



**Request for Proposals:
Virtual Event Management and Film Production
Lotus & Water Lily Festival 2021**

SUMMARY REQUEST:

Friends of Kenilworth Aquatic Gardens (FoKAG), a Ward 7-based nonprofit, is seeking proposals from experienced, professional **Virtual Event and Film Production and Management Services for the 2021 Lotus and Water Lily Festival** to take place during the month of July. This work includes significant film production, as well as creative event production. **Teams, if needed, are highly encouraged to apply with one team identified as the lead.** The total amount allocated for the Virtual Festival is \$30,000.

The contract will be for a 4-month period (May 2021 – August 2021). To be considered, a proposal must be received via email in PDF or Microsoft Word format on or before **April 19, 2021 at 5:00 PM EDT** at the following email address: zerline@fokag.org.

Questions should be directed to Zerline Hughes Spruill, Communications and Community Engagement Manager, Friends of Kenilworth Aquatic Gardens, 202.876.2992 or zerline@fokag.org.

ABOUT FoKAG:

Friends of Kenilworth Aquatic Gardens (FoKAG) was founded in 2001 by a small group of volunteers enthralled by the park's unique beauty and place in DC history. Keenly aware of the enormous task of maintaining the park, FoKAG works in cooperation with the National Park Service to ensure the park is well-maintained, well-enjoyed and welcoming for neighbors and visitors. Our mission is to connect people to the park through stewardship, engagement and educational programs. We envision an aquatic gardens that inspires.

ABOUT THE LOTUS AND WATER LILY FESTIVAL:

Kenilworth Aquatic Gardens, the only national park site dedicated to the cultivation and display of aquatic plants, provides a lens to appreciate the unique relationship between people and aquatic plants here in our nation's capital. Throughout history aquatic plants have touched every aspect of people's lives such as: Art, Science, Wellness, Food, Culture and History.

In non-pandemic conditions, the annual Lotus and Water Lily Festival is presented by the National Park Service at Kenilworth Aquatic Gardens, as a celebration of nature and culture, in this a one-of-a-kind destination within the District. In 2019, the last year the Festival was held onsite at the park, approximately 13,500 visitors attended the two-day program, which included music, dancing, arts and crafts, and other activities in addition to the lotus peak bloom.

As an example of our previous celebrations, a full schedule of the 2019 festival is available [here](#). In addition to attracting visitors to the park over a weekend in mid-July, the Festival draws repeat visitors to the park throughout the summer.

Due to COVID-19 restrictions, the National Park Service will not allow on-site programming in the park but would like to highlight the month of July as Peak Month and create a number of virtual programs that promote the park and create evergreen digital content that can be used in the future. Friends of Kenilworth Aquatic Gardens is the main point of contact for the 2021 Lotus and Water Lily Festival which will be produced in conjunction with the National Park Service and partners.

PART 1: VIRTUAL EVENT STRATEGY/PLAN EXECUTION, AND PROJECT MANAGEMENT SCOPE OF WORK:

The Scope of Work will include, but may not be limited to, the following elements:

Pre-Production, Strategy and Planning

1. Provide strategic counsel to Friends of Kenilworth Aquatic Gardens and the National Park Service (NPS) to develop a comprehensive program that meets partner goals within the budget and delivered on time
2. Serve as lead producer of the event, incorporating and leveraging talents and contacts from FoKAG, NPS and partners
3. Lead event planning meetings held via videoconference with FoKAG and NPS and participate in weekly videoconference calls with FoKAG staff and board members starting the first week of May
4. Create weekly event reports highlighting progress and potential delays that can be shared with event planners and partners
5. Develop event timeline with major planning and purchasing milestones with input from FoKAG and NPS
6. Develop event calendar that includes all Festival content, virtual activities and programs
7. Create production schedule for all Festival content and virtual activities and programs

Festival Content

1. Provide guidance to FoKAG and NPS on the best digital platform and channels to deliver Festival within our budget constraints
2. Coordinate with FoKAG, NPS, and partner organizations to develop marketing plan and deliver Festival content via digital channels that reach our target audiences
3. Assist with scripting, messaging and talking points for on-demand and in-home video content.

