

REQUEST FOR PROPOSAL

Event Logistics and Communication Support Services
Washington State Academy of Sciences

Issue Date: October 29, 2025

Response Deadline: November 19, 2025

Contract Period: December 15, 2025 through June 30, 2026

ABOUT WASHINGTON STATE ACADEMY OF SCIENCES

The Washington State Academy of Sciences (WSAS) is a 501(c)(3) nonprofit organization created by state law in 2005 to serve as an independent scientific and technical advisory body and to mobilize the research community to serve the state of Washington. WSAS enlists top researchers across disciplines, institutions, and sectors to serve the state through multiple activities, including reports, symposia, workshops, and briefings.

WSAS is currently a virtual organization. Most staff live in the Seattle area, where we hold the majority of our events and in-person planning meetings.

2026 Project Needs

WSAS is launching ambitious new initiatives in 2026 focused on the theme of Finding Opportunity in Change, which include:

A. Virtual Seminar Series: "Science and Innovation Thought Leaders"

A series of virtual lunchtime seminars featuring WSAS members and invited regional and global leaders. The goal is to inspire collaborative efforts in response to shifts in federal science funding and new leadership transitions.

B. Initiative in "AI for Agriculture"

A comprehensive program exploring how AI technologies can contribute to a resilient, secure, and economically viable future for agriculture in Washington State. Components include:

- Virtual symposium series (January-March 2026)
- Interactive workshop in Wenatchee, WA (tentatively April 23-24, 2026)
- Collaboration with partners on associated events on April 23-24, including field trips and a dinner

Expected attendance: approximately 100 participants for in-person events

This contract may be extended to provide similar services, mainly in the Seattle area, subject to funding availability, exceptional performance, and experience with Seattle-area event planning.

SCOPE OF SERVICES

WSAS seeks an experienced contractor to provide event logistics and communications support for virtual and in-person events from contract start date through June 30, 2026. There is potential for extension of services for future activities subject to funding availability and exceptional performance. The contractor will work closely with WSAS Executive Director, Melanie Roberts and staff.

A. Virtual Event Support (Approximately 10 webinars/seminars)

The contractor shall provide comprehensive logistics and communications support for virtual seminars

and webinars, including but not limited to:

Event Logistics

- Technology platform setup and management
- Technical support and troubleshooting during live events
- Registration system setup and management
- Participant communication (invitations, reminders, follow-ups)
- Production of professional recordings and post-event distribution
- Management of Q&A, chat, and polling features
- Accessibility considerations (closed captioning, etc.)

Communications Support

- Development of event marketing materials (save-the-dates, invitations, graphics)
- Social media and email campaign content creation and scheduling (pre-event, during, and post-event)
- Post-event summary reports and analytics

B. In-Person Event Support

The contractor shall coordinate logistics for the AI for Agriculture initiative, primarily the 100-person workshop in Wenatchee. WSAS staff will coordinate content and speaker preparation.

Pre-Event Planning

- Venue coordination and liaison
- Vendor identification, vetting, and coordination (catering, AV, transportation, accommodations)
- Development of event timeline and run-of-show
- Registration management system
- Attendee communication plan and execution
- Material preparation and coordination (signage, name badges, printed materials)
- Dietary restriction tracking and accommodation

Event Setup Requirements

- Coordination with venue on room configurations, AV needs, and staging
- Development of technical specifications and requirements
- Coordination of special event components (farm field trips, dinner event, public talk)

Post-Event

- Post-event communications

C. Marketing and Communications

Throughout the contract period, the contractor shall provide:

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- Social media strategy and content calendar
 - Email marketing campaign calendar
 - Coordinate development of graphics and visual content creation
 - Media outreach support for public-facing events
 - Coordinate photography/videography coordination for in-person events
 - Post-event content repurposing and distribution

D. Project Management

- Regular status meetings with WSAS team
- Timeline development and management
- Budget tracking and reporting
- Vendor invoice processing support
- Comprehensive documentation of all activities

DELIVERABLES

In executing this work, the contractor shall provide:

1. Detailed project plan with timelines for all events (after contract start)
2. Registration and communication plans for all events
3. Marketing materials and social media content for each event
4. Technical support for all virtual events
5. Comprehensive logistics coordination for in-person workshop
6. Final summary report documenting all activities and outcomes

CONTRACTOR QUALIFICATIONS

Required Qualifications:

- Exceptional project management skills with ability to manage multiple simultaneous events
- Minimum 3 years of experience managing virtual events and webinars (50+ attendees)
- Proven experience with in-person event logistics and vendor management for events between 50 - 300 attendees, especially in the Seattle areas and Wenatchee, WA.
- Expertise in event technology platforms (e.g., Zoom, registration systems, etc.)
- Excellent written and verbal communication skills
- Experience with social media marketing and email campaigns
- Vendor management and negotiation experience
- Budget management and tracking

Preferred Qualifications:

- Knowledge of accessibility best practices for events
- Graphic design capabilities

BUDGET AND COMPENSATION

Total Estimated Budget: \$30,000

- Compensation will be on an hourly basis
- Contractor must provide detailed hourly rate structure in proposal
- Contractor must provide estimated hours for each component of work
- Contractor must use their own computing and communications equipment
- WSAS will pay for reasonable travel and fees for event registration and webinar software required to execute this scope of work in addition to the contract amount.

