2021 Summit Request for Proposal

Background/Introduction

Shaping Our Appalachian Region, Inc. (SOAR) is seeking proposals to host the 2021 SOAR Summit. The SOAR Summit is one of the premier gatherings focused on rural America. It attracts more than 1,000 people from across the United States, including representatives from state and federal agencies, philanthropists, and other change agents across Appalachia and rural America.

The SOAR Summit will be held on **October 13-14, 2021**. This year, SOAR is allowing community/regions the opportunity to put together a proposal to host the SOAR Summit.

Project Goals and Scope of Services

The 2021 SOAR Summit is a time to celebrate, collaborate, and be inspired by the good works happening across Appalachia Kentucky. Part of our new approach is to allow the communities/region selected to be showcased by not only hosting the SOAR Summit, but showcasing the work of your region as part of the Summit's program.

Elements of the Proposal
Putting on such an event is truly a collaborative effort. Because of this, successful proposals should address the following:

- STEERING COMMITTEE | The creation of a Steering Committee for the community/region hosting the Summit. This committee should be composed of community, civic, and other leaders (no fewer than six members). This group will serve as the point of contact for your community/region with SOAR staff planning the event, as well as leading efforts for events built around the Summit to showcase the community/region.
- VENUE | The SOAR Summit is a large event, thus the following venue requirements are mandatory:
    - Venue seating for a minimum of 1,200 people for plenary/main sessions.
    - Space at the venue or within walking distance to an area deemed accessible to host a minimum of 100 exhibits.
    - Space at the venue or within walking distance to host up to four breakout sessions (minimum seating of 200 for each room)
    - Space at the venue to host private meetings for dignitaries.
    - Ample parking and/or plan for shuttling for a minimum of 400 vehicles.
    - VIP parking at the venue for a minimum of 25 vehicles.
- CONNECTIVITY | All SOAR Summit venues must have adequate connectivity for attendees, as well as a dedicated separate network for media -- for streaming and other purposes. Please provide specific uploads and download speeds available for all networks available.
- LODGING | A community/region must have access to a minimum of 250 hotel rooms within a 25-mile radius of the venue. The community/region should also work to secure discounted Summit rates, as well as other amenities such as free transport to and from the venue (if applicable).

Proposal Outline

We want you to make your case. With that in mind, tell us about your community and why you believe it is a good fit to host the SOAR Summit. In addition to making your case, proposals must include the following:

- Applicant primary Point of Contact (phone, mobile, email)
- Proposed Local Steering Committee
- Overview of proposed Summit
  - Location(s)
  - Theme(s)
  - Sponsorship Commitments
    - $10,000 | Video Sponsor
      - See videos from the 2020 SOAR Summit here
    - $7,500 | Program Sponsor (1)
    - $5,000 | Breakfast Sponsor (1 at $5,000 or 2 at $2,500)
      - Day 2 of the Summit
    - $5,000 | Day 1 Summit Sponsor (1)
    - $5,000 | Reception Sponsor (up to 3 or one exclusive at $15,000)
    - $2,500 | Breakout Session Sponsor (1)
    - $1,000 | Break Sponsor (unlimited)
  - Sponsorship Prospects
    - Use levels provided above
  - Activities beyond usual programming
    - This is your opportunity to be creative.
- Detailed venue information (for all facilities hosting SOAR Summit events)
  - Square Footage/Layout Diagrams
    - If available provide diagrams of full house and half house with details on curtain capacity
    - Rental Rates/Charges
      - Venue Rentals should be for a minimum of four days
    - Technical information
      - Power
      - Load-In Area(s)
      - Production
    - Available Parking
      - Parking at venue(s)
      - Plan for shuttle service
    - Rigging Guidelines
    - Safety Guidelines
    - Production Needs
    - Catering
      - Catering must incorporate Appalachian Proud/KY Proud vendors

- Lodging Plan
    - List of available hotels (with room counts for each hotel)
    - List of hotels willing to offer discounted lodging for the 2021 SOAR Summit
    - Confirmation to block off 50 rooms at hotel(s) closest to venue -- For dignitaries, etc.
    - List of local restaurants
    - List of local/regional area attractions
- Transportation
    - Mileage to nearest airport with commercial air service

Please refer to the Elements of Proposal Section for details

Budget
Successful proposals will include a budget with the following:

- Facility rental fees for all proposed SOAR Summit events (Main Session, Breakout Rooms, and Showcase Space).
- Fees for setup at venues (audio, video, visual, etc.) if not covered in facility rental agreement
- Food and refreshments
    - Breakfast and lunch for 1,200 people for main Summit Session (Day 2)
    - Snacks and refreshments for 1,200 people for main Summit Session (Day 2)
    - Snacks and refreshments for 800 people for Pre-Summit session (Day 1)
    - Snacks, refreshments, entertainment, etc.
- Lodging for SOAR team
    - 10 rooms for three days for 2021 SOAR Summit
    - 10 days of lodging for SOAR Summit preparation

Any deviation from the submitted budget, if selected, must be brought to the attention and agreed upon by the SOAR Selection Committee.

Anticipated Selection Schedule

The 2021 SOAR Summit Screening Committee will include:

Colby Hall, SOAR Executive Director
Joshua Ball, SOAR Associate Executive Director
Keriston Smith, SOAR Chief Financial Officer

The Selection Committee, in consultation with the SOAR Board, will evaluate each proposal and ultimately make the decision based on the following criteria:

Cost
Venue Space
Creativity
Sponsor Support
Local Steering Committee

Request for Proposals Due | Friday, April 2, 2021
Finalists Presentations | By Friday, April 23, 2021
Selection | By Friday, April 30, 2021

Time and Place of Submission of Proposals

The deadline to respond to the Request for Proposal is by 5 p.m., Friday, April 2, 2021. We strongly encourage proposals sent via electronic mail. Those can be emailed to Joshua Ball, Associate Executive Director, at joshua@soar-ky.org. We will also accept proposals sent via US Mail postmarked by April 2. They can be mailed to:

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