Request for Proposals

Seeking Sponsor and Exhibitor Sales Specialist for Aurora Institute Symposium 2023

RFP RELEASE DATE: FEBRUARY 24, 2023
SUBMISSIONS DUE: MARCH 27, 2023
PROJECT TIMELINE: MARCH - OCTOBER 2023
START DATE: IMMEDIATELY UPON AWARD

Overview

The Aurora Institute is seeking a consultant for a Sponsor and Exhibitor Sales Specialist to secure sponsors and exhibitors for its annual Aurora Institute Symposium, hosted in Palm Springs, CA on October 15-17, 2023.

This contractor will be responsible for business development activities related to securing sponsors and exhibitors for the 2023 Aurora Institute Symposium. This includes identifying, prospecting, and contacting valid and mission-aligned prospects, tracking progress towards sponsorship and exhibiting fundraising goals (as established by Aurora), and securing sponsors and exhibitors through executing contracts. A valid prospect is defined as a potential sponsor for which the contractor has, or is provided by Aurora Institute staff, a specific prospect with name, email, and/or phone number to connect with to inquire about sponsoring and/or exhibiting the Symposium. It is critical that sponsors and exhibitors align with the mission, vision, and work of Aurora Institute. As a result, an ideal candidate will be familiar with the field of personalized, competency-based education, including related companies, products, services, tools, platforms, and technologies. Once new sponsors and exhibitors are secured through an executed contract, Aurora Institute's event management partners will provide support for the sponsor and exhibitor event management logistics.

Organizational Background

The mission of Aurora Institute is to drive the transformation of education systems and accelerate the advancement of breakthrough policies and practices to ensure high-quality learning for all.

The world has changed; so too must our education system. Around the country and across the globe, schools are changing to modernize how teachers teach and how students learn – replacing traditional, time-based structures with new innovative, competency-based, student-centered learning models. Educators and school leaders are driving this transformation and re-imagining teaching and learning with new school designs to ensure all students build knowledge and skills, can apply it to real-world problems, and build the competencies they need to become lifelong learners. Our collective efforts are disrupting inequitable K-12 education practices and supporting all youth to successfully design their futures.

The Aurora Institute Symposium hosts a "big tent" of ~1,000 education innovators from across the education transformation space. Attendees include K-12 system and school administrators and educators, as well as technical assistance providers, researchers, policymakers, vendors and nonprofits working to advance next generation learning. This year's event is designed to build the capacity of the K-12 field to implement student-centered, future-oriented, equitable, whole child, personalized, competency-based systems.

Prior Symposium Sponsor and Exhibitor Figures & 2023 Targets

	2014 Palm Springs, CA	**2015** Orlando, FL	**2016** San Antonio, TX	**2017** Orlando, FL	**2018** Nashville, TN	**2023 Targets** Palm Springs, CA
Sapphire Sponsorships ($25,000)	7	6	6	9	4	5
Emerald Sponsorships ($10,000-$15,000)	11	17	15	9	18	13
Topaz Sponsorships ($5,000-$7,500)	12	18	12	14	4	14
Exhibitors	91	139	75	77	40	68

Note that Aurora Institute did not host a traditional exhibit hall in 2019, and hosted its Symposium virtually in 2020-2022.

Scope

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Research and identify potential sponsors and exhibitors; create prospect lists. ● Provide outreach to a prospective list of sponsors and exhibitors to secure sponsorships and exhibitors in order to meet or exceed the sponsor and exhibitor budget targets for the Symposium.
    - The contractor will be responsible for developing an accurate and complete list of prospective sponsors and exhibitors, including organization name, contact name, contact information, potential level of sponsorship/exhibiting, and any additional relevant details.
    - The contractor will continue to perform additional research and expand the prospect list for sponsors and exhibitors that are aligned to Aurora Institute's mission.
    - The contractor will share the list of prospective and secured sponsors and

exhibitors with Aurora Institute throughout the process and at the project's completion.

● Develop and maintain relationships with potential sponsors and exhibitors. ● Keep precise records of conversations with all clients, sponsors, and exhibitors. ● Update prospect list as required.

● Sell sponsorships and exhibitor opportunities.

● Work with interested sponsors/exhibitors and Aurora Institute team to execute final contracts. Execute contracts with sponsors and exhibitors on behalf of Aurora Institute. ● Upon contract execution, input all necessary information into the tracking document and update Aurora Institute.

● Maintain knowledge of Symposium timelines and sponsorship deadlines. ● Provide a weekly progress report on the current status of securing sponsors and exhibitors, and any newly identified prospects.

● Attend update meetings as required and provide responsive communication to prospective clients and Aurora staff.

● Professionally represent Aurora Institute at all times.

● An ideal candidate would have understand the field of personalized, competency-based education, and related products, services, tools, platforms, and technologies.

Other pertinent information:

● **Budget**: We expect to negotiate a fee schedule based on commission (a percentage of sales secured), or a minimum guarantee, whichever is greater.

● **Timing of Services**: Aurora Institute is seeking a partner that will be able to begin work immediately upon contract execution.

Submission Instructions

By close of business on March 15, 2023, submit proposals to:
Loretta Goodwin, Chief Operating Officer, lgoodwin@aurora-institute.org Proposals should not exceed 6 pages. Proposals must be submitted in a PDF format.

Proposals must include the following:

• A consultant bio/profile, including 1) experience selling sponsorships and exhibit space (and/or similar sales experience), and 2) familiarity with student-centered learning and related products, services, tools, and technologies.

• Portfolio and/or evidence of similar work completed for previous clients. • Availability to begin and complete the work in accordance with the anticipated schedule. • A budget, including a commission-based approach and minimum guarantee, and the total estimated cost.

• Three references, including the type of work done for each and the date of completion. Please include organization name, website, phone number, email, and contact names.

Other Important Information

Questions regarding this RFP may be submitted to lgoodwin@aurora-institute.org with the subject line [Symposium 2023 Sponsor and Exhibitor Sales Specialist RFP Question]. Aurora will respond to questions by issuing FAQs documents to all interested parties.

Aurora will not host one-on-one meetings with interested parties while the RFP remains open. Aurora Institute reserves the right throughout this process to select the provider that best meets its requirements. Respondents understand that neither issuing this RFP nor receiving it constitutes any kind of agreement with or commitment by the Aurora Institute. Submissions that do not include all of requested information, particularly budgetary components, will not be considered. Aurora is unable to provide feedback on declined proposals.

Aurora Institute is an equal opportunity employer and an organization that values diversity. Recruiting partners to create an inclusive organization is a priority, and we encourage contractors from all backgrounds. Candidates are evaluated solely on their qualifications to perform the work required.