



Request For Proposal

CORPORATE SPONSORSHIP CONSULTANT

PROPOSALS DUE BY: MAY 31, 2022



**ENDING THE HIV EPIDEMIC
IN THE SOUTH SOUND**

PCAF-WA.ORG

PCAF Background

Mission: *“PCAF, through education and service, prevents HIV infection, assists persons affected by HIV and AIDS, addresses related health problems and combats associated stigma and discrimination.”*

PCAF has been the leading HIV service organization in the South Sound for over 35 years. PCAF has offices in Tacoma and Olympia serving Pierce, Thurston, Mason, and Lewis counties. We continue to lead the communities’ response to the HIV epidemic while providing comprehensive services that promote health, quality of life and well-being for those affected by HIV in the region.

Overview

PCAF is soliciting proposals from qualified consultants with specific experience in providing services to obtain sponsorships and fundraising for PCAF’s signature events. Proposals must include a proven track record in strategy development and implementation, capacity-building, and soliciting cash and in-kind sponsorships. The proposal should also include methodology for developing sponsorship programs. How will you evaluate the challenges unique to our organization and build a sustainable sponsorship program?

PCAF is committed to equity, and is working to ensure that all aspects of our organization dismantle systems of oppression. In doing so, we are looking for a consultant that is aligned with Community Centric Fundraising Principles.

A successful proposal will include analyzing challenges and identifying opportunities specific to our organization. We encourage consultants who have experience working with and/or who identify as being a part of LGBTQI+ and BIPOC communities. The Puget Sound is a global economic engine with many multinational corporations headquartered in the region. A preference will be given to consultants that have successfully cultivated corporate sponsorships in our market and address the unique challenges and opportunities as an organization in Tacoma and the South Puget Sound. We are looking for a proposal that identifies the effects of the COVID pandemic on sponsorship programs, and builds a program for PCAF that is innovative and sustainable.

Goals include:

- Establish strategic plan for sponsorship that builds capacity and
 - adheres to Community Centric Fundraising Principles
 - provides a timeline with benchmarks to reach \$50-100K in 5 years
 - addresses challenges and opportunities unique to the organization
- Secure corporate sponsorship and provide initial leads
- Ensure sustainability of sponsorship program through implementation of systems, best practices, and coaching with PCAF Development Department

To reach these goals, PCAF is now accepting bids in response to this **Request for Proposal**.



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Scope of Work and Timeline: The range for this project is \$7,500-10,000. Please define the scope of work and timeline in your proposal. Important dates: Dining Out For Life 2022 is on July 26th, UNWIND with PCAF is on September 22nd, and World AIDS Day 2022 is on December 1st. For more information on our events and sponsorship: pcaf-wa.org/support/sponsoring-events

Submission Information: Please send your proposal including your price quote to jrose@pcaf-wa.org.

Proposals will be reviewed as received, with a desired start date around June 1st.

Our offices are located in Tacoma and Olympia. This opportunity is not limited by geography but a preference will be given to candidates that understand and are connected to the local market.



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