



AVENU Consulting
Political | Public Relations | Development

MLK Commemorative
Society:
Event Management Proposal

November 29, 2017



Avenu Consulting is submitting a proposal to provide Event Management services to the MLK Commemorative Society.

ABOUT AVENU CONSULTING

Avenu Consulting is a boutique consulting firm specializing in political consulting, campaign management, public relations, business & non-profit development and government relations. All services are provided with a unique strategy in mind.

Avenu provides strategic planning for each area of service. We aggressively seek to enhance our clients' brand and public image while maintaining a strong focus on customer service. When it comes to business, our clients need to build strong relationships with the community that will stand over time.

Charity Marcus, CEO/Consultant, has a combined experience of over 10 years in public relations and non-profit & business development. Ms. Marcus has successfully founded two businesses in two different states, has worked with others to assist them in starting their own businesses and non-profit organizations. Ms. Marcus has planned, managed and implemented over 50 events in the last 5 years in Texas and Oklahoma.

Charity Marcus represent clients in the non-profit, political and business industries in various facets including, campaign development, public relations, social media management, event management, community relations, specialized media relations and much more.

SPECIFICATIONS

The MLK Commemorative Society is looking to have someone take over and handle all event aspects of the MLK Parade in January 2018.

PLAN

- I. Event Management
 - A. Serve as liaison to all parade participations
 - B. Manage/oversee parade volunteers
 - C. Assist with managing parade entry submissions
 - D. Execute day of parade management
 - E. Manage vendors
 - F. Work with City officials to ensure routes and road closures
 - G. Work with MLK committee to ensure all parade details are finalized
 - H. Provide media relations during the parade to ensure proper media coverage is met
 - I. Work with MLK committee to execute float contest & award ceremony

LENGTH OF TIME & COSTS*

The MLK Commemorative Society is seeking Event Management that will maximize the overall success of the MLK Parade.

Avenu Consulting is based in Tulsa, Oklahoma. The cost to hire Avenu Consulting for services as stated above is \$2,500. The fee of \$2,500 is due with the signed contract in order for Avenu Consulting to begin services.

PROPOSAL QUESTIONS AND ACCEPTANCE

If you require any additional information or would like to discuss acceptance of this proposal please do not hesitate to call Charity Marcus at 918-943-0514.

*Please note that rates are subject to change depending on which final services are requested.