

## **Request for Proposal**

### **Event Marketing, Logistics, and Sponsorship Agency Service**

**Korea Innovation Center Washington (KIC DC)  
2023 KIC DC Tech Party (+82)**

**'THINK TOMORROW, ACT (Innovate, Incubate, Integrate) TODAY'**



**April 18, 2023**

**Released by KIC Washington DC**

## Section 1. General Information

### 1.1 The Project Overview

**1.1.1 The introduction:** The KIC DC is one of the South Korean (The Republic of Korea) government agencies under the Ministry of Science and ICT dedicated to promoting global market penetration and investment through its KIC branch around the world. The KIC in Washington, DC (“KIC DC”) manages programs that assist selected Korean tech-based startup companies (“Startups”).

We are excited to announce our upcoming the 2023 KIC DC Tech Party (“Event”) and are seeking a qualified agency (“Agency”) to partner with us in marketing, logistics and sponsorship. The Event is scheduled to take place from **November 14<sup>th</sup> to 17<sup>th</sup>** in Washington D.C. and is expected to draw 300 attendees from across the startup industry. KIC DC is seeking a full-service agency that can handle all aspects of marketing, logistics and sponsorship for the Event.

**1.1.2 The Objective:** KIC DC is recognizing the importance of taking action today in innovation, incubation, and integration to create a better tomorrow. This year's theme is **"THINK TOMORROW, ACT (Innovate, Incubate, Integrate) TODAY."** This theme reflects KIC DC's commitment to staying ahead of the curve and pushing boundaries. Under the theme, the slogan for this Event, "Innovate, Incubate, Integrate," captures KIC DC focuses on creating new ideas. The Event is an excellent opportunity to gain a unique insight into the modernization of technology and network with the next visionaries and innovation leaders from Korea and the U.S. KIC DC wants to nurture and integrate them into the broader tech ecosystem. KIC DC's main goal is to provide all participants with opportunities to network, learn, and experience through various keynote speakers, interactive demos, and numerous exciting surprises.

**1.1.3 Duration of Services:** May 8th, 2023 – November 30th, 2023

**1.1.4 Selection Process:** The following procedure will apply for the selection of the Agency. Please note that the process below is subject to change, if deemed necessary by KIC DC.

- The First Evaluation is based on the proposals. The selection will be largely based upon the proposals submitted by candidates. The companies that submitted a proposal but were not selected for the Second Evaluation process will be informed accordingly.
- The Second Evaluation will take place if a further assessment is considered to be needed. The second evaluation is based on an interview. A presentation may be requested.

- Once the finalist is selected, an announcement will be made to all companies participating in the evaluation process.
- Details of the final agreement will be negotiated between the finalist and KIC DC.

**1.1.5 Award Schedule** The submission and award of the project will follow the schedule below. KIC DC reserves the right to this schedule and procedure if necessary.

Items	Date
RFP Release	April 18, 2023
RFP Due	April 28, 2023
Evaluation and Selection(Announcement)	May 1, 2023
Negotiate and Signing	May 5, 2023

\*Dates are to be subject to change

**1.1.6 Budget:** Allowable budget is approximately in a range of between **One Hundred Twenty Thousand Dollars (\$120,000) to One Hundred Eighteen Thousand Dollars (\$180,000) for the entire project. It includes all costs related to marketing materials, advertising, campaign execution (on/offline), logistics as well as labor cost.** The total budget amount is an estimated range and will be determined before the final selection of the Agency. The minimum number of guests for the proposed budget must be included.

## Section 2. Project Plan

**2.1 Event Period:** 4 days, November 14th Tuesday to 17th Friday

**2.2 Venue:**

The venue on 15th November will be decided by KIC DC. The venues on other days can be proposed by the Agency.

**2.3 Participants:** 40 - 45 Startups through KIC DC

## Section 3. Scope of Works

### 3.1 Marketing (40%)

- 3.1.1 Developing a marketing strategy to drive attendance and awareness of the Event.
- 3.1.2 Creating content for marketing materials, including social media, email marketing, and print materials.
- 3.1.3 Identifying and engaging with potential sponsors and partners to increase the visibility of the Event.
- 3.1.4 Providing regular reports and analytics on the effectiveness of the marketing campaign, including tracking, and measuring attendance and engagement metrics.
- 3.1.5 Coordinating media relations and outreach to promote the Event.

### 3.2 Logistics (40%)

- 3.2.1 Venue selection and setup
- 3.2.2 Set up and implementation of Pre meeting for participating Startups with investors  
\*Expecting to be held in September 2023
- 3.2.3 On-site staffing and event management
- 3.2.4 Audio/visual equipment and technical support
- 3.2.5 Transportation logistics
- 3.2.6 Catering and food services

### 3.3 Sponsorship (20%)

- 3.3.1 Develop a sponsorship sourcing plan that outlines potential sponsorship packages and benefits and identify potential sponsors. The term sponsorship is defined monetary and/or vendor.
- 3.3.2 Negotiate terms and conditions with potential sponsors and KIC DC.
- 3.3.3 Provide regular updates and progress reports to KIC DC.
- 3.3.4 Coordinate with KIC DC to ensure that all sponsorship benefits are fulfilled.
- 3.3.5 Sponsorship commissions can be up to 10% of the total amount sponsorship. But, commission structure may vary depending on the specific negotiation between the KIC DC and the final selection of the Agency.

## Section 4. Selection Criteria

The winning proposal will be selected at the discretion of the KIC DC. KIC DC may use the following considerations in making its selection, and each category has a different importance proportion:

### 4.1 Capabilities of the Agency (35%)

- Experience in running tech events or conferences with international companies and VCs/investors, and have sufficient and appropriate leadership, capability, and plan to manage the entire project.
  - Understanding of KIC DC target audience and the Event objectives.
  - Creativity and innovation in developing, marketing, logistics, and sponsorship packages.
  - Feasibility of proposed timeline and budget. \*Quotations must include cost estimates for each item.
  - Ability to provide regular progress reports and effectively communicate with KIC DC.
  - Plans in data analysis and reporting: the Agency should be able to measure and analyze the performance of your marketing campaigns and provide regular reports that show progress toward your goals. The Agency should be able to use data to identify areas for improvement and adjust your marketing strategy accordingly. Also, the Agency must complete the Event satisfaction survey amongst all participants, such as Startups, investors, and guests. The list of survey questions will be discussed with KIC DC.
  - Experience and track record in securing sponsorships for events.

### 4.2 Experienced Professional Staff (30%)

- Ability to dedicate enough professionals with relevant expertise and experiences to perform services for the Event and KIC DC, taking into consideration the nature of the Event and the Startups, Investors, and guests.
- The ratio of event management staff and marketing staff that will directly work with KIC DC's Event owner(s).
- Supporting personnel – administrative staffs, translators, and any other staff. \*KIC DC may connect volunteers upon the Agency's willingness to work with the volunteers.

#### **4.3 Competitive Fee Structure (20%)**

- Ability to propose competitive and reasonable fee structure within the budget set forth in **Section 1.1.4. Budget.**
- The majority of the Agency's proposed budget is to be expended on event operations for and direct support to KIC DC.

#### **4.4 Commitment (15%)**

- Demonstrate a clear understanding of the Event goal and a strong commitment to help achieve the goals.
- Exhibit ability to apply any distinctive and competitive methodologies to help KIC DC successfully run and achieve the Event goals by achieving the **Section 3. Scope of Works** and taking into consideration the time restraints of the Event.