PROPOSAL REQUIREMENTS

Interested contractors must submit a proposal including the following components:

A. Cover Letter (1 page maximum)

- Overview of your organization/individual expertise
- Why you are interested in working with WSAS
- Summary of your approach to this project

B. Qualifications and Experience (3 pages maximum)

- Relevant experience with similar projects
- Case studies or examples of comparable events you've managed

C. Technical Approach (2 pages maximum)

Help us understand how you would approach this work by outlining your approach to three or more of the following:

- Proposed methodology for managing virtual events
- Communication and marketing strategy
- Project management approach
- Risk management approach
- Quality assurance processes

D. Budget Estimate (1 page maximum)

This is an estimate only. The time allotment for each portion of the scope can be adjusted in collaboration with WSAS leadership to keep the number of hours within the budget.

- Hourly rate(s) for you and/or team members
- Estimated number of hours for this contract
- Additional estimated expenses

E. References

- Name, organization, contact information, and brief description of project for minimum two (2) clients or employers for whom you've provided similar services
- At least one reference should be for in-person event logistics

EVALUATION CRITERIA

Proposals will be evaluated based on the following weighted criteria:

Relevant Logistics Experience and Qualifications (30%)

- Demonstration of exceptional project management and attention to detail
- Knowledge of convening methodologies for different purposes (e.g., individual learning, brainstorming, celebrating, co-producing)
- Experience planning in-person professional events for 20-300 participants, particularly in Seattle and/or Wenatchee.
- Experience with webinar production
- Experience with vendor coordination and negotiation
- Experience registration management, including tracking and communication workflows

Relevant Communications Experience and Qualifications (25%)

- Demonstrated ability to develop and execute integrated communications campaigns across email, social media, website, and print materials
- Knowledge of event marketing timelines and best practices
- Content creation across multiple channels (email, social media, web, print)
- Proficiency with email marketing, social media management, and design tools
- Track record of successful event promotion (driving registrations/attendance)

Budget and Value (20%)

- Understanding nonprofit budget constraints and options for reducing costs
- Cost reasonableness and competitiveness
- Clarity of budget breakdown

Approach and Methodology (15%)

- Quality and feasibility of proposed approach
- Ability to anticipate risks or challenges, develop contingency plans, and problem solve
- Ability to design implementation plans that drive specific goals and outcomes
- Strategic recommendations

Communication and Presentation (10%)

- Clarity and professionalism of proposal
- Responsiveness during RFP process
- Understanding of WSAS mission and goals

SUBMISSION INSTRUCTIONS

Proposals must be submitted electronically by 5pm on Wednesday, November 19 to:

Joe Conry, Finance Director, Washington State Academy of Sciences

To: joe.conry@washacad.org

Subject Line: "WSAS Event Logistics RFP Response - [Your Name]"

Format Requirements:

1. Submit as a single PDF document
2. Maximum file size: 10 MB
3. All pages should be numbered
4. Include table of contents

RFP TIMELINE

RFP Release Date	10/29/25
Proposal Submission Deadline	11/19/25
Contractor Interviews (if needed)	11/20/2025 – 11/26/2025
Contract Award Notification	12/4/2025
Anticipated Contract Start Date	12/15/2025

QUESTIONS AND CLARIFICATIONS

Questions regarding this RFP must be submitted in writing via email to joe.conry@washacad.org by

Wednesday, November 12 at 5:00 PM. Questions and answers will be posted by Friday, November 14 at 5:00 PM at the bottom of this RFP, which will be available at washacad.org for all proposers.

CONTRACT TERMS AND CONDITIONS

A. Contract Type

This will be an independent contractor agreement with compensation on an hourly basis through Washington State Academy, a 501(c)3 organization.

B. Contract Period

The contract period will run from the contract start date through June 30, 2026, with potential for extension

subject to funding availability and satisfactory performance.

C. Payment Terms

Payment will be made monthly based on submitted invoices detailing hours worked and activities completed. Invoices must be submitted by the 5th of each month for work completed in the previous month. Payment will be made within 30 days of invoice approval.

D. Insurance Requirements

The contractor must maintain appropriate business insurance, including general liability coverage of at least \$1 million per occurrence.

E. Business and Tax Requirements

The contractor is responsible for all applicable federal, state, and local taxes, licenses, and permits related to this contract. They must provide a Washington State Unified Business Identifier (UBI) number and a Federal Tax ID (EIN) or Social Security Number for IRS Form 1099 tax reporting.

F. Intellectual Property

All materials created under this contract will be the property of WSAS. Contractor may use de-identified examples of work in their portfolio with prior written approval from WSAS.

G. Confidentiality

Contractor will have access to WSAS member information, planning documents, and other sensitive materials. Contractor must maintain confidentiality of all non-public information.

H. Termination

Either party may terminate this agreement with 30 days written notice. WSAS reserves the right to terminate immediately for cause.

RESERVATIONS AND DISCLAIMERS

WSAS reserves the right to:

1. Reject any or all proposals
2. Waive informalities or irregularities in proposals
3. Request clarification or additional information from proposers
4. Negotiate with one or more proposers
5. Cancel this RFP at any time
6. Modify the scope of work or budget based on available funding

This RFP does not commit WSAS to award a contract or pay any costs incurred in proposal preparation.

CONTACT INFORMATION

Washington State Academy of Sciences

RFP Contact: Joe Conry, Finance Director, Washington State Academy of Sciences

Email: joe.conry@washacad.org

www.washacad.org

We look forward to receiving your proposal and potentially working together to advance WSAS's mission of putting science in the service of Washington State.