

URBAN LEAGUE OF BROWARD COUNTY  
PRESENTS

# THE STORYBOOK

50TH ANNIVERSARY RED GALA

## ONCE UPON OUR LEGACY

*Saturday*  
September 20, 2025  
7:00PM - 11:00PM

Broward County  
*Convention Center*  
1950 EISENHOWER BLVD  
FORT LAUDERDALE, FL 33316

*Presented By*



[ULBROWARD.ORG/REDGALA](http://ULBROWARD.ORG/REDGALA)

VISION BOARD + RFP



As we commemorate the Urban League's 50th Anniversary Gala, this landmark celebration represents not only five decades of impact but a bold step forward in our mission to advance economic mobility through education, entrepreneurship, jobs, justice, housing, and health.

This year's gala is designed as a storybook-inspired experience: **elegant, immersive, and full of meaning.**

The atmosphere we create together will set the tone for the evening, shaping how our guests feel, engage, and remember this milestone moment.

Participating vendors are not just behind-the-scenes contributors, they are essential *storytellers* in this journey. From lighting and visuals to staging and scenic design, your work builds the emotional landscape of the evening. We see you as creative collaborators and purpose-driven partners who share our commitment to excellence and community impact.

Together, we will transform a venue into a vision that reflects the power of legacy, partnership, and possibility.





**Theme:**  
"Storybook" - A sophisticated interpretation of fairytale and Regency influences  
**Tone:** Elegant, bold, and immersive

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**Stage & Scenic Design**

Black stage drape or scenic panels with gold trim or scrollwork  
Dramatic red floral arrangements climbing from the stage base or lining the wings. Chandeliers or overhead lighting with gold tones for warmth and richness.

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**Projection & Visuals:**

Ceiling or wall projections in scrolling motifs, soft bokeh, or subtle rose patterns

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**Sound**

Professional, full-range sound system for speakers and performances in all event spaces. Background music cues matched to visual transitions and event tone



## Event Details

**Saturday, September 20, 2025**

6:30 PM - 10:00 PM

### EVENT FEATURES

6:30 pm | VIP Honoree Reception

7:00 pm | General Reception & Silent Auction

8:00 pm | Award Ceremony

9:00 pm | Dinner, Dessert & Dancing

**Anticipated Guests: 600**

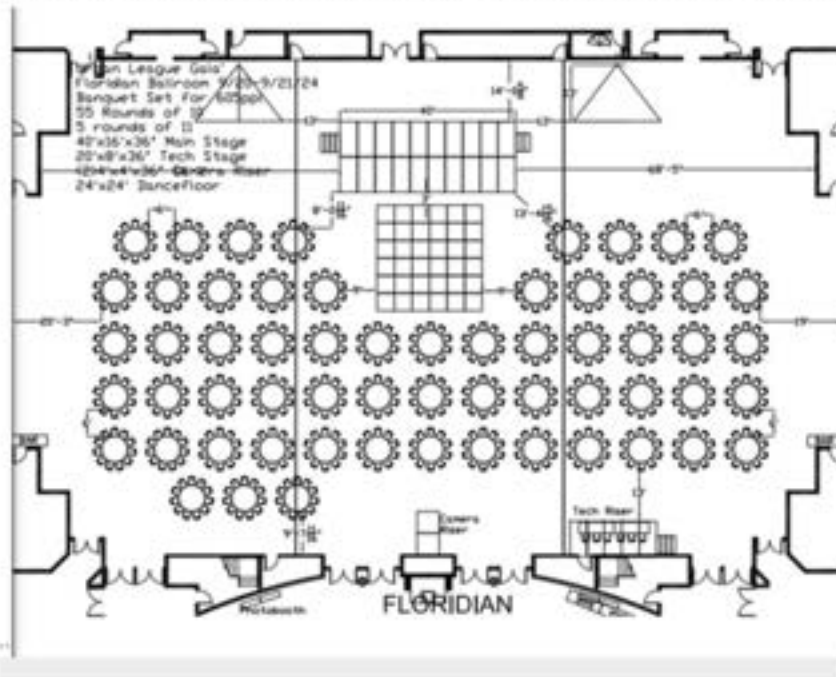
## Event Location

**Greater Fort Lauderdale/  
Broward County Convention Center**

1950 Eisenhower Blvd.  
Fort Lauderdale, FL 33316

Event Webpage: [ulbroawrd.org/redgala](http://ulbroawrd.org/redgala)

