

Date: October 30, 2014

## Addendum #2

### Request for Proposal (RFP)

Ref: # UNFEMRFP3

### UN Women Responses to Enquiries from Prospective Vendors:

#### 1. Scope of Work:

- Please clarify what volunteer teams and committees will require Event Production Company Management. **As this is a large scale event, UN Women will work with its existing volunteers to provide on the ground support on the day of the event, from meet-and-greet services to ushering guests to their seats, to registration of guests.**
- How is the marketing campaign being executed? Is it DIA or another agency? What assets should we expect to be integrated into the event? **The HeForShe campaign currently has an open RFP for a Public Relations firm who will be charged with the development and execution of the event's PR and marketing strategy. Interested firms can access the RFP using this [link](#).**

#### 2. Proposal requirements:

- To reconfirm, the only response requested is a technical proposal and a financial proposal. What creative executions will be the responsibility of the Event Production Company and what if any of those executions should be incorporated into our proposal in terms of creative concepts and budgeting? **The technical proposal should clearly articulate the proposed staff structure from the vendor for the execution of the event. Resumes must also be submitted for the proposed event's team. The technical and financial proposals should remain within the RFP requirements.**

#### 3. Show Content

- What kind of format do you envision for this event aside from the concert portion? (i.e. speeches, auction) **The event will have both live musical performances as well as speeches from select delegates.**

- Will there be video content? **Indeed there will be video content and UN Women will develop and provide all video content to be used during the event.**
4. Required Guest Experience
- What kind of guest experience do you want to provide for the night? (i.e. cocktail reception, seated dinner, after party) **To be decided, but it will mostly likely be an after-party.**
5. Talent Needs
- How many musical performers are you interested in booking? **Approximately 3**
  - How long do you expect them to perform? **To be determined**
  - What genre of talent would you like us to source? (i.e. Rock, Pop, R&B) **Rock and Pop**
  - What range of talent are you looking for, in terms of popularity and mainstream? (i.e. Beyonce would be high level talent) **High level talent**
  - Do you require other talent other than musical? (i.e. Emcee / Host, Speaker) **Yes, but UN Women will secure Emcee, hosts and all speakers**
  - The RFP clearly states a 40% balance paid post-event. Talent will require 100% payment prior to their performance, so an amendment to these payment terms must be made regarding talent fees. **The UN work with talent on a pro-bono basis.**
6. Budget
- Do you have a budget for this event? **Yes**
  - The RFP mentions that this is a flat project fee. Does this mean a fixed and “not to exceed” project fee? **Yes**
7. Anticipated Number of Attendees
- How many guests should we account for? **Full stadium, approximately 18,000**
8. Tickets:
- Will this be a ticketed event? **Yes**
  - How much will the tickets be sold for? **To be determined**
9. Venue
- Shall we assume that all venue costs will be paid for directly by HeForShe? These costs would include venue rental, venue security, venue labor (to include all required union labor), venue staffing (FOH staff, ushers, etc.) **All venue related costs will be paid by UN Women.**

#### 10. Fundraising

- How much responsible, if any, will we be for the fundraising strategy? Will we need to solicit corporations or private individuals for sponsorship? The Fundraising strategy will be developed and executed by UN Women. Input will be solicited from the Vendor in the development of the strategy.