide a brief summary of experience and work samples or links to an electronic portfolio.
- Include at least three references.

E-mail bids to Joanne Martonik at jmartonik@rbff.org. Please direct all questions and clarifications before the deadline by e-mail. No phone calls please.