



Request for Proposal (RFP): 75th Anniversary Gala Planning & Event Management Services

Organization: Historic Annapolis, Inc.

Release Date: 06/02/2026

Proposal Due Date: 06/23/2026

Anticipated Event Date: October 2027

1. Organization Overview

For nearly 75 years, Historic Annapolis has preserved and protected the historic places, stories, and cultural heritage that defines Annapolis and connects people to its rich history. As the organization approaches this milestone anniversary, Historic Annapolis seeks a strategic event partner to design and execute an exceptional gala experience that celebrates the organization's legacy, inspires future philanthropy, estate gifts and elevates community engagement.

2. Purpose of the RFP

Historic Annapolis ("HA") invites qualified event planning and production firms to submit proposals for comprehensive planning, creative development, and logistical management services for HA's 75th Anniversary Gala.

The selected partner will collaborate closely with HA leadership, staff, and volunteer leadership to conceptualize, plan, and execute a sophisticated and mission-driven anniversary celebration that reflects the prestige and impact of the organization while creating a memorable guest experience.

3. Project Scope of Services

The selected firm will provide full-service event planning and management support, including but not limited to the following:

1. Event Concept & Theme Development

- Develop a compelling and cohesive event concept for the 75th Anniversary Gala
- Create overarching event theme and creative direction
- Provide recommendations for event branding, décor, ambiance, entertainment, and experiential elements
- Ensure all concepts align with HA's mission, history, and philanthropic goals

2. Event Committee Structure & Facilitation

- Coordinate collaboratively with the Event Committee Chair and HA staff leadership
- Assist in developing an effective event committee structure
- Support engagement strategies for committee members
- Provide ongoing meeting coordination and support, including:
 - Agenda development
 - Meeting scheduling
 - Meeting facilitation support
 - Action item tracking
 - Timeline management

3. Venue Coordination

- The event will be held at Whitehall [Whitehall - Weddings & Events in Annapolis, Maryland](#)
- Coordinate all venue logistics and communications
- Manage venue contracts and deliverables
- Oversee floor plans, layouts, seating strategy, and guest flow

- zCoordinate catering, rentals, audiovisual needs, and venue compliance requirements

4. Event Programming & Run of Show

- Develop event program structure and flow
- Potentially secure a high-profile speaker
- Create detailed run of show and production timelines
- Coordinate speakers, honorees, presenters, and entertainment
- Manage staging, scripting coordination, and cueing
- Oversee event-day production management

5. Guest Experience Design

- Design a high-touch and engaging guest experience from arrival through departure
- Develop recommendations for:
 - Guest arrival experience
 - Registration and check-in
 - VIP hospitality
 - Donor recognition opportunities
 - Interactive and mission-driven storytelling moments
 - Event engagement strategies
- Ensure a seamless and elevated attendee experience throughout the event

6. Full Logistical Event Management

The selected firm will provide comprehensive logistical management from initial contract execution through post-event wrap-up, including:

- Master event timeline development and management
- Vendor sourcing and coordination
- Budget tracking and reporting
- Production oversight
- Staffing coordination

- Day-of event management
 - Risk management and contingency planning
 - Post-event reconciliation and debriefing
 - Recommendations for future anniversaries or fundraising events
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4. Deliverables

The selected firm will be expected to provide:

- Comprehensive event work plan and timeline
 - Event concept presentation
 - Committee meeting agendas and updates
 - Budget tracking reports
 - Vendor management documentation
 - Detailed event-day production schedule/run of show
 - Post-event summary and evaluation report
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5. Desired Qualifications

Historic Annapolis seeks firms with:

- Demonstrated experience producing high-profile nonprofit galas or anniversary events
 - Experience working with nonprofit boards, volunteers, and donor audiences
 - Strong project management and logistical expertise
 - Exceptional creative vision and guest experience design capabilities
 - Experience managing fundraising-focused events preferred
 - Ability to work collaboratively and strategically with organizational leadership
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6. Proposal Requirements

Proposals should include the following:

Firm Overview

- Company background and history
- Relevant experience
- Primary contact information

Relevant Experience

- Description of similar events produced
- Examples of nonprofit gala or anniversary event experience
- Client references

Proposed Approach

- Creative vision and planning philosophy
- Proposed approach to committee management and collaboration
- Guest experience strategy
- Event execution methodology

Project Team

- Proposed staffing structure
- Bios of key personnel assigned to the project

Pricing

- Detailed fee structure
- Proposed billing schedule
- Any additional anticipated costs or reimbursable expenses

Timeline

- Estimated planning timeline from contract execution through event completion
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7. Selection Criteria

Proposals will be evaluated based on:

- Relevant experience and qualifications
 - Creativity and strategic vision
 - Demonstrated ability to manage complex events
 - Collaborative approach
 - References and past performance
 - Overall value and budget alignment
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8. Submission Instructions

Please submit proposals electronically in PDF format to:

Carol Rognrud, VP, Development, Historic Annapolis

carol.rognrud@annapolis.org

Questions regarding this RFP may be directed to:

Carol Rognrud – 410-990-4715

9. Reservation of Rights

Historic Annapolis reserves the right to reject any or all proposals, waive informalities, and accept the proposal deemed to be in the best interest of the organization.

Historic Annapolis also reserves the right to request additional information or interviews from selected firms during the review process.

10. Conclusion

Historic Annapolis looks forward to partnering with an experienced and creative event professional to help commemorate this important milestone and create an unforgettable 75th Anniversary Gala experience that celebrates the organization's legacy while inspiring future generations of support.