

**REQUEST FOR PROPOSALS
For Children’s Events Coordination Services Delivered to the 2025 Philadelphia
Marathon Weekend**

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| Issued: | February 12, 2025 |
| Issued by: | The Philadelphia City Fund on behalf of the City of Philadelphia, Managing Director’s Office, and the Philadelphia Marathon. |
| Deadline for questions related to the RFP: | March 3, 2025, 5pm |
| Responses to questions will be posted by: | March 12, 2025 |
| Deadline for Proposal Submission: | March 28, 2025, 5pm |

All questions concerning this RFP must be submitted in writing via email with “PM 2025 RFP Children’s Events – Questions” in the subject line to marathon.contracts@phila.gov, with a cc: to cityfund@phila.gov by March 3, 2025, at 5:00 p.m. EST, and may not be considered if not received by then. The Marathon will provide written responses to the submitted questions no later than March 12, 2025. These responses will be posted at <https://philacityfund.org/rfp-2025-marathon-childrens-events/> with original questions noted. Oral responses by any employee or agent of the Fund or the Marathon are not binding and shall not in any way be considered a commitment by the Marathon.

Proposals must be received no later than 5:00 p.m. EST on March 28, 2025. Proposals must be submitted with all required components and documentation to marathon.contracts@phila.gov with a cc: to cityfund@phila.gov

PART I: INTRODUCTION

A. Background

Now in its 32nd year, the Philadelphia Marathon Weekend is composed of three days of events (November 21-23, 2025) featuring the Philadelphia Marathon Weekend Health & Fitness Expo, the Nemours Children’s Run, the Rothman Orthopedics Philadelphia 8K, the Dietz & Watson Philadelphia Half Marathon, and the AACR Philadelphia Marathon (the “Philadelphia Marathon Weekend”). Each year, this event brings more than 35,000 participants and their families to Philadelphia to participate in one of the top 10 marathons in the United States. This beautiful, fast, and scenic course serves as a qualifying race to the Boston Marathon, with participants traveling from all 50 States, the District of Columbia and over 40 countries around the world. On race day, thousands of enthusiastic onlookers line the racecourse to cheer on friends and family members as they race along a course that weaves through the historic sites of Philadelphia, ending at the steps of the majestic Philadelphia Museum of Art.

B. Organizational Overview

The race is produced by the City of Philadelphia (“City”) Managing Director’s Office (MDO) with support from the Philadelphia City Fund (“Fund” or “PCF”), a non-profit fiscal sponsor that provides services to projects that promote Philadelphia. The Fund serves as the fiscal and administrative agent for the Philadelphia Marathon Weekend (“PMW”). The race is supported by a team of administrative, operational, marketing, public relations, and community outreach professionals both internal and external to city government.

If any contract is awarded pursuant to this Request for Proposal, the Fund will award that contract and the contract will be held between the Fund and the selected vendor.

PART II: SERVICES

A. Scope of Work

The Philadelphia City Fund and the City of Philadelphia seek proposals from a qualified Contractor to provide **Children’s Events Coordination** for the 2025 Philadelphia Marathon. Required services include the following:

Strategy and Preparation

- Work collaboratively with PMW Team to understand past engagement around the Children’s Events during race weekend, strengths, and areas for improvement
- Work with the PMW Leadership Team to ensure that activities and plans related to the race’s Children’s Events align with the overall vision and goals of the Philadelphia Marathon Weekend

- Plan, organize, and execute engaging activities for children (ages 5-12) for:
 - Friday at the Expo (8 hours per day)
 - Saturday and Sunday outdoors at the Oval (8 hours per day)
 - Sunday Children's Run
- Serve as the point person for all aspects of the Children's Events throughout race weekend
- Coordinate the logistics for the Children's Run with the race operations team (comprised of multiple events)
- Manage vendor contracts associated with the children's run and zone programming
- Create and execute a staffing plan, which can include both paid and volunteer staff for the weekend's children's events
- Coordinate additional/secondary partners to engage in Children's Zone programming
- Establish an inclement weather plan for all children's activities/events
- Support with marketing of Philadelphia Marathon Weekend's children's events
- Create a Children's Run registration process that meets all of the event's needs within the PMW's race registration platform
- Attend all PMW planning meetings to share updates related to the race's children facing events
- Document all processes
- Conduct debriefs and provide recommendations for improvements to future events

