

Request for Proposals (RFP)

Events Coordination & Media Support Services

Michigan Institute for Contemporary Arts (MICA)

Lansing, Michigan

\$9000 Compensation for all events for year 2026, only

1. RFP Overview

The Michigan Institute for Contemporary Arts (MICA) is seeking proposals from qualified individuals or firms as an independent contract, to provide **part-time event coordination services** in support of MICA's community festivals, art exhibitions, and cultural programs. This contract will run from **January through September 2026** and will primarily support three major annual festivals held in Lansing's Old Town district and surrounding areas.

The selected contractor will work closely with MICA leadership, board members, volunteers, city departments, sponsors, and community partners to ensure successful, compliant, and well-executed events.

2. Event Overview

MICA's primary festivals include: - **Michigan Funk Festival** – Saturday, June 12-13, 2026 - **JazzFest Michigan** – Wednesday, July 29 – Saturday, August 1, 2026 - **Michigan BluesFest** – Wednesday, September 5 – Saturday, September 8, 2026

Each festival takes place over multiple days and typically includes: - One main performance stage – 2 separate smaller stages near the festival area. Food vendors and food trucks - Art and merchandise vendors - Volunteer teams and sponsor activations

3. Scope of Services

A. Event Planning & Logistics

- Develop and maintain detailed event timelines and work plans
- Coordinate site layouts for stages, vendor areas, hospitality zones, and public spaces
- Coordinate logistics with city departments related to permits, power, safety, sanitation, and street closures
- Oversee and support event setup and teardown operations

B. Stage & Artist Coordination

- Assist with performer scheduling, check-in, hospitality, and stage timing
- Coordinate with stage managers and production crews to ensure smooth transitions and on-time performances

C. Volunteer Coordination

- Recruit, train, schedule, and supervise festival volunteers
- Provide on-site leadership and support for volunteer teams
- Maintain volunteer records, waivers, and codes of conduct

D. Vendor Coordination (Food & Other Vendors)

- Recruit, confirm, and manage food vendors, food trucks, and art vendors
- Ensure completion of all required applications, licenses, permits, and insurance documentation
- Assign booth layouts and manage vendor load-in and load-out schedules
- Serve as the primary point of contact for vendors before and during events

E. Media Promotion & Communications (Social & Traditional Media)

- Develop and implement promotional plans for festivals, exhibitions, and cultural programs
- Create, schedule, and manage event-related content across social media platforms (e.g., Facebook, Instagram, LinkedIn, X)
- Maintain and update event information across MICA-managed digital channels, including websites and event listings
- Coordinate messaging, branding, and timelines to ensure consistent public-facing communications
- Draft press releases, media advisories, and promotional copy for print, digital, radio, and television outlets
- Coordinate outreach to local and regional media, including maintaining media contact lists
- Support on-site media needs during events, including press check-in and distribution of materials
- Track and report basic engagement, reach, and media coverage metrics

F. Community & Sponsorship Support

- Support sponsor activation, recognition, signage, and hospitality
- Coordinate sponsor deliverables and documentation
- Represent MICA at meetings with community partners, sponsors, and stakeholders

G. Administrative, Financial & Operational Support

- Track vendor fees, invoices, sponsorship revenue, and event-related expenses
- Coordinate with MICA's bookkeeper or third-party booking organizations on cash tracking and reconciliation, including ticket, merchandise, and gate receipts
- Maintain complete documentation including contracts, permits, schedules, and financial records
- Participate in post-event operational and financial evaluations

4. Deliverables

- Event timelines and site plans
- Vendor and volunteer coordination and documentation
- Financial tracking and reconciliation records
- Sponsor activation coordination and reporting
- Post-event operational and financial summaries

5. Contractor Qualifications

Proposals should demonstrate: - Experience coordinating festivals or large-scale community events - Experience managing vendors, volunteers, and artists - Strong organizational, financial, and multitasking skills - Excellent written and verbal communication abilities - Ability to work in fast-paced, outdoor environments - Experience working with nonprofit or arts organizations (preferred)

6. Contract Term & Workload Expectations

- Contract period: **February – September 2026**
 - Workload increases during peak planning and event months (April – September)
 - Contractor must be available during all listed festival dates, including evenings and extended days
 - Festival periods may require significantly increased hours, followed by a return to part-time workload
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7. Proposal Submission Requirements

Proposals must include: - Overview of the individual or firm - Relevant experience and examples of similar events - Proposed approach to event coordination and logistics - Staffing plan

Please send all proposals to mica@micharts.org

8. Evaluation Criteria

Proposals will be evaluated based on: - Relevant experience and qualifications - Quality and feasibility of proposed approach - References and past performance

9. Rights Reserved

MICA reserves the right to reject any or all proposals, to waive informalities, and to select the proposal that best serves the organization's mission and event goals.

End of RFP