

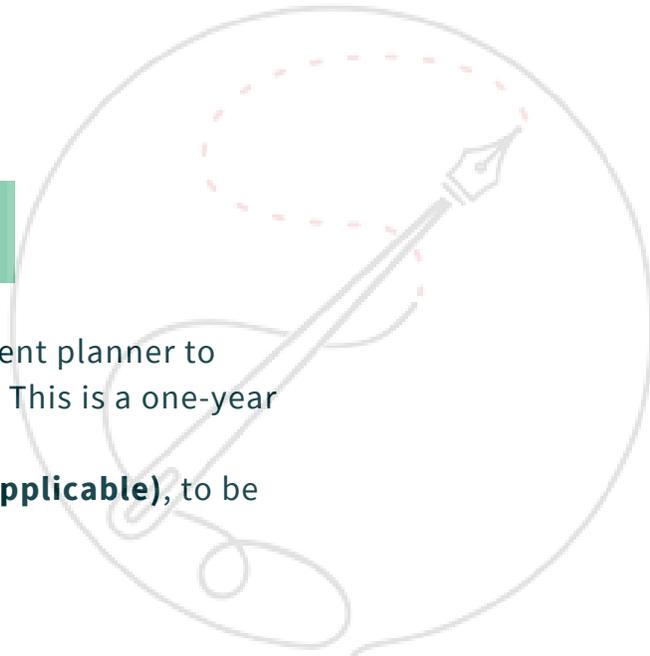
# REQUEST FOR PROPOSAL: Wild Threads Literary Festival 2021-2022

Issued by  
The PEI Writers' Guild

Issue date: Friday, October 29th, 2021  
Return date: Friday, November 12th, 2021

## OBJECTIVE AND TERMS

The PEI Writers' Guild is seeking an experienced event planner to coordinate the 2022 Wild Threads Literary Festival. This is a one-year contract, with the potential for renewal. Compensation for this role is **\$8,500 (plus HST if applicable)**, to be paid in instalments (see Compensation).



## BACKGROUND/INTRODUCTION

The mission of the PEI Writers' Guild (PEIWG) is to promote writing on Prince Edward Island and to inspire, support, and encourage established, emerging, and potential writers to find their voice, improve their craft, and experience success in their writing.

The vision of the PEI Writers' Guild is to create a thriving and inclusive writing community, right here on PEI.

*Prince Edward Island Writers' Guild*

## HISTORY AND OVERVIEW - WILD THREADS LITERARY FESTIVAL

Wild Threads Literary Festival is a four-day celebration of creative writing that launched in 2019. While the 2020 festival was cancelled due to COVID-19, the festival was able to go ahead in 2021, with modifications.

The festival features prominent Canadian writing faculty in various genres (e.g., fiction, non-fiction, poetry, songwriting, and storytelling). There's a focus on the business of writing, with sessions by publishing industry professionals; public reading events open to the general public; and networking and social opportunities for writers and industry professionals.

In 2021, Wild Threads received funding from ACOA, Innovation PEI, the City of Charlottetown (SERF), the Town of Cornwall, and local businesses.

Participants could choose to purchase a festival pass, a day-pass, a virtual pass, or individual sessions. Some of the events were also offered at no cost.



## DUTIES OF EVENT PLANNER

Working alongside the Wild Threads Artistic Director and the Wild Threads Steering Committee, the Wild Threads Literary Festival Event Coordinator will oversee the organization and execution of the festival.

Specific duties include:

- Report to the PEIWG Executive Director on Festival planning progress and budgetary updates
- Attend steering committee meetings, the frequency of which will increase as the festival date approaches
- Review and update the sponsorship plan for Wild Threads Literary Festival 2022
- Work alongside committee members in order to meet and pitch potential sponsors
- Assist with promotional ads and marketing of the festival (provincially, regionally, and nationally), both digital and print
- Create a social media plan and work with the PEIWG Executive Director to ensure information is posted to social networks in a timely fashion
- Manage venue logistics, both for festival events and for facilitator lodging
- Handle event logistics (e.g., catering, signage, A/V, room setup)
- Prepare a final report to funders at the end of the festival