Children's Run

- Establish a staffing plan, recruit, and manage individuals to support the weekend's children's components
- Work closely with PMW's operation team who handles event set up and break down
- Create a plan for hosting a children's run during the Philadelphia Marathon Weekend including but not limited to:
 - Race registration
 - Bib assignment and pick-up
 - T-shirt distribution
 - Race distances and management
 - Staffing plans
 - Safety protocols
 - Run of show
 - Race operations
 - Medal distribution

Training Runs

- Create a plan for integrating children (ages 5-12) into the Philadelphia Marathon Weekend's training run in September
- In coordination with the overall promotion of the race's training runs, promote the training run to youth audiences with a goal of ultimately recruiting participants for race weekend

- Establish a staffing plan, recruit, and manage individuals to support the training run's children's components

Expo

- Create a plan for engaging children and families during the Philadelphia Marathon Weekend's Health and Wellness Expo at the Convention Center
- Serve as the point person and oversee all aspects of the Children's events at the Expo

Children's Zone

- Create a plan for engaging children and families during the Philadelphia Marathon Weekend's Children's Zone
- Serve as the point person and oversee all aspects of the Children's events at the Children's Zone
- Work with sponsors, partners, and stakeholders to engage in the Children's Zone during marathon weekend
- Promote children's zone activities to individuals beyond those who already plan to attend the Philadelphia Marathon Weekend

B. Schedule

The anticipated event schedule is outlined below:

Event Date(s): November 21-23rd, 2025

Setup/Build Start Date: Sunday, November 16th, 2025

Breakdown Start Date: Sunday, November 23rd, 2025

Breakdown End Date: Sunday, November 23rd, 2025

PART III: GENERAL TERMS, PROPOSAL FORMAT, AND SUBMISSION REQUIREMENTS

A. Proposal Format

In its Proposal, each Respondent must demonstrate that they have substantial experience in professional event managing, planning, and operation. Each Respondent also must demonstrate that they have sufficient financial and management capacity to operate and manage the Children's Events at the highest quality level.

All Proposals must include the following, unless otherwise identified as optional:

1. Introduction / Executive Summary / Company or Agency Profile, including organizational structure.
2. Related Experience
3. Listing of Industry-Specific Licenses, Awards, and Professional Affiliations
4. References or summary of current Clients and Partners

5. Proposed Scope of Work – How will you meet the stated objectives? Please ensure that the proposed scope of work addresses the following topics:
 - a. Proposed Schedule and Important Milestones
 - b. Cost Proposal, including a detailed budget breakdown
 - c. *Optional*: Additional Services offered by your entity that are not listed in the Scope of Services, that may be of interest
6. Summary of Contractor’s Insurance policies
7. Disclosure of Litigation and City Contracts statements (see below, sections D and E)
8. Completed Diversity Disclosure Report for RFP Applicants (Appendix A)

B. Submission Requirements

For a proposal to be considered a qualified submission, the following criteria must be met:

- Proposals must be received no later than 5:00p.m. EST on March 28, 2025.
- The respondent must send their proposal electronically to be eligible for award of the posted opportunity. Proposals or any other response to a Notice of Contracting Opportunity will not be considered unless you have electronically submitted your proposals as follows:
 1. An electronic version of the proposal must be submitted to marathon.contracts@phila.gov with “PM 2024 RFP Children’s Events” in the subject line. All submissions must cc: cityfund@phila.gov. All required documents including the proposal and any additional documents should be included as part of the entire proposal and submitted electronically to the above email addresses.

C. Diversity Disclosure Report

See [Appendix A](#) for the Diversity Disclosure Report Form for RFP Applicants.

D. Disclosure of Litigation

The respondent shall describe any pending, contemplated or ongoing administrative or judicial proceedings material to the Respondent’s business or finances. This includes, but is not limited to, any litigation, consent orders or agreements with any state or federal regulatory agency issued to the Respondent or to any subcontractor the Respondent plans to use for the services described in this RFP.

E. Disclosure of City Contracts

Each Respondent must include a statement in its Proposal that discloses any current on-going City of Philadelphia contracts held by the Respondent and any City of Philadelphia contracts obtained by the Respondent within the past three years. This statement shall also explain the nature, the dollar amount and the duration of each contract.