## Event Spaces



Rooms 301 A B



Floridian Foyer | VIP Reception

Floridian Ballroom | Dinner + Award Ceremony



# SCOPE OF WORK:

## EVENT CONTRACTOR

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### Project Overview

This project outlines the scope of work for event decor and design services for Storybook Red Gala, a fundraiser taking place on September 20, 2025 at The Broward County Convention Center. The objective is to create a visually appealing and immersive atmosphere that reflects the event's theme, Storybook, and enhances the overall guest experience.

### Description of Goods and Services

Conceptual Design as outlined below in the (A) Audio-Visual & Stage Design and the (B) Event Decor & Design section.

### Delivery Requirements

All furniture, equipment, and décor items will be delivered to the event venue on September 20, 2025 at a designated time slot coordinated with the venue staff. Deliveries will be clearly labeled for easy identification and placement.

### Installation/Implementation

- A team of experienced decorators will be responsible for the setup and installation of all décor elements according to the approved design plan.
- Site preparation, including furniture arrangement, table dressing, and floral placement, will be completed before the event begins.
- The client or venue representative will have a final walkthrough to approve the installation before guests arrive.

### Training and Support

No specific training is required for the use or maintenance of the décor elements. However, a point of contact will be available on-site throughout the event duration for any troubleshooting or adjustments.

### Quality Assurance

All décor items and equipment will be thoroughly inspected before being delivered to the venue to ensure they are in excellent condition, clean, and functional.

The design team will conduct a final quality check on-site before the event to guarantee the installation meets the approved design plan and client expectations.

### Compliance and Certifications

All décor materials and equipment will comply with fire safety regulations set by the venue and local authorities. The vendor will provide documentation upon request demonstrating compliance with relevant safety standards.

### Warranty and Maintenance

The vendor will offer a limited warranty on all rented equipment (details to be specified in the contract). Routine maintenance of the décor elements is not required by the client.

### Pricing and Payment Terms

The vendor will submit a detailed proposal outlining the cost for all goods and services included in this scope of work. This may include a breakdown of rental fees, labor costs, and any additional charges. Payment terms will be established in the final contract and may involve a deposit upon signing, progress payments based on milestones, and a final payment due after successful event completion.

### Proposal Submission Requirements

Proposals should be submitted electronically to [abrown@ulbcfl.org](mailto:abrown@ulbcfl.org) by July 23, 2025. The proposal should include:

- A cover letter outlining the vendor's experience and qualifications for this project.
- A detailed breakdown of the proposed services and corresponding costs.
- A portfolio showcasing relevant event design and decor work.
- References from previous clients (optional).

### Contractual Terms and Conditions

A formal contract will be established between the client and the chosen vendor outlining the scope of work, pricing, payment terms, insurance requirements, cancellation policies, and dispute resolution procedures.

### Timeline

Proposal Submission Deadline: July 24, 2025

Evaluation Period: July 28 - July 29, 2025

Contract Award Date: July 30, 2025

### Additional Information

The client may include any additional project-specific requirements in this section. This could include preferred vendors for catering or entertainment, accessibility considerations, or waste disposal procedures.



# A. SCOPE OF WORK:

## Audio-Visual + Stage Design Services

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**Initial Consultation & Needs Assessment:** Conduct a comprehensive meeting with event organizers to define event goals, theme, audience size, venue specifics, and desired audio-visual and stage aesthetics.

