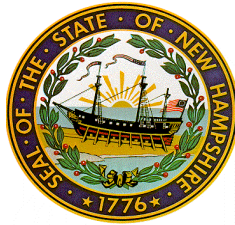




REQUEST FOR INQUIRIES

**2023 New England Wine Spectacular
Issued by:**



**New Hampshire Liquor Commission
50 Storrs Street
Concord, NH 03301**

January 13, 2023

NEW HAMPSHIRE LIQUOR COMMISSION



NEW ENGLAND WINE SPECTACULAR: Request for Inquires

The New Hampshire Liquor Commission Seeks Non-Profit Charity Partner for the New England Wine Spectacular

The New Hampshire Liquor Commission (NHLC) hosts an exclusive tasting event featuring more than 1,700 wines, targeting high-end consumers. The New England Wine Spectacular will be showcased in June 2023 in its 18th year of this successful event. Formerly known as the Winter Wine Spectacular, the event is attended by 1,500 guests. It is the premiere wine event in New Hampshire, bringing together winemakers, customers, celebrities, sponsors, and brokers for a night of tasting, meet and greets, as well as immersive wine-learning opportunities.

The New England Wine Spectacular is an event that is jointly managed and executed by the New Hampshire Liquor Commission and a select non-profit charity.

What's In It for Your Organization?

Aligning your organization with NHLC and The New England Wine Spectacular offers numerous brand-building and financial opportunities, including:

- Building your brand awareness
- Bringing excitement and fun to consumers
- Raising critical funds
- Providing a fun volunteer opportunity for your network of volunteers
- Generating awareness of your non-profit's goals, services, and innovations

Your organization will be included in a robust and multi-faced marketing campaign with reach all over New England. Marketing communication elements consist of media outreach, news stories, on-air broadcast interviews, email marketing, a dedicated website, social media organic and paid posts, several pieces of collateral, prominent signage at the event, in-outlet messaging, advertising, ticket communication, and more.

Access to select areas of the event include the Grand Tasting (main venue), Bellman Select Room (VIP), Suites, Meet the Makers, and more.

Funds from ticket sales, broker tables, suite opportunities, and raffles & auctions directly benefit your non-profit.

New Hampshire Wine Week and the Winter Wine Spectacular have allowed NHLC and its customers and brokers, as well as event sponsors, to raise more than \$2.5 million in critical funding for non-profit organizations.

Non-Profit Participation in Event Management and Marketing

Several teams work together to make the event a success. These teams include NHLC, Brokers-Partners, Marketing/PR Agencies, and the Non-Profit itself. The full participation of your organization is key to a successful and lucrative event. Areas of responsibilities of the non-profit will include, but not be limited to:

Planning & Logistics:

- Assist in the overall planning of the event (space layout, program book, room set up, décor, etc.)
- Help keep the project on track and hit deadlines
- Secure the main venue
- Secure high-level sponsors
- Help promote the event
- Recruit volunteers
- Secure restaurants

NEW HAMPSHIRE LIQUOR COMMISSION



NEW ENGLAND WINE SPECTACULAR: Request for Inquires

- Provide giveaways, raffle, and auction items
- Secure event logistics (audio-visual equipment, stemware, wristbands, etc.)

Marketing & Communication:

- Deployment of multiple event-specific emails to your mailing list
- Posts on your social media channels
- Information on your website(s)
- We also strongly encourage you to undertake additional marketing tactics to help sell tickets and promote the event

Eligibility

Your non-profit must:

- Have 501(c)3 designation
- Provide a Certificate of Good Standing from the New Hampshire Secretary of State
- Provide examples of a strong local volunteer base
- Provide information on your strong email list and social media audience
- Commit staff to work closely with NHLC in the planning and execution of the event
- Allocate dedicated volunteers able to work the night of the event and perform tasks to help the event run smoothly
- Confirm your ability to dedicate time to the event planning and weekly planning meetings (via Teams and occasionally in person)
- Provide examples of successful execution of past events with details regarding the number of attendees, venue, and outcomes

How to Submit for Consideration

Your organization must submit your response by mail to New Hampshire Liquor Commission, ATTN: Lorrie Piper, RFI 2023-01 New England Wine Spectacular, 50 Storrs Street, Concord, NH 03301, by February 10, 2023, at 2:00 p.m. Please include the following:

- Address all areas from the above eligibility list
- Please include the number of volunteers you would be able to allocate to this event
- Please include the number of staff allocated to work closely with NHLC on planning the event
- Note the criteria that you feel would make this event a success for your organization
- Provide a Tax ID# so that the participating brokers can write off the cost of samples provided

Each of the preceding items are essential for us to ensure a complete response. The NHLC may reject an inquiry submission that does not contain each of the above items. The NHLC accepts no responsibility for mislabeled, damaged or delayed mail.