F. Employee Conflict Provision

No Proposal shall be from, or contract awarded to, any Fund or Philadelphia Marathon employee or official who submits a Proposal or solicits any contract in which he or she may have any direct or indirect interest.

G. General Disclaimer

This RFP does not commit the Fund or the City of Philadelphia to award a contract. This RFP and the process it describes are proprietary to the Fund and the City and are for the sole and exclusive benefit of the Fund/City. No other party, including any Applicant, is intended to be granted any rights hereunder. Any response, including written documents and verbal communication, by any Applicant to this RFP, shall become the property of the Fund/City and may be subject to public disclosure by the Fund/City, or any authorized agent of the Fund/City.

H. Proposal Binding

By signing and submitting its bid, each respondent agrees that the contents of its bid are available for establishment of final contractual obligations for a minimum of 180 calendar days from the application deadline for this bid. Order specifications may be changed after bids are awarded. A respondent’s refusal to enter into a contract which reflects the complete terms and conditions of this notice of contract opportunity, the Marathon contract or respondent’s Proposal may, in the Fund’s sole discretion, result in rejection of respondent’s Proposal or termination of any negotiations with the respondent.

PART IV: PROPOSAL ADMINISTRATION

A. Procurement Schedule

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| RFP Posted | February 12, 2025 |
| Applicant Questions Due | March 3, 2025, 5pm |
| Answers Posted on https://philacityfund.org/rfp-2025-marathon-childrens-events/ by | March 12, 2025 |
| Proposals Due | March 28, 2025 |

B. Questions Relating to the RFP

All questions concerning this RFP must be submitted in writing via email with "PM 2025 RFP Children's Events – Questions" in the subject line to marathon.contracts@phila.gov, with a cc: to cityfund@phila.gov by **March, 3, 2025 at 5:00 p.m. EST.** and may not be considered if not received by then. The Marathon will provide written responses to the submitted questions no later than **March 12, 2025.** These responses will be posted at <https://philacityfund.org/rfp-2025-marathon-childrens-events/> with original questions noted. Oral responses by any employee or agent of the Fund or the Marathon are not binding and shall not in any way be considered a commitment by the marathon.

C. Evaluation Criteria

Proposals will be evaluated by a small team of operations and event professionals organized by the Philadelphia Marathon. Proposals will be analyzed based on the following:

- Cost
 - Cost-effectiveness, cost-efficiency, proposed savings, expense reduction
 - Price, fee caps and other cost control measures
- Experience
 - Specialized experience
 - Documented prior years of experience in handling project(s) of similar size and scope -Demonstrated ability to meet deadlines.
- Proposed plan of action/strategy/solution for project(s)
 - Utilization of most efficient methodology
 - Innovativeness of solution
 - Shared vision for the superior execution and continuous improvement of the scope of work as outlined by the Philadelphia Marathon Weekend team
 - Utilization of best practices
 - Interest and ability to provide new recommendations from the field/past experience
 - Ability to meet project deadlines under proposed solution/project plan
 - Staffing model
- Consultant/vendor capacity
- Staffing qualifications (e.g., staff prior experience, education, licenses, professional achievements)
 - Technical, administrative, financial capacity
 - Specific licensure requirements for organizations/businesses

- Expressed willingness to comply with the City and/or department standards for contracting (e.g., indemnification, nondiscrimination)
- Consultant/vendor profile
 - For-profit versus non-profit status if relevant
 - Business integrity and reputation in the industry relevant to the consultant/vendor or area of work
 - Shared commitment, with department, to achieving the objectives of Executive Order 03-12 which strives for the inclusion of Minority, Women and Disabled Businesses in all phases of the City contracting;
- Superior prior experience, as confirmed by references;
- Superior skill and reputation, including timeliness and demonstrable results, as confirmed by references;
- Superior qualifications of Project Team members, as confirmed by degrees, licenses, publications, training, and/or accreditations;
- Benefit of promoting long-term competitive development and allocation of experience to new or small businesses, including those owned by minority, women or disabled persons;
- Administrative and operational efficiency, requiring less City oversight and administration, as confirmed by references; and
- Meets qualification requirements as set forth in the RFP.

D. Revisions to Bid Specifications

The Fund and the staff of the Marathon reserve the right to change, modify or revise the RFP at any time. Any revisions prior to award will be posted on the City Fund website, <https://philacityfund.org/rfp-2025-marathon-childrens-events/>, with the original opportunity details. It is the respondent's responsibility to check the website frequently to determine whether additional information has been released.

