



## Unit Request For Proposal (RFP) *To Host the Next Annual Convention of the* **Louisiana State Conference NAACP**

**Date:** August 11, 2014

**To:** \_\_\_\_\_

**From:** Annual Convention Planning Committee  
Louisiana State Conference NAACP

**Subject:** Request for Proposal (RFP) to Host the Louisiana NAACP Annual Convention

### **BACKGROUND**

Since 1943, each year members of the Louisiana State Conference assemble in convention in cities around the State. In addition to the discussing the business of the Louisiana NAACP, this meeting affords the **Host Unit**, members and city to “highlight” their activities, accomplishments, and what makes their area unique.

The Louisiana State Conference offers a rich learning experience, bringing together constituents, delegates, members and friends from around the region with numerous and concurrent sessions in the “game changers,” e.g., economic sustainability, education, health, public safety, criminal justice, voting rights and political representation with "big picture" plenary meetings and dynamic speakers. Add practical solutions and best management practices and the stage is set for a high value return for all participants.

The next meeting of the Louisiana State Conference is expected to be an event which will highlight the Louisiana NAACP and the role of the **Host Unit** in the fight for freedom for citizens in the State of Louisiana.

### **OVERVIEW OF THE PROCESS**

A RFP to host the Louisiana NAACP Annual Convention will be distributed via email or at the August Quarterly Meeting of the State Conference. Responses from Units or Districts must be received NLT 11:59 AM CST on the Saturday of the Annual Convention. A short list will be compiled from those who respond and selected at convention by the membership in



## Unit Request For Proposal (RFP) *To Host the Next Annual Convention of the* **Louisiana State Conference NAACP**

session. The decision to host the Annual Convention will be announced at the Fight for Freedom Fund Banquet.

Proposals should be sent electronically to the Convention Chair at: [levonleban@yahoo.com](mailto:levonleban@yahoo.com), with a copy to the State President at: [lanacp1@juno.com](mailto:lanacp1@juno.com). The receipt of proposals will be acknowledged within 3 business days — if you do not receive acknowledgement within that time frame, please contact the Convention Chair immediately.

Each proposal must address the required content as outlined in Appendix A to this RFP. Proposals will be selected by the Convention Committee (with those members who have a conflict of interest recusing themselves from the assessment) using the criteria outlined in Appendix B during the convention. The proposal should also include arrangements for the Quarterly Meeting in August at the site of the convention, also known as the “pre” convention meeting. Some potentially helpful information from previous convention experiences can be found on the Louisiana NAACP web-site, at <http://www.lanacp.org>. Please note that in the case of differences, this RFP takes precedence over the web-site document.

Any questions about the requirements or process should be addressed to the Convention Chair at the above email address, and copy the State President as appropriate. If a question is asked and the answers would benefit to all proposers, the question and answer will be circulated to all.



## Unit Request For Proposal (RFP) To Host the Next Annual Convention of the Louisiana State Conference NAACP

### Appendix A: Required Content of Proposal

1. Proposed Unit, location, key features, including Louisiana NAACP advantages (benefits, grants, sponsorships, fundraising opportunities, etc.).
2. Parish, city and venue (if known/projected) for the meeting.
3. Proposed dates. Note that our typical practice has been to assemble on a Thursday evening, and meet Friday and Saturday, with a formal wrap-up banquet on Saturday evening.
4. Any key features of the convention design which would facilitate meeting success and/or be of interest to the participants—including any particular social or networking opportunities, any planned conferences to dovetail / coincide with the meeting, any planned post-meeting excursion, concert, any notable opportunities for a partner program, planned use of sponsors to finance meetings and defer costs to participants, etc.
5. Key features of the city/venue, which would be of interest to participants.
6. Identification of any linkage with local events or activities (organized by the NAACP Unit or others), which might be of benefit to the local Unit host and to the participants.
7. Will there be any off-site meetings/events?
8. What are the suggested arrangements for the Annual Freedom Fund Banquet? The dinner should have at a minimum the following setup:
  - podium which is visible to all participants
  - computer, projector and screen for presenting videos or slides
  - music to be played
  - professional photographer with appropriate lighting
9. Summary of what makes this proposal of particular interest to the Louisiana NAACP.
10. Short overview of the proposed participant marketing plan / activities, and a short overview of the host Units capabilities to support marketing, promotion, meeting registration and other marketing logistics.
11. Overview of expected per-night hotel costs, in the proposed city/venue, including taxes (Note: Please identify a choice of hotels—a primary hotel and a budget alternative within a reasonable distance).
12. Other considerations: Transportation cost; budget considerations; other.



## Unit Request For Proposal (RFP) *To Host the Next Annual Convention of the* **Louisiana State Conference NAACP**

### **Appendix C: Assessment Criteria**

1. Geographic dispersion and balance over time. The Louisiana NAACP is committed to holding its meetings in varied locations, seeking to visit cities/districts with a frequency in rough proportion to our membership distribution, and with variation across years. As much as is practical, hosts are chosen to ensure meeting locations are varied.
2. Assessment of participant appeal, including costs (very important, since many participants are self-funded, and our members include Units in areas with low per-capita, meeting/venue features, security, etc.
3. Local Unit benefits.
4. Clarity and completeness of the proposal.
5. Financial contribution and sponsorships to the Louisiana NAACP.