Request for Proposals (RFP)

Rare is seeking a firm to serve as an event producer that delivers a live (in-person) event with virtual streaming for its upcoming BE.Hive Summit on behavior change for the environment.

June 10, 2023

Rare, Inc.
1310 N. Courthouse Road, Suite 110
Arlington, VA 22201
USA
1. **What is the intended audience for the livestream component?**
   Potentially a global audience, but we will not require multiple broadcasts for multiple time zones.

2. **If the audience is global, shall we plan for an “as live” stream for non-North American viewers?**
   Yes. We may choose some translation options as the budget allows, but otherwise it will be as live.

3. **Will you need interpretation for the livestream, and if so, in which languages?**
   Only if we find there is a large demand for interpretation, otherwise no.

4. **Would you stream this directly to YouTube or host it on another virtual platform?**
   We haven't selected a specific platform yet, but we do not anticipate needing a full-service virtual platform.

5. **Are you planning on charging for tickets in person and online? What is the ticket price?**
   Yes, we will be charging for tickets, likely online. The price is still TBD. We will also likely have a discounted rate for students.

6. **Do you have a number of exhibits / partners in mind?**
   Likely around 5 or 6. Not a huge lift required here – just some tables set up in the common areas.

7. **Do you have an MCee in mind?**
   No MCee has been selected yet, but it will likely be a comedian or someone similar.

8. **Who is responsible for look and feel, design, creative assets, content grids, presentations, etc.?**
   We will handle these things in-house.

9. **Are you likely to choose a venue that will include staging and stage furniture, audio and video kit, lighting, etc.?**
   Yes, our criteria for choosing a venue include these things.

10. **Who is responsible for catering and overall guest logistics and hospitality?**
    We will handle these things in-house.