Other Requirements

By submitting your response to this inquiry, your organization understands the following:

- Your organization shall provide security clearance and/or background checks for volunteers or employees that may be involved in the New England Wine Spectacular at the NHLC's request.
- The NHLC intends to select one non-profit charity partner for this event. However, the NHLC reserves the right, at any time and in its sole discretion, to reject any or all inquiry submissions or cancel this Request for

NEW HAMPSHIRE LIQUOR COMMISSION



NEW ENGLAND WINE SPECTACULAR: Request for Inquires

Inquiries (RFI). The NHLC may amend this RFI at any time. Any amendments will be posted on the NHLC's website at https://www.nh.gov/liquor/public_notices.shtml.

- The NHLC reserves the right to make independent investigations and consider any source of information, and to request additional information to clarify elements of a submitted response.
- All material received in response to this RFI shall become the property of NHLC and will not be returned to the organization. Upon selection of a non-profit partner, the NHLC reserves the right to use any information presented in any submitted response.
- The NHLC shall not be responsible or liable for any costs incurred in the preparation or submission of a response to this RFI.
- The NHLC reserves the right to waive minor or immaterial deviations from the requirements of this Request for Inquiries if deemed to be in the best interest of the NHLC.
- Any information submitted in response to this Response for Inquiries may be subject to public disclosure under RSA 91-A.
- Responses to this RFI must remain confidential until selection of a non-profit partner. See N.H. RSA 21-G:37. From the release date of this RFI until selection of a non-profit partner, all communication regarding this RFI with NHLC employees or other vendors under contract with NHLC is prohibited. Violations of confidentiality or communication may be grounds for disqualification.
- From the time this RFI is published until a non-profit charity partner is selected, your organization shall not offer or give, directly or indirectly, any gift, expense reimbursement, or honorarium, as defined in RSA 15-B, to any elected official, public official, public employee, constitutional official, or family member of any such official or employee who will or has selected, evaluated, or awarded a Request for Inquiries or similar submission. A member, employee, representative or otherwise affiliated person of an organization that violates RSA 21-G:38 shall be subject to prosecution for an offense under RSA 640:2.

Please see the Score Card below to assist you in understanding how your submission will be evaluated.

All questions related to this RFI shall be sent via email to Lorrie Piper, Chief Marketing Officer at the New Hampshire Liquor Commission, at lorrie.l.piper@liquor.nh.gov by January 27. The NHLC may exercise its discretion in determining whether to provide an answer to questions received after deadline. The NHLC will post responses at https://www.nh.gov/liquor/public_notices.shtml. The NHLC may consolidate or paraphrase questions. The NHLC intends to issue responses to questions by February 1, though this date is subject to change at the NHLC's discretion.

The NHLC proposes to enter a Memorandum of Understanding with the selected non-profit charity. If the NHLC elects to select a non-profit charity partner, the NHLC will issue an "intent to negotiate" notice to the highest-scored responding organization. Should the NHLC be unable to reach agreement with the selected non-profit charity, the NHLC may negotiate with the next highest-scored responding organization and so on, or the NHLC may reject all submissions, cancel this RFI, or solicit submissions under a new selection process.

By the deadline for submission of responses for this RFI, the NHLC will post the number of responses received with no further information. No later than five (5) business days prior to final approval of the Memorandum of Understanding, the NHLC will post the rank or score for each responding organization at https://www.nh.gov/liquor/public_notices.shtml. Within five (5) business days of the NHLC's posting of its selection on its website, dissatisfied responders may request that the NHLC review its selection process in accordance with RSA 21-G:37.

NEW HAMPSHIRE LIQUOR COMMISSION



NEW ENGLAND WINE SPECTACULAR: Request for Inquires

Each criteria will be scored on a scale of 1-10 points: 1 (minimum needs met) to 10 (needs fully met) for a total score max of 90 points.

Score Card - Criteria	Score	Notes
Information provided regarding core events produced, including details: # of participants, venue, volunteer base utilized per event, planning timeline (start of planning to event date), outcomes		
Allocated volunteer base available to support the event (able to work the night of the event and perform tasks to help the event run smoothly)		
Dedicated event management and planning staff		
Ability and willingness to promote the event (emails, social media, employee communication, website, etc.)		
Experience managing event logistics: venue, room layout, décor, room set-up and break-down, AV, vendor management		
Access to high level sponsors and/or donors who may support event or event elements		
Access to restaurants and/or food vendors in reference to events – providing food and serving/staffing food tables the night of the event		
Ability to provide items for raffles, auction items, and giveaways		
Ability to plan and execute an event within a few months time		

Required Criteria for Selection:

- Is a 501(c)3
- Tax ID# provided
- Certificate of Good Standing provided
- Outline of organization's mission

This table sets forth the schedule for this RFI. The schedule is subject to change at the sole discretion of the NHLC. The NHLC will post any changes on its website, https://www.nh.gov/liquor/public_notices.shtml. Responders are responsible for monitoring the website for changes.

Events	Responsibility	Date
Request for Inquiries Issued	NHLC	Friday, January 13, 2023
Deadline to Submit Questions by Electronic Mail	Potential Respondents	Friday, January 27, 2023, by 2:00 p.m.
Anticipated Response Date to Questions	NHLC	Wednesday, February 1, 2023, by 2:00 p.m.
Deadline for Submission of Responses to RFI	Respondents	Friday, February 10, 2023, by 2:00 p.m.

Thank you for your consideration – we look forward to hearing from you.