



Educational  
Foundation

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**REQUEST FOR PROPOSALS 3156**  
**CCAC 60<sup>th</sup> Anniversary Celebrations**

**Issued by**

**CCAC Educational Foundation**

**Due date: 2:00 P.M. Prevailing Time on Wednesday, April 30, 2025**

Submit proposals via email to David Hammond at  
[dhammond@ccac.edu](mailto:dhammond@ccac.edu).

## **RFP – CCAC 60th Anniversary Celebrations**

### **I. INTRODUCTION**

The Community College of Allegheny County (CCAC) Educational Foundation invites proposals from experienced event planning and production firms to assist with planning, coordinating, and executing a comprehensive, year-long 60th Anniversary celebration. The series will culminate in a major, festival-format homecoming-style event on the Allegheny Campus in September 2026. CCAC seeks a collaborative partner with the capacity and creativity to engage diverse constituencies—alumni, students, faculty, staff, and the broader community—while aligning with the College's values and celebrating its 60-year legacy.

### **II. PROJECT OVERVIEW**

The selected firm will work closely with CCAC stakeholders to conceptualize, design, coordinate, and implement a series of events and community engagement activities throughout calendar year 2026, culminating in a large-scale outdoor festival on the Allegheny Campus in September 2026.

While CCAC has identified the general framework for the anniversary—including the culminating festival—the selected partner will be empowered to propose additional creative ideas and approaches to foster engagement and visibility. CCAC is intentionally avoiding prescriptive directives for creative execution and instead encourages proposals that reflect a broad vision and collaborative spirit.

### **III. SCOPE OF SERVICES**

The selected firm will be expected to provide the following services:

1. Strategic Planning & Coordination:
  - Collaborate with CCAC leadership and anniversary committees
  - Develop and maintain planning timelines, budgets, and workflow documents
2. Event Series Planning:
  - Propose and support year-long engagement events (e.g., alumni gatherings, open houses, department showcases, student activities, community partnerships)
  - Coordinate marketing and communications efforts with CCAC teams

**3. Homecoming Festival Planning & Execution:**

- Secure venue(s), coordinate permits, develop site logistics plan
- Coordinate vendor sourcing and management (catering, entertainment, rentals, A/V, etc.)
- Curate festival programming and interactive elements
- Manage on-site operations, staffing, and run-of-show

**4. Budget Management:**

- Develop and manage event and series budgets and financial projections in collaboration with CCAC staff

**5. Sponsorship Sales**

- Collaborate with CCAC to develop sponsorship packages, coordinate potential partnerships with options for sales support and shared revenue.

**6. Marketing Support:**

- Assist in promotional campaign development and execution as needed
- Ensure consistency with CCAC branding and messaging
- Manage ticketed elements (if any)

**7. Post-Event Reporting:**

- Provide a final report detailing outcomes, metrics, and recommendations

**IV. PROPOSAL REQUIREMENTS**

Please include the following in your submission:

**1. Executive Summary:**

- Overview of your firm, relevant experience, and key qualifications

**2. Company Background & Team:**

- Firm history, services offered, and project team bios
- Highlight any previous higher education or large-scale public event work

**3. Approach & Work Plan:**

- Describe your methodology, timeline, and vision for this project

- Explain how you will manage the anniversary year and festival components
4. Fee Proposal:
- Provide a proposed fee structure (flat fee, hourly, etc.)
  - Provide a proposed shared revenue structure for sponsorship sales.
  - Indicate what is included/excluded (travel, production costs, subcontractor fees)
5. References:
- Minimum of three (3) references for similar events or clients
6. MWDBE Participation:
- Indicate your firm's certification status and/or subcontractor inclusion plans
7. Sample Work (Optional):
- You may include case studies, photos, or marketing materials from past projects

## **V. EVALUATION CRITERIA**

Proposals will be evaluated based on the following:

- Relevant experience and qualifications
- Demonstrated creativity and collaboration
- Proposed approach and feasibility
- Fee structure and value
- Commitment to MWDBE inclusion
- References and prior performance

## **VI. TIMELINE**

- RFP Release: April 7, 2025
- Proposal Deadline: April 30, 2025, 2:00 PM EDT
- Review and Interviews (if needed): May 1–8, 2025
- Vendor Selection: May 15, 2025
- Planning Period Begins: June 2025

- Anniversary Activities Launch: January 2026
- Homecoming Festival: September 2026

## **VII. CONTACT INFORMATION**

All questions or clarifications regarding this RFP must be directed to:

David Hammond, CFRE

Executive Director of Advancement Operations

CCAC Educational Foundation

[dhammond@ccac.edu](mailto:dhammond@ccac.edu)

412.237.4455

Thank you for your interest in celebrating 60 years of educational excellence and community impact with CCAC.