



NOTICE TO ALL FIRMS

Date: January 12, 2022
To: All Prospective Bidders
From: Candida Poinsette
Purchasing Agent
Re: **Addendum Number 1 –**
RFP # C1528 – Foundation Gala Planner

Please note bid submission change:

The Fashion Institute of Technology has transitioned staff to working remotely. NO hard copy bids will be accepted. FIT is accepting only electronic scanned bids. Bids must be emailed to purchasingbids@fitnyc.edu in PDF format. Bids must include all required documents as outlined in the bid document; and arrive on or before January 24, 2022 at 1:00pm. Subject line should include the bid number and name.

The following questions have been received from firms indicating an intent to bid on the *FIT RFP# C1528 Foundation Gala Planner*. These questions and answers are made available to all firms.

Q1: Is there a theme you'd like the Gala to lean into or are you relying on the agency to determine the overall theme/language of the event?

A1: We are leaning towards the FIT Celebratory at this moment. FIT is a prominent, long standing, educational NYC institution that has produced many luminaries in various fashion, beauty and creative industries. FIT's tagline is "where creativity is our currency" and would like to highlight that in our initiatives for Sustainability, Social Justice and Tech & Innovation.

Q2: Can you share a list of past FIT Gala themes that your team has looked at as a particular success?

A2: No specific themes for each Gala. Please see a below sample of past FIT Gala Past Events:

- o [2019](#)
- o [2018](#)
- o [2017](#)

Q3: Is there interest in a talent performance at the event?

A3: Yes, depending on what it is and the scope. We are not open to a live fashion show or dance ensemble.

- Q4: Will the Awards Gala and After Party be held at the same location, Tisch Skylights located at The Shed, or are you wanting us to recommend a new location and potentially new theme/mood for the after party?
- A4: Yes, as of now both are at the same location. Gala Tisch Skylights and After Party The Lobby/Cedric's at The Shed - You can find further resources [here](#) and specific images for the Tisch Skylights [here](#)
- Q5: Can you share any tentpole moments typically featured annually that you'd like us to incorporate (i.e. Keynote speech, award moment)?
- A5: Keynote speech by Dr. Joyce F. Brown (FIT President), Honorees/Awards, Video overview of FIT's showcasing its new initiatives, programs, and successes
- Q6: Would you like to incorporate moments to recognize the success of FIT students in any capacity during the Gala? Can you give us more of an idea of pieces that are must haves for your Run of Show?
- A6: Current students and Alumni who fall into the Sustainability, SJC and Innovation Pillars. Maybe showcasing the annual MFA Fashion Design students' work without the live runway show and Dtech program.
- Q7: Is there any new, innovative curriculum components you'd like to highlight at the Gala?
- A7: No, we don't want to specifically showcase a program/curriculum.
- Q8: Any Interest in integrating additional donation opportunities at the event (ie. silent auction)?
- A8: Yes, we are open to these ideas
- Q9: Any interest in displaying student or luminary art on-site?
- A9: Yes, we have interest.
- Q10: Are there any creative assets for the Gala (color palette, logo lockup etc.) you can share?
- A10: To be determined.
- Q11: Will venue rental and catering costs come out of the \$300K production budget?
- A11: No.
- Q12: Are you able to provide clarification on the renewal terms and what the firm/agency options are in this instance? Is this renewal mandatory or is there any flexibility here?
- A12: Refer to Section V Terms
- Q13: Will this be an awards Gala only? Or is there a fundraising element? If so, what is the (estimated) amount of expected funds raised.
- A13: There will be both awards and fundraising. Our fundraising goal is 1.5M
- Q14: If there is a fundraising aspect, will there be an auction? Silent auction? Auctioneer?

A14: As of now, nothing final in that aspect and prefer not to do. In the past, we have utilized Text to Give

Q15: Will there be a master of Ceremony? Is the agency selected expected to procure the talent? Would be interested to know names of past hosts.

A15: We are in the process of procuring a master of ceremony. In the past, we've had Ryan Seacrest and Joe Zee.

Q16: What are the sponsorship tiers? How many tables were allowed to the presenting sponsor during the last event.

A16: I have attached our Sponsorship table chart for your review.

Q17: Assuming tables are sold, confirming they are a 501(c)3 and the companies who purchase can deduct?

A17: Yes, tables are sold and tax deductible.

Q18: Is there a performance element? Fashion Show?

A18: There could be...but no live fashion show or dance ensemble.

Q19: Has the gala historically been black tie? Or Black tie optional?

A19: Historically, Black Tie

Q20: Will the agency selected be responsible for the **management** of VIP's and celebrities, or the **procurement** as well?

A20: Management

Q21: Is there a dedicated publicity company? Red Carpet? Arrivals?

A21: Yes

Q22: In the past, has transportation been offered for celebrity attendees?

A22: Yes.

THIS ADDENDUM IS PART OF THE CONTRACT DOCUMENT AND SHALL BE INCLUDED WITH YOUR REQUEST FOR PROPOSAL SUBMITTAL. YOUR SIGNATURE BELOW WARRANTS THAT YOU UNDERSTAND THIS ADDENDUM AND THAT YOU HAVE MADE THE APPROPRIATE ADJUSTMENTS IN YOUR PROPOSAL AND CALCULATIONS.

Proposals shall be submitted *electronically* on or before January 24, 2022 at 1:00pm to: purchasingbids@fitnyc.edu

Signature

Date

Print Name and Title of Authorized Representative

Print Name of Company/Partnership