



New York Wine & Grape Foundation

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**Request for Proposals  
Conference & Event Management  
October 6th, 2021**

**1. Background Information:**

The New York Wine & Grape Foundation (NYWGF) was created by the State of New York in 1985 as a private, non-profit organization. The enabling legislation established a financing mechanism for promotion and research, providing the industry with both short-term assistance and the potential for long-term viability. NYWGF's programs are developed by a Board of Directors in consultation with other representatives from industry and state government. The activities carried out by NYWGF are designed to support all uses of New York-grown grapes from all regions of the state. The mission of the NYWGF is to "promote the world-class image of New York grapes and wines from our diverse regions to responsibly benefit farmers, producers and consumers through innovative marketing, research, communication, and advocacy." The vision of the NYWGF is "to be the world's premier region for cool and cold climate viticulture."

To accomplish its mission and meet industry need, NYWGF leads two (2) important industry events annually, the B.E.V. NY Conference and the *New York Wine Classic* Awards Ceremony. NYWGF is seeking a partner to help support the planning, logistics, and implementation of both events.

**About the B.E.V. NY 2022 Conference.** Scheduled to take place from **March 29<sup>th</sup>, 2022, through March 31<sup>st</sup>, 2022**, B.E.V. NY is the annual grape and wine conference presented by NYWGF, Cornell's Finger Lakes Grape Program and the Enology Extension Laboratory. The conference invites academic and industry experts to present information that addresses important issues for the industry, and to do so in a way that provides practical information to those who attend. The event will include three (3) full days of workshops, special events such as the NYWGF Unity Awards Ceremony, and Sponsor/Exhibitor recognition. As of October 2021, it is anticipated that B.E.V. NY 2022 will be a hybrid event, with March 29<sup>th</sup> being the only day of the conference to be held in-person (Rochester, NY) *and* virtually, and the subsequent days being held *virtually*.

[Please click here to read about B.E.V. NY 2021](#)

**About the New York Wine Classic Awards Ceremony.** Organized annually by the New York Wine & Grape Foundation, the *New York Wine Classic* celebrates a diverse selection of world-class wines from producers within the State. Judging will be conducted over a 4-month period by the Beverage Testing Institute (BTI) in Spring 2022, and awards will be presented in **June 2022**.

[Click here to view the 2021 New York Wine Classic Awards Ceremony](#)  
[Click here to read more about the New York Wine Classic](#)

## 2. Statement of Request:

NYWGF seeks a partner to assist with event planning and strategy for each of the events above. The ideal candidate will have wine industry knowledge and be experienced in event planning, execution of virtual events, strategic communications, and management of high-profile speakers.

## 3. Scope of Services & Deliverables

Specific duties to include:

### Planning

- Creation of project schedule with key milestones and deadlines
- Event Production, including script writing
- Creation of Event Materials including signs, programs, and invitations as needed

### Speakers

- Develop plan to onboard and prepare speakers to all aspects of event
- Collect all relevant speaker info (bio, photo, contact info, travel info, etc.)
- Provide and prepare speakers with recommendations/solutions to ensure seamless execution during the live event (tech, logistics, timing, best practices, background recommendations, templates, etc.)

### Promotion

- Provide all relevant speaker/participant info (bio, photo, etc.) to coordinating team by agreed upon deadline

### Sponsors & Exhibitors

- Develop plan to onboard all sponsors and exhibitors for both in-person and virtual formats
- Collect all sponsor and exhibitor relevant info (videos, logos, adverts, etc.) and distribute to coordinating team
- Work with coordinating team to ensure deliverables met for all partners

### Registration

- Provide log-in instructions and support to participants
- Answer registration and technology questions as necessary

### On Site Logistics (as necessary)

- Provide speaker info (contact info, travel info, etc.) to coordinating team
- Develop plan to onboard all speakers to on-site event portion
- Arrange for travel logistics, if necessary
- Compile all invoices for speaker fees and / or travel

### Virtual Event Logistics

- Develop plan to onboard all speakers to virtual format
- Distribute log-in and other instructions to speakers
- Ensure speakers are prepared and arrive for their speaking slot

- Distribute log-in and other instructions to sponsors and exhibitors
- Arrange for introduction and welcome of speakers
- Design visual aids (as needed) to reference during awards ceremony

Post Event Support: Provide for and/or prepare:

- Speaker, participant, sponsor, exhibitor evaluation
- Prepare final wrap-up report and meeting for both events

#### **4. Project Budget**

The total budget for this project will not exceed **\$25,000**. This amount must cover all professional services, legal services, and administrative costs, including all fees, travel, telephone, postage, printing, accommodations, meals (if applicable) and GST.

#### **5. Evaluation of Proposal**

- Detailed work plan, schedule, and budget for this project
- Key project personnel and relevant credentials
- Examples of management of similar projects

#### **6. Authority**

The selected agency will work with the NYWGF as an independent contractor. The method and means of performing the services and the hours the Consultant is working will be entirely within the Consultant's control. All expenses must fall within the program budget and be pre-approved by NYWGF.

#### **7. Discrimination Clause**

The NYWGF is an equal opportunity employer and does not discriminate on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, or marital/familial status. The NYWGF complies with all provisions of the U.S. government's Executive Order 11246 dated September 24, 1965, and the rules, regulations, and relevant orders of the Secretary of Labor.

#### **8. Instructions for Submitting Proposals**

Proposals should be submitted electronically to:

Valerie Venezia-Ross  
Director of Programs & Marketing  
New York Wine & Grape Foundation  
e. [valerieross@nywgf.org](mailto:valerieross@nywgf.org)

Questions regarding this RFP should be directed to [valerieross@nywgf.org](mailto:valerieross@nywgf.org) no later than October 20th, 2022.

**All proposals are due by 5:00PM on Friday, October 29<sup>th</sup>, 2021.**

## 9. Estimated Project Timeline

Issue RFP	10/7/21
RFP Deadline	10/29/21
Review Deadline ( <i>Candidates Notified of Interview Dates</i> )	11/8/21
Project Award	11/26/21
Project Completion	7/1/22

*NYWGF reserves the right not to award a contract if in the opinion of the evaluators, no suitable proposal is received. NYWGF is not liable for any costs associated with any company's response to this RFP.*