



Request for Proposal

Event Planner Consultant for Cleveland History Days

Purpose of Project

In 2023, Canalway will join with local partners to host the 6th annual Cleveland History Days. Since 2018, Cleveland History Days celebrates our city's rich legacy, fueled and influenced by diverse people and immigrant groups who created a vibrant culture. In 2022, Cleveland History Days included 40 history-focused tours and programming available to the public over 10 days in June.

Canalway is a non-profit culture heritage organization that serves as a catalyst for projects and programs within the Ohio and Erie National Heritage Area in Cuyahoga County. Cleveland History Days is supported by Canalway and funded in part by the Ohio & Erie Canalway Association.

Pre-project work for Cleveland History Days will begin in January 2023 with program execution running May 1 through August 15, including event follow-up and reporting.

Scope of Work

Canalway requests proposals from qualified professionals to act as an event planner consultant to coordinate the 2023 Cleveland History Days (CHD). We are looking for a company/person to manage the following:

- Host a planning meeting once a month with partners, February through July.
- Establish regular ongoing communication and provide meeting agendas to Canalway and all involved partners.
- In partnership with local history organizations, prepare a schedule of events focusing on history focused activities for a variety of audiences.
- Develop promotion plan for the event through a variety of marketing, communications and advertising tactics.
- Act as project manager and main point of contact between event partners and Canalway.
- Draft, manage, and finalize event project plans, timelines, deployment schedule and oversee execution of all related tasks.
- Support all events during planning and execution.
- Manage submission of all related invoices to Canalway bookkeeper to ensure payments can be made in a timely manner.
- Provide event follow-up reports.



Scope of Services

- Open communication with existing partners to confirm participation in CHD 2023.
- Schedule monthly meeting with confirmed partners.
- Support partners in program planning and event development.
- Create a schedule of events with input from programming partners.
- Develop all printed and marketing materials from concept, through graphic design and printing.
- Monitor event budget.
- Promote the event and distribute marketing materials.
- Attend Cleveland History Days events as needed and provide partners with support on their event day.
- Gather metrics during the event such as attendance.

Personnel Experience

Event consultant should demonstrate 2+ years of professional experience planning and executing successful live events, including securing and stewarding partnerships. Non-profit event experience preferred. Strong computer skills, including some graphic design experience preferred. Understanding of on-line event platforms for posting and promotion of event. Strong interpersonal and communications skills, including the ability to partner collaboratively with other organizations. Ability to work in a professional and positive manner with high attention to detail in a variety of situations.

Submission Requirements

The proposal should demonstrate the capability of the firm / consultant to perform the above stated services. Please include:

- Professional qualifications which may include resume, biography, or on-line portfolio
- Minimum of two references from clients
- Executive summary featuring background and past experiences similar to the services expected for Cleveland History Days.
- Outline of fee structure
- Any additional information the Event planner believes relevant to the RFP.

Please send the materials in PDF format to mera@canalwaypartners.com by January 19, 2023.

Review Process

Canalway reserves the right to accept or reject any and all proposals, without prior discussions, and grant final acceptance to the proposal that best meets the needs and interests of Canalway. Canalway will be the sole judge of whether a proposal meets the required RFP criteria.