

**Call for Proposal (CFP):**  
**Event Management Services for 2025 Charity Night – “Golden Memories”**

**Issue Date:** June 6, 2025

**Submission Deadline:** June 13, 2025 by 5:00 p.m. EDT

**Event Date:** Saturday, September 27, 2025

**Location:** Hilton Toronto/Markham Suites Conference Centre & Spa

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## 1. Introduction

The Cross-Cultural Community Services Association (TCCSA) invites qualified marketing and special event management companies to submit proposals for the planning, coordination, and execution of our 2025 Charity Night, titled **“TCCSA Golden Memories”**. This signature fundraising event will celebrate cultural heritage and community spirit through an elegant and nostalgic evening inspired by the glamorous Hong Kong cabarets of the 1990s fused with the timeless charm of Old Shanghai.

Proceeds from the event will support TCCSA’s mission to enhance the well-being and resilience of diverse communities by strengthening competencies and fostering participation through effective and professional human services.

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## 2. Event Overview

- **Theme:** *TCCSA Golden Memories*
- **Format:** Cocktail Party
- **Estimated Attendance:** 500 guests
- **Venue:** Hilton Toronto/Markham Suites
- **Time:** 8:00 p.m. start, concluding by approximately 11:30 p.m.
- **Goal:** Raise funds through sponsorships, ticket sales, and donations to improve TCCSA facilities and service capacity.

The evening will include curated entertainment, themed décor, interactive activations, food & beverage stations, photo opportunities, a silent auction, and a tribute to TCCSA’s community impact.

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### 3. Scope of Work

The selected event partner will work closely with TCCSA to deliver a high-impact, culturally resonant event. Key deliverables include:

#### Event Planning & Coordination

- Develop and execute a comprehensive event plan and timeline
- Coordinate logistics with the venue and external vendors
- Source and manage performers and entertainment aligned with the theme
- Coordinate catering, décor, staging, lighting, and AV needs
- Manage on-site event staffing and flow

#### Thematic Experience Design

- Interpret and deliver the visual concept of "Golden Memories" blending 1990s HK cabaret and Old Shanghai elements
- Design immersive décor, stage setup, and branding assets
- Propose interactive installations or activities that elevate guest engagement

#### Marketing & Promotion Support

- Collaborate with TCCSA on event branding and digital/print collateral
- Design sponsorship packages and presentation decks
- Optional: suggest strategies for ticket sales and donor engagement

#### Sponsorship Integration

- Assist in creating visibility opportunities for sponsors
- Coordinate sponsor activation spaces, logos, and acknowledgements
- Work with TCCSA to maintain sponsorship relationship integrity

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### 4. Proposal Submission Requirements

Interested parties should submit a proposal including the following:

1. **Company Profile:** Background, core services, team structure
  2. **Relevant Experience:** Showcase 2–3 comparable events (with visuals if available)
  3. **Proposed Approach:** High-level concept and execution plan
  4. **Budget Estimate:** Breakdown of costs (planning, production, on-site management, etc.)
  5. **Timeline:** Proposed workback schedule
  6. **References:** Two recent client references
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## 5. Evaluation Criteria

Proposals will be evaluated based on:

- Alignment with TCCSA's vision and event theme
  - Creative concept and guest experience approach
  - Demonstrated experience with culturally themed or fundraising events
  - Budget feasibility and cost effectiveness
  - Capacity to manage all logistics and deliver within deadlines
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## 6. Submission Details

Please submit your complete proposal in PDF format by **5:00 p.m. EDT on June 13, 2025** to:

**Executive Director**  
**The Cross-Cultural Community Services Association**  
**3636 Steeles Avenue East, Unit 213A**  
**Markham, Ontario L3R 1K9**

 [tccsa@tccsa.org](mailto:tccsa@tccsa.org)

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TCCSA reserves the right to shortlist and interview selected vendors before awarding the contract.  
We thank all applicants for their interest.