PART V: CONTRACT REQUIREMENTS

A. Contract Term

The anticipated term of the base contract will be approximately May 2025 through January 2026, pending selection timeline. The Fund may, at its sole option, amend and/or renew any Contract to add up to three (3) additional successive terms

("Additional Terms"). Each term may be up to one year in length and will be determined based on the needs of the Marathon at the time of the contract renewal. Except as may be stated otherwise in such amendment, the terms and conditions of this Contract shall apply throughout each Additional Term.

B. Compensation

The Fund will pay the consultant/vendor based on experience and the arrangement agreed upon. The consultant/vendor will invoice the Fund/Philadelphia Marathon, terms to be agreed upon at time of contract execution.

C. Contract Requirements

Respondent agrees and acknowledges that, in addition to the terms and conditions of any Contract shall include the following provisions:

- 1. Insurance.** The selected Contractor will be expected to hold sufficient insurance to appropriately cover its activities. Specific types and minimum limits to be determined during the contracting process. Contractor should expect a contract provision requiring the Fund to be named as an additional insured on the appropriate policies. Contractor. Vendor may be required to provide proof of insurance at the Fund's discretion.
- 2. Indemnification.** The successful Respondent shall indemnify, defend and hold harmless the Fund and the City of Philadelphia and any and all of its officers, employees and agents, from and against any and all losses, costs (including, but not limited to, litigation and settlement costs and counsel fees and expenses), claims, suits, actions, damages, liability and expenses, occasioned wholly or in part by Respondent's act or omission or negligence or fault or the act or omission or negligence or fault of Respondent's agents, subcontractors, independent Contractors, suppliers, employees or servants in connection with the Contract that may result from this Bid request. This includes, but is not limited to, those in connection with loss of life, bodily injury, personal injury, damage to property, contamination or adverse effects on the environment, intentional acts, failure to pay any Subcontractors and suppliers, any breach of the Contract, and any infringement or violation of any proprietary right (including, but not limited to, patent, copyright, trademark, service mark and trade secret).

PART VI: RESERVATION OF RIGHTS AND CONFIDENTIALITY

By submitting a proposal pursuant to this RFP or any related Notice of Contract Opportunity, Respondent understands and agrees to the following reservation of rights:

- A. The Fund and the Philadelphia Marathon's Reservation of Rights in Connection with the RFP and/or Notice of Contract Opportunity.** The Fund and/or the

Philadelphia Marathon reserves and may exercise any one or more of the following rights and options with respect to its RFP and/or Notice of Contract Opportunity process:

1. To reject any and all proposals and to reissue a revised RFP and/or Notice of Contract Opportunity at any time prior to execution of a final Contract;
2. To issue a new RFP and/or Notice of Contract Opportunity with terms and conditions substantially different from those set forth in a previous RFP and/or Notice of Contract Opportunity;
3. To issue a new RFP and/or Notice of Contract Opportunity with terms and conditions that are the same or similar as those set forth in a previous RFP and/or Notice of Contract Opportunity in order to obtain additional proposals;
4. To extend an RFP and/or Notice of Contract Opportunity in order to allow for time to obtain additional proposals prior to such RFP and/or Notice of Contract Opportunity application deadline; or,
5. To cancel any RFP and/or Notice of Contract Opportunity with or without issuing another RFP and/or Notice of Contract Opportunity.

B. Proposal Selection Process and the Fund and the Philadelphia Marathon's Reservation of Rights in Connection with Selection of Proposal(s) for Review.

The Fund and the Philadelphia Marathon reserves and may exercise any one or more of the following rights and options with respect to its selection process:

1. To reject any proposal if, in the Fund and the Philadelphia Marathon's sole discretion, the proposal is incomplete, the proposal is not responsive to the requirements of the RFP and/or Notice of Contract Opportunity or it is otherwise in the best interest of the Fund and the Philadelphia Marathon to reject the proposal.
2. To supplement, amend, substitute or otherwise modify any RFP and/or Notice of Contract Opportunity at any time prior to award of one or more Respondents for negotiation.
3. To reject the proposal of any Respondent that, in the Fund and the Philadelphia Marathon's sole judgment, has been delinquent or unfaithful in the performance of any contract with the Marathon, is financially, or technically incapable or is otherwise not a responsible Respondent.
4. To reject as informal or non-responsive, any proposal which, in the Fund and the Marathon's sole judgment, is incomplete, is not in conformity with applicable law, is conditioned in any way, deviates from the RFP and/or Notice of Contract Opportunity

or contains erasures, ambiguities, alterations or items of work not called for by the RFP and/or Notice of Contract Opportunity.

