

Request for Proposals  
for  
The 2010 ISES DC Capital Awards Gala  
April 11, 2010

Request for Proposals

The 2010 ISES DC Capital Awards Gala Committee is inviting all Greater Washington, DC Chapter members of the International Special Events Society to participate as a contributing sponsor in the 2010 promotional opportunity of the year! All participants will be entitled to receive promotional recognition as a Sponsor-in-Kind.

Event Description

The 2010 ISES DC Capital Awards Gala will be held on Sunday, April 11, 2010 at Gaylord National Resort & Convention Center and The Sunset Room at National Harbor. The awards ceremony will be held in the Cherry Blossom Ballroom at Gaylord National and the after party will be held at The Sunset Room. The Gala is our preeminent event of the year celebrating the accomplishments of our members. The selected vendors have the opportunity to showcase services to approximately 500 plus, senior event professionals from the DC market and national ISES markets as well.

Budget

The ISES Capital Awards Gala is produced on an in-kind budget for all services: lighting, décor, entertainment, etc.

Gala Components and Event Requirements List

The Gala includes the following components and requirements for both events.

1. **Move In** - Because of the nature of the ISES Capital Awards Gala, we may require a 24-hour move in and setup time- depending on venue availability. Breakdown time is approximately 8 hours.
2. **VIP Reception** - Award nominees, VIP's and the ISES board members are invited to a separate reception held prior to the gala date, at a different location than the gala itself.
3. **General Cocktail Reception and Award Entry Display** – All 500 plus guests will attend the reception, held in the Cherry Blossom Foyer at Gaylord National. The nominee award books will be creatively displayed here throughout the evening and picked up by the nominees at the end of the evening.
4. **Awards Ceremony**–The awards ceremony will take place in the Cherry Blossom Ballroom at Gaylord National with seating for at least 500 plus guests with a visual presentation to highlight award nominees and winning entries. A full production will be provided including sound, lighting, videotaping, entertainment, etc.
5. **After Party Celebration** – The After Party will be held following the awards, at The Sunset Room at National Harbor. This part of the evening will feature a buffet dinner, upscale entertainment and dancing and will promote networking and socializing - plentiful cocktail seating will be provided for guests comfort.

### **Additional Requested Sponsorship**

The following contributions will be solicited for the Awards Ceremony and After Party at the gala as needed:

- Décor/Props (Awards Ceremony & After Party)
- Dance Floor Provider (After Party only)
- Staging (After Party only)
- Catering (After Party only)
- Audio Visual Provider (Awards Ceremony & After Party) including but not limited to:
  - Video
  - Lighting
  - Sound
  - Labor
- Entertainment (at both Awards Ceremony & After Party venues)
- Scripting
- Save the date, Invitation & Program Journal (Designer and Printer)
- Valet
- Shuttle Buses or Golf Carts - to take the guests to/from Gaylord National and The Sunset Room
- Floral (Awards Ceremony & After Party)
- Videographer (Awards Ceremony & After Party)
- Photography (Awards Ceremony & After Party)
- Signage (Awards Ceremony & After Party)
- Tent (After Party only)
- VIP/ Nominee reception

### **Gala Committee Contact Information**

For more information on Gala sponsorship, general information as well as specific information regarding your proposal contributions:

- **Gala Chair (General Information)**  
Deborah Gitelson Krauth, The Webster Group, [deborah@websterconsulting.com](mailto:deborah@websterconsulting.com)  
202-237-0090 ext. 17
- **Gala Chair (General Information)**  
Wendy Drake, The Webster Group, [wendy@websterconsulting.com](mailto:wendy@websterconsulting.com)  
202-237-0090 ext. 11

### **Submitting a Proposal**

If you would like to submit a proposal to the 2010 ISES Capital Awards Gala committee and participate in these sponsorship opportunities, please:

1. Review the Gala Components and Event Requirements List for Contributing Sponsors (above)
2. Review the Sponsorship Benefits document which describes the benefit levels (attached)
3. Prepare a short description of what you can provide and the benefits provided by your company. Provide an extensive and exhaustive list of any estimated costs that would be incurred by the Gala committee for you to host this event.

4. If you are including catering in your bid, please submit a proposal menu outline (i.e., buffet dinner, open bar for the evening, etc.)
5. Members are given preference before non-members based on creativity and what is offered.
6. Submit your responses by **January 22, 2010** to:

Deborah Gitelson Krauth, The Webster Group  
Phone (202) 237-0090 ext. 17  
Fax (202) 237-0036  
Email: [deborah@websterconsulting.com](mailto:deborah@websterconsulting.com)

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