**Venue Site Survey:** Perform a detailed on-site inspection of the event venue to assess power availability, rigging points, load-in/out logistics, acoustics, sightlines, and any architectural constraints.

**Custom Stage Design & Renderings:** Develop a unique stage concept, including dimensions, multi-tiered platforms, backdrop elements, and scenic decor, providing 2D and 3D renderings for client approval.

**Professional Audio System Design & Setup:** Specify, install, and calibrate a professional-grade sound system, including main PA, delay speakers, monitors, microphones (wired and wireless), and mixing consoles, ensuring clear audio throughout the venue.

**Dynamic Lighting Design & Programming:** Create a sophisticated lighting plot incorporating intelligent moving lights, LED fixtures, stage wash, atmospheric effects, and custom gobos, programmed to enhance various event segments and performances.

**High-Definition Video Projection & Display Solutions:** Provide and set up large-format LED walls or multiple high-lumen projectors and screens for presentations, live camera feeds, sponsor recognition, and dynamic visual content.

**Live Camera Production & Recording:** Supply multi-camera live switching for IMAG (Image Magnification) on screens, with options for professional recording of the entire event and/or specific segments.

**On-Site Technical Staffing:** Provide experienced and qualified audio engineers, lighting designers/operators, video technicians, and stagehands for the entire duration of the event, including setup, rehearsal, show execution, and dismantle.

**Content Management & Playback:** Coordinate and manage all client-provided digital content (presentations, videos, logos) for seamless integration and playback during the event.

**Post-Event Teardown & Strike:** Efficiently dismantle all audio-visual equipment and stage elements, ensuring the venue is returned to its original condition.



## **B. SCOPE OF WORK:** **Event Decor & Design Services**

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**Overall Event Aesthetic & Theme Development:** Collaborate closely with event organizers to establish a cohesive and impactful design theme that threads through all three spaces - Main Ballroom, VIP Reception, and General Reception - reflecting the fundraising cause and desired atmosphere.

**Main Ballroom - Grand Design & Focal Points:** Design the Main Ballroom to be the event's showpiece, focusing on a grand entrance, impactful stage backdrop, and elegant dining table decor. This includes custom linens, chargers, centerpieces, and strategic lighting to create a luxurious and immersive experience for guests.

**Main Ballroom - Guest Experience Flow:** Optimize the ballroom layout for seamless guest flow, ensuring comfortable seating arrangements, clear pathways to stages/buffets/bars, and thoughtful placement of any interactive elements or donation stations.

**VIP Reception - Exclusive & Intimate Ambiance:** Curate a distinct VIP Reception space with elevated decor that conveys exclusivity and intimacy. This will feature premium lounge furniture, sophisticated floral arrangements, subdued lighting, and perhaps a unique art installation to enhance the guest experience.

**VIP Reception - Personalized Touches:** Incorporate personalized elements within the VIP area, such as custom signage, specific branding integration, or small, high-end amenities that contribute to a memorable and exclusive feel for key donors and guests.

**General Reception - Welcoming & Engaging Entry:** Design the General Reception area to be immediately welcoming and engaging. This includes an inviting registration desk, dynamic entrance decor, interactive photo opportunities (e.g., step-and-repeat with themed props), and comfortable mingling zones.

**General Reception - Brand Integration & Awareness:** Strategically integrate event branding and mission-related visuals throughout the General Reception area, using displays or custom-printed elements to create strong brand recognition and foster early engagement with the cause.

**Floral & Greenery Design for All Spaces:** Develop a comprehensive floral and greenery plan tailored to each area's specific ambiance, utilizing fresh, high-quality botanical arrangements, potted plants, or trees to enhance natural beauty and sophistication.

**Furniture & Linen Selection & Procurement:** Source and provide all necessary furniture (tables, chairs, lounge seating, bars) and high-quality linens that align with the established design aesthetic for each distinct space.



# Insurance Requirements

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Proposer is to submit proof of insurance. ULBC's insurance agent will review coverage for all respondents and advise if coverage or limits need to be amended by selected vendor. Selected proposer agrees to modify coverage as outlined by ULBC insurance agent.