Post-Event

1. Analyze and evaluate virtual Festival participation, engagement, and reach
2. Create archive of all Festival content that FoKAG and NPS can access for the future

PART 2: VIDEOGRAPHY, EDITING, AND PRODUCTION SCOPE OF WORK:

The Scope of Work will include, but may not be limited to, the following elements:

1. Coordinate with FoKAG, NPS, and partner organizations to produce Festival content:

- a. On-Demand Content – Pre-produced video (or audio content, where better suited) that delivers Festival messaging
 - i. Tour of the park with a ranger, highlighting seasonality of the park (1 total), ideally with translation in 2-3 languages
 - ii. Short youth-led tours of the park featuring FoKAG camp participants and/or Ward 7 youth groups (Note: FoKAG has existing camp footage that can supplement new content) (3 videos)
 - iii. Short videos highlighting park flora, natural history, and cultural importance of aquatic plants (12-15 videos)
 - iv. Wellness videos and/or audio clips, possibly filmed in the park, on relevant topics such as forest bathing, yoga, and meditation (2-3 videos total)
 - v. Storytelling videos highlighting the personal stories of people with a connection to the park (3-5 videos total)
- b. In-Home Content – Online classes and demonstrations that highlight Festival themes of nature, art, culture, and food (Note: FoKAG has potential partners for this so may be more event curation than film production)
 - i. Online classes that require a ticket/purchase for participation on topics such as painting, bird identification, and nature photography (2-4 classes total).
 - ii. Cultural cooking demonstrations featuring an aquatic plant ingredient (2-3 demonstrations total)
- c. In-Park Content – Festival opening and closing events that feature potential VIPs and a limited audience in the park (2-3 filmed events total)
- d. Fundraising Appeal - 1 short video to share FoKAG work and encouraging donations to champion the park and festival (1 video)

1. Ensure all Festival content is accessible per US government [Section 508](#) standards

PART 3: PROPOSAL REQUIREMENTS

FoKAG invites qualified consultants to submit a proposal to plan and execute the 2021 Virtual Lotus and Water Lily Festival. Proposers may respond to Part 1, Part 2, or both parts of the RFP although teams are highly encouraged to apply with a lead identified. The following must be included in the proposal by the due date, April 19, to be considered:

1. Title Page: Proposal subject, consultant/firm name, contact information, primary point of contact, and federal identification number.
2. Cover Letter: Briefly state the proposer's understanding of the work to be performed, commitment to perform the work, and statements as to why the proposer believes they are best qualified to perform the engagement. The cover letter should also include a statement that the offer is a firm and irrevocable offer for 120 days.
3. Firm and Personnel Qualifications:

- a. Qualifications and related experience, including experience with virtual events and East of the River communities
 - b. List of past projects, preferably of a similar size and scope
 - c. Link to website and/or online presence for the firm
 - d. References from at least three past projects
 - e. Biographies of all members of the project team
2. Fees: Provide a total all-inclusive fee as well as a breakdown of anticipated costs

Evaluation Criteria

The following factors will be used when evaluating the proposals.

- Responsiveness to the Request for Proposal requirements
- Project cost
- Qualifications of the consultant and project team
- References
- Demonstrated capability to perform the type of work requested
- Experience working east of the Anacostia River

During the evaluation process, FoKAG reserves the right to request additional information or clarification from proposers and the right to reject any or all proposals. A panel will evaluate proposals and the most qualified respondent(s) may be requested to present via videoconference.

There is no expressed or implied obligation for FoKAG to reimburse responding consultants for any time or expenses incurred in preparing proposals in response to this request.

Budget

FoKAG has allocated **\$30,000** for Virtual Event Production and Management Services for the 2021 Virtual Lotus and Water Lily Festival. We will consider proposals that exceed this amount if they are accompanied with a plan to cover the difference via fundraising, sponsorships, or other means.