5. To waive any informality, defect, non-responsiveness and/or deviation from the RFP and/or Notice of Contract Opportunity that is not, in the Fund and the Philadelphia Marathon's sole judgment, material to the proposal.
6. To permit or reject, at the Fund and the Philadelphia Marathon's sole discretion, amendments (including information inadvertently omitted), modifications, clarifying information, alterations and/or corrections to proposals by some or all of the Respondents following proposal submission and before contract award and/or contract execution.
7. The Fund and the Philadelphia Marathon further reserve the right to conduct on-site investigations of the Respondents' facilities or of those facilities where the Respondent performs its services. Proposals will be evaluated, in part, according to whether the Respondent meets the minimum qualifications and submits a proposal complying with all the requirements of the RFP and/or the Notice of Contract Opportunity.
8. The Fund and the Philadelphia Marathon reserves the right to enter into negotiations with any or all Respondents regarding price, Scope of Services, or any other term of their proposals, and such other contractual terms as the Philadelphia Marathon may require, at any time prior to execution of a final Contract.
9. The Fund and the Philadelphia Marathon may, at its sole election, enter into simultaneous, competitive negotiations with multiple Respondents or negotiate with individual Respondents either together or in a sequence. Negotiations with Respondent(s) may result in the expansion or reduction of the Scope of Services, or changes in other terms and the submitted proposals. In such event, the Fund and the Philadelphia Marathon shall not be obligated to inform other Respondents of the changes, or to permit them to revise their proposals in light thereof unless the Fund and the Marathon, in their sole discretion, determine that doing so is in the Fund and the Philadelphia Marathon's best interest. The Fund and the Philadelphia Marathon may accept or reject any or all of the items in any proposal and award the Contract in whole or in part if it is deemed in the Fund and the Philadelphia Marathon's best interest.
10. In the event negotiations with any Respondent(s) are not satisfactory to the Fund and the Philadelphia Marathon, the Fund and the Philadelphia Marathon reserves the right to discontinue such negotiations at any time; to enter into or continue negotiations with other Respondents; to reissue the RFP and/or Notice of Contract Opportunity in order to solicit new Respondents. The Fund and the Philadelphia

Marathon reserve the right not to enter into any contract with any Respondent, with or without the re-issuance of a RFP and/or Notice of Contract Opportunity, if the Fund and the Philadelphia Marathon determine that such is in the Fund and the Philadelphia Marathon's best interest.

C. Confidentiality and Public Disclosure

1. The successful Respondent shall treat all information obtained from the Fund and the Philadelphia Marathon, which is not generally available to the public as confidential and/or proprietary to the Fund and the Philadelphia Marathon. The successful Respondent shall exercise all reasonable precautions to prevent any information derived from such sources from being disclosed to any other person. The successful Respondent agrees to indemnify and hold harmless the Philadelphia City Fund, the City of Philadelphia, the Philadelphia Marathon, and its respective officials and employees, from and against all liability, demands, claims, suits, losses, damages, causes of action, fines and judgments (including attorney's fees) resulting from any use or disclosure of such confidential and/or proprietary information by the successful Respondent or any person acquiring such information, directly or indirectly, from the successful Respondent.
2. By submission of a proposal, Respondents acknowledge and agree that as a municipal marathon of the City of Philadelphia, the Philadelphia Marathon and the City of Philadelphia, each may be subject to state and local public disclosure laws and, as such, are legally obligated to disclose to the public documents, including proposals, to the extent required thereunder. Without limiting the foregoing sentence, the Fund and the Philadelphia Marathon's legal obligations shall not be limited or expanded in any way by a Respondent's assertion of confidentiality and/or proprietary data.

[Attachments Follow]

Appendix A
Diversity Disclosure Report Form for RFP Applicants

Please see attached, or download an editable Microsoft Word version by clicking this link:
<https://philacityfund.org/wp-content/uploads/2023/03/PCF-Diversity-Disclosure-Form.docx>