## **General Liability Insurance:**

- Minimum Coverage: The consultant must carry commercial general liability (CGL) insurance with a minimum limit of \$1 million per occurrence and \$2 million aggregate.
- Additional Insured: The organization should be named as an additional insured on the policy.

## **Professional Liability (Errors & Omissions) Insurance:**

- Minimum Coverage: The consultant must maintain professional liability insurance (commonly known as Errors & Omissions or E&O insurance) with a minimum limit of \$1 million per claim.
- Coverage Scope: This insurance protects against claims arising from professional services, advice, or errors made during the engagement.

## **Automobile Liability Insurance:**

- Minimum Coverage: If the consultant uses vehicles for business purposes, they should carry auto liability insurance with a minimum limit of \$1 million per accident.

## **Workers' Compensation Insurance:**

- Requirement: The consultant must comply with all applicable workers' compensation laws.
- Coverage: Workers' compensation provides benefits to employees in case of work-related injuries or illnesses.

## **Umbrella or Excess Liability Insurance:**

- Acceptable: Umbrella or excess liability policies are acceptable if they follow form over the underlying insurance requirements.
- Minimum Limits: The umbrella/excess policy should provide coverage above the primary liability policies (CGL, auto, etc.) and meet the same minimum limits.

## **Insurance Carrier Requirements:**

- Licensing: The insurance carriers providing the required coverages must be licensed in the state where the consultant is headquartered.
- Financial Strength: Carriers must be rated no lower than "A-" by the most recent Best's Key Rating Guide.
- Financial Size Category: The carriers' Best's Financial Size Category should be VIII or higher, unless otherwise agreed upon.

## **Proof of Insurance:**

- The consultant must provide proof of insurance before commencing work.
- The organization reserves the right to verify insurance coverage during the contract term.



## Evaluation Criteria

Proposals will be evaluated based on the following criteria:

**Experience:** Demonstrated experience in event design and decor for similar events.

**Creativity and Design Approach:** Alignment with the client's vision and theme, and overall originality of the design concept.

**Quality of Materials and Equipment:** Commitment to using high-quality, well-maintained items.

**Pricing and Value:** Competitiveness of pricing and overall value proposition compared to other proposals.

## Vendor Collaboration Expectations

AV and Décor vendors will be central to the success of this concept.

We are seeking partners who:

- ✓ Can translate thematic direction into elevated, on-brand design solutions
- ✓ Will collaborate across teams to ensure a seamless integration of visuals, florals, sound, and lighting
- ✓ Deliver high-quality materials and finishes in alignment with the premium feel of a 50th anniversary celebration
- ✓ Share our goal of creating a meaningful, mission-forward experience for guests

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## Proposal Submission

Interested vendors are invited to submit comprehensive proposals outlining their creative vision, detailed design concepts for each specified area, itemized cost breakdowns, and relevant portfolio examples.

**All proposals must be received by Wednesday, July 23, 2025, no later than 5:00 PM EDT.**

Please ensure your submission addresses all points outlined in this scope of work and clearly articulates how your team will deliver a memorable and impactful experience for our guests.

Award of the contract resulting from this RFP will be based upon the most responsive Vendor whose offer will be the most advantageous to Urban League in terms of cost, functionality, and other factors as specified elsewhere in this RFP.

**Submit all proposals to [procurement@ulbcfl.org](mailto:procurement@ulbcfl.org) and [redgala@ulbcfl.org](mailto:redgala@ulbcfl.org)**

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## Contact

Any questions concerning technical specifications, contractual terms and conditions or Scope of Work (SOW) requirements must be directed to:

**Alica Brown, Senior Vice President of Philanthropy & Communications**

Urban League of Broward County

560 NW 27th Avenue, Fort Lauderdale, FL

Phone 954.625.2544 | Email: [abrown@ulbcfl.org](mailto:abrown@ulbcfl.org)

