



**REQUEST FOR PROPOSALS
EVENT PLANNING CONSULTANT
FOR PUENTE LEARNING CENTER'S 40TH ANNIVERSARY FUNDRAISER**

DATE RELEASED: February 14, 2024

PROPOSAL DEADLINE: Applicants will be considered on a rolling basis. Priority deadline for proposals is March 7, 2025.

SUBMIT TO: RFP@puente.org

ABOUT PUENTE LEARNING CENTER

PUENTE Learning Center is an educational nonprofit dedicated to empowering students and families through exceptional learning opportunities. Serving more than 2,000 individuals annually from Boyle Heights, East Los Angeles, and the surrounding areas, PUENTE helps community members pursue personal growth and advancement. The center offers comprehensive educational programming for all ages—children, youth, and adults—in an environment that prioritizes respect and dignity for all learners. For more information, please visit www.puente.org.

PUENTE Learning Center's values are central to what we do:

- Educational Excellence – We believe access to an excellent education is the gateway to opportunity. We strive to deliver the highest quality education for student achievement through innovation and continuous self-improvement in our teaching and service delivery.
- Collaboration – We believe that schools, families, and community members are essential to quality education and student success.
- Equity – We believe that education should prioritize the needs of underserved students to foster equity for those most impacted by systemic racial and economic injustice.

We seek contractors who align with these values and bring them to life in their contributions.

EVENT DESCRIPTION

The 40th Anniversary Fundraiser marks a significant milestone in PUENTE Learning Center's legacy of creating educational pathways and fostering achievement in Boyle Heights and neighboring communities. This celebration, scheduled for Fall 2025 at a soon-to-be-announced Los Angeles venue, will feature an evening

program including a reception, silent auction, awards ceremony, and dinner. The event will bring together PUENTE's supporters, students, and community leaders in recognition of four decades of impact. A budget of \$20,000 has been allocated for event planning consultation services.

RESPONSIBILITIES

The Event Planning Consultant is a project-based contractor position in support of PUENTE Learning Center's 40th Anniversary Fundraiser. They are responsible for developing and managing a comprehensive event timeline and task list—ensuring all event logistics are seamlessly executed while growing key revenue streams. The consultant will work in close partnership with PUENTE staff to achieve these objectives while maintaining alignment with the organization's core purpose and fundraising goals.

Operations and Planning

- Maintains a detailed task list to monitor progress on all event components
- Engages in regular planning meetings with the PUENTE team
- Develops and executes floor plans, event timelines, and run-of-show documentation
- Collaborates with the PUENTE team to secure entertainment and MC
- Coordinates key event elements including decorations, centerpieces, photography, rehearsal, guest registration, check-in, volunteer role assignments and training
- Ensures alignment with non-profit event fundraising best practices and ethical standards

Fundraising Strategy & Execution

- Evaluates historical performance to identify potential revenue streams (e.g., silent auction, sponsorship sales) and implement innovative solutions to maximize revenue growth and ROI
- Develops auction items and other revenue activations to appeal to donors and maximize revenue potential
- Coordinates with staff, vendors, and volunteers to ensure the fundraising elements of the event align with PUENTE Learning Center's brand and mission
- Provides consistent updates on event metrics, including revenue and expense tracking as well as progress towards project goals
- Maintains detailed documentation of receipts, invoices and related records

Collaboration

- Collaborates with the PUENTE team to support revenue-driven activities, particularly in securing sponsorships and auction items
- Maintains professional relationships with all stakeholders, including PUENTE staff, committee members, volunteers, vendors, and venue representatives
- Manage venue-related logistics, including coordination of catering services, equipment rentals, and audio/visual requirements

- Collaborates with the PUENTE team on pre-event publicity on website, social media, and other communication channels

Post-Event Activities

- Provides a post-event report detailing revenue, attendance, lessons learned, and recommendations for future events
- Participates in post-event debrief meeting to contribute actionable insights for future events

QUALIFICATIONS

- Individual or agency with demonstrated track record of success in nonprofit fundraising or event management
- Proven ability in managing fundraising activities such as sponsorships, ticket sales, and auctions
- Exceptional communication skills, including donor engagement and stakeholder collaboration
- Ability to work independently as a contractor while maintaining close collaboration with PUENTE staff
- Alignment with PUENTE's core values: Educational Excellence, Collaboration, and Equity

CONTRACT TERMS

- Duration: Project-based, covering pre-event preparation, event execution, and post-event follow-up activities.

PROPOSAL SUBMISSION

Your application should include:

- Cover Letter and Resume
- Two references from prior event consulting clients
- A portfolio, website link, or other online resources demonstrating your experience in developing and executing successful events

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