## REQUIREMENTS OF EVENT PLANNER

The PEI Writers' Guild requests that interested parties submit detailed responses and provide examples of experience to all points below:

- Event planning experiences, outlining audience size and region, budget management, and venue logistics. Include file management strategy.
- Specifically cite past examples of festival/event management on a comparable scale, including management of staff, volunteers, vendors and performers as well as management of site/location infrastructure requirements.
- Communication between presenters, committee members, and attendees
- Marketing and promotion, including digital marketing, PR, media outreach, and advertising
- Sponsorship experience, including securing new sponsorship and retaining regular sponsorship
- Experience working with non-profit Board of Directors
- Experience working with committees
- Social media experience

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## ANTICIPATED SELECTION SCHEDULE

### **The Request for Proposal timeline is as follows:**

Release of RFP - **Thursday, October 28**

Deadline for Applicants to submit questions - **Wednesday, November 3**

PEIWG responds to Applicants' questions - **Friday, November 5**

RFP closing - **Friday, November 12**

Interview period for top Applicants - **November 17-19**

Contract selection - **November 22**

## QUESTIONS DURING PROPOSAL PROCESS

Enquiries regarding this RFP should be directed to Shawn Hogan, Executive Director of the PEIWG, through email at [peiwritersguild@gmail.com](mailto:peiwritersguild@gmail.com).

Questions will be taken for five (5) business days after the release of the RFP.

## PROJECT TIMELINES

- **Festival Dates:** mid August or late August (exact dates TBD)
- **Fall 2021:** Monthly committee meetings, sponsorship contacts, planning programming, 1:1 monthly meetings with PEIWG Executive Director
- **Jan-March 2022:** continued monthly committee meetings, sponsorship contacts, continued 1:1 meetings with PEIWG Executive Director
- **April-June 2022:** Monthly committee meetings, with more as needed; 1:1 meetings with funders, bi-weekly 1:1 meetings with PEIWG ED
- **May-July:** Committee meetings as needed, logistics, frequent check-ins with PEIWG ED
- **August:** Regular meetings as needed, logistics, frequent check-ins with PEIWG
- **Post festival (late August/early September):** Final report write up, debrief with Wild Threads committee



## SUBMISSION OF PROPOSAL

Submit one (1) electronic copy of the proposal and any/all supporting documentation/material in PDF format to:  
Shawn Hogan at [peiwritersguild@gmail.com](mailto:peiwritersguild@gmail.com).

Proposals must have “RFP RESPONSE” in the subject line and be received up to NOON (12:00PM) on November 12th, 2021. Late submissions will not be accepted.

Proposals will not be made public.

All proposals will remain in force and will be irrevocable for ninety (90) days after the proposal closing.

## EVALUATION CRITERIA AND PROCESS

Proposals will be evaluated on the following items:

- Ability to meet all requirements in the Request for Proposal.
- Complete response to all required items.
- Demonstrated capacity to manage similar festivals/events.
- Demonstrated understanding of and alignment with PEIWG mandate, vision, and core values.

A selection committee will review and evaluate the proposals.

PEIWG reserves the right to accept any proposal submitted, or reject all proposals. Any proposal submitted that is not in complete compliance with the requirements of the proposal documents may be accepted or disqualified, at the discretion of PEIWG.

## COMPENSATION

Total compensation for this contract is **\$8,500 (plus HST if applicable)**.

Payments will be made as followed:

- First payment of \$4,000 + HST once contract is signed
- Second payment of \$2,000 + HST on June 1, 2022
- Third and final payment of \$2,500 + HST once the festival is done, final reports to funders have been prepared, and a debrief meeting with the steering committee has taken place.

## TERMINATION OF CONTRACT

Ninety (90) days written notice must be given if either party wishes to terminate the agreement.

## LIABILITY

PEIWG will not be held liable for any actions of the management provider and/or its employees and/or other appointed representative and/or partner. Festival Management Provider will be responsible to obtain and maintain sufficient insurance for the duration of the contract.