

Request for Proposal

To Host an ADC Regional Forum

ADC is now accepting proposals from members seeking to host a Defense Communities Regional Forum in 2018. Interested parties should review the below goals and requirements and submit your proposal NLT April 8, 2018.

REGIONAL FORUM OBJECTIVES/GOALS:

Regional Forums educate local defense community stakeholders on the policy and budget issues impacting military installations and provide local leaders with strategies they can use to build strong military-community partnerships and rally new defense community champions at the state and local level. Host community will work with ADC to identify specific goals and topics important to the host region.

HOST COMMUNITY ORGANIZATION REQUIREMENTS AND RESPONSIBILITIES:

Host community organization (HCO) must be an ADC member in good standing and will be required to provide the following support and logistics:

- Underwrite the cost of the event by at least \$15k
- Identify potential forum dates.
- Recommendations for potential forum venue (ADC will negotiate and execute contract)
- Identify HCO primary point of contact(s) and ensure availability to work with ADC staff on coordination of:
 - Venue logistics
 - Networking reception logistics
 - Attendee registration
 - Sponsorship
 - Program planning
- Convene a local host committee of 3-8 members.
 - Committee members can come from the private or public sector and should be actively engaged with regional military installations and have numerous contacts with local companies and organizations interested in defense installation issues
 - Committee members must be able to attend regularly scheduled conference calls



- Committee members must be willing to promote forum with potential sponsors and encourage contacts to attend
- Committee members must be willing to help develop the forum program, including identifying speakers and organizing/leading panel discussions

PROPOSAL REQUIREMENTS:

Written proposals should include the following:

- Organization name and location details
- Submitters name and contact information who will act as the point of contact
- Specific goal or topic/issue focus of regional forum
- Explanation of why your organization is uniquely positioned to host this event
- Potential dates for the forum
- Describe your plan for reaching out to potential attendees
- Names of organizations to be involved in the local host committee
- List of potential sponsors for the forum

SUGGESTIONS

Below are some suggestions for things to consider as you prepare your proposal. In the past, these have helped make forums stronger, but they are not required

- Pre-proposal stage: Well before the proposal deadline, talk with regional stakeholders, particularly chambers of commerce, installation leadership, and local and state government contacts. Ask them if this kind of event would interest them, if they would be willing to participate and other questions that may direct you to the appropriate goals, topics, timing and location for a forum in your community. You may also be able to turn these conversations into host committee member leads and/or sponsorship leads.
- Co-hosting: Is there another organization that could co-host the event with you? This would help share the work load, and also automatically increase your initial network of contacts.

ADC OBLIGATIONS:

ADC will provide:

- Overall coordination and program development (with Planning Committee)
- Marketing materials development
- Registration services
- Website development



- Payment of all invoices
- Onsite staff coordination at the forum

SEND PROPOSALS TO:

To apply to host a regional forum, please contact Matt Borrón at mborrón@defensecommunities.org or at (202) 640-1494.