



**Request for Event
& Venue Proposals
Due May 31, 2019**

Fierce Urgency of Now

Energizing Millennials of Color to Unlock Boston's Promise

Thursday September 5th – Monday September 9th, 2019

About City Awake

City Awake – a program of the Greater Boston Chamber of Commerce – is the premiere platform to retain and empower the next generation of talent, namely, millennials, to maintain and enhance a thriving economy in Greater Boston. The effort is focused on three objectives:

- Capture, advance, and protect the perspective of 21 to 39-year-old talent in the business, civic, and political discourse of Greater Boston;
- Activate and involve the next generation of talent in local issues so they build “roots” in the region; and,
- Network a generation early in their careers so they forge partnerships across sectors down the road, helping them advance personally and professionally

Festival Overview

Last year, as a part of City Awake, we hosted our first annual **Fierce Urgency of Now: Energizing Millennials of Color to Unlock Boston’s Promise (#FUNinBOS)** in partnership with The Boston Red Sox, John Hancock, HubSpot, Vertex, The Boston Foundation, Partners Healthcare, Allen & Gerritsen, and WBUR. The festival drew over 2,000 attendees across six days. You can check out last year’s events [here](#).

This year, from **September 5th – 9th, 2019**, we will again be supporting a series of events that highlight the experiences, challenges, and opportunities for millennials of color in our city through partnership with organizations & businesses across Greater Boston. Our professional events will prioritize the following sectors: healthcare, pharmaceuticals & life sciences, technology, media & marketing, and financial services. These sectors encompass major employers and growing industries in Greater Boston, with many viewing the diversification of their workforce as a top priority. We will encourage our business community to share what steps their company or industry is taking to improve the experience of millennials of color in Greater Boston. We will also continue to highlight Boston’s diverse neighborhoods, voices, and perspectives through social, cultural, civic, and community events.

Why?

In 2017, we released the [City of Millennials report](#) through City Awake, which highlighted that “Black and Latino millennials are most likely to report having incomes insufficient to meet their needs,” complementing the ongoing narrative of Greater Boston as an unwelcoming destination for young professionals of color. With half of the workforce in Boston being classified as millennials, and nearly half of millennials in Greater Boston being people of color, we know that the business community must play a key role in improving the city’s image and increasing access to opportunities to attract and retain talent. Retention of young people of color is of critical importance to our future as a region.

For more information, please visit www.cityawake.org.

Request for Proposals Overview

Event RFP

We would like to invite individuals, organizations, & businesses to host social, civic, arts, and professional events that:

1. Elevate the platform of individuals, artists, next generation leaders, and organizations who are already working to reframe the discussion around the city's identity and retention of millennials
2. Provide an opportunity to experience and create a new narrative that infuses creativity into conversations about Boston's livability
3. Connect millennials of color across Greater Boston to each other and to leaders in the civic & business community to discuss challenges and create solutions
4. Provide access to spaces that are mostly frequented by white people and not typically seen as welcoming to people of color; **as well as** spaces throughout Boston's diverse neighborhoods that highlight the existing cultural vibrancy

Venue RFP

We are also inviting institutions, venues, and businesses throughout Greater Boston to offer their space to those who are planning events that meet the above criteria. In order to allow for organizations of all sizes, we ask that you consider providing your space for free or at a significantly reduced rate.

Our Role

City Awake/Greater Boston Chamber of Commerce will act as a convener and organizer of this series of events. The Chamber will market the festival and coordinate the master calendar. We will also make connections to venues that are offering their space and serve as a matchmaker between proposals with similar ideas. In order to encourage submissions from organizations of all sizes, we will offer supplemental funding to organizations that qualify. Please indicate this request in your application.

For Event Hosts:

Event Requirements

Your event must fall under one of the following categories:

1. *LIVE*: Events focused on volunteering, community-building, and civic engagement that empower and elevate communities of color across Greater Boston
2. *WORK*: Events focused on the ways that organizations & corporations are instituting policies, practices, and creating cultures that support the professional development of millennials of color*
3. *PLAY*: Events focused on creating social & cultural opportunities for millennials of color

Events are welcome from all companies; however, we will be prioritizing professional events that fall under the following key sectors:

- Healthcare, pharmaceuticals, and life sciences;
- Technology;
- Media & marketing; and
- Professional & financial services

Event Host Responsibilities

Event hosts will be responsible for developing and planning their events. This includes determining the event's structure and content, securing a venue (City Awake can assist by making connections with Venue Partners), developing a budget, setting prices (if applicable), selling tickets, marketing, and creating event materials. You must submit your event information via [this link](#). (See page 5 for additional timeline and submission information.) Submissions must include:

- a. 100-word summary of your event
- b. Proposed date, time, and location
- c. Targeted attendee count and audience
- d. Registration page*
- e. Pre-marketing plan, including marketing channels, photos, logos, etc.

*On your registration page, you must include an opt-in button for registered attendees to receive emails from City Awake. *Sample language: "Yes, I'd like to hear about events like this from City Awake that connect next generation leaders with businesses and civic communities in and around Boston."* We would prefer all event registration pages to be created through [Eventbrite](#) for consistency.

As an event host, you agree to share your list of registered attendees with City Awake and the Chamber of Commerce, including emails and opted-in completions. You also agree to share any raw photos or videos you may have professionally taken of your events for use in ongoing City Awake marketing.

City Awake will feature your event information on our website, where we'll be driving our audiences and promotion. We will also be using that information in our social media promotion. City Awake will also provide a brand guidelines kit, including social media imagery, for you to use in the promotion of

your event. We expect all partners to use the Fierce Urgency of Now logo and identifying language in your promotion.

For Venue Partners:

Businesses and organizations can submit to offer their venues as a space for another organization to host an event. You will get the opportunity of exposure and branding with the Chamber to highlight the work that you are doing around racial equity for millennials and young people of color in Boston. We hope to be able to host events in spaces that are not typically seen as welcoming to people of color and provide a platform for organizations that are already doing this work or are interested in becoming a part of the conversation. In order to allow for organizations of all sizes, we ask that you consider providing your space for free or at a significantly reduced rate.

We will connect you with Event Hosts who do not have a venue. Once we connect you, you will decide which event is best suited for your space prior to finalizing the schedule of events.

To offer your space, please complete a submission at [this link](#). See below for additional information on the timeline and submission process.

Timeline

April 30th: Information Session (register [here](#))

May 31st: Submissions due by 11:59pm EST

June 21st: Festival events selected

July 2019: Festival registration launches

September 5th: Opening night of festival

How to Submit

Submissions for event and venue proposals will be accepted through the online submission platform [here](#), or on the City Awake website (www.cityawake.org).

Questions?

Please contact Hannah Zinn at HZinn@BostonChamber.com if you have any questions about the call or guidelines. For more information about City Awake, visit www.cityawake.org.