



To: Interested Travel Agency / Management Services Providers
Date: March 12, 2014
Re: **Request for Proposal – Planned Travel Packages 2015**

The Naples Children & Education Foundation (NCEF), founders of the Naples Winter Wine Festival (NWWF), seeks professional travel agency and management services.

Background: The Naples Children & Education Foundation supports effective, disciplined charitable programs that significantly improve the physical, emotional and educational lives of underprivileged and at-risk children in Collier County, Florida. NCEF operates through a grant making process in which needs are identified, and a rigorous vetting process awards charities funds raised each year through the Naples Winter Wine Festival. These grants are awarded to 501(c)3 organizations that help fulfill children's needs for food, shelter, healthcare, education and other special requirements.

Since its founding in 2000, NCEF has raised over \$123 million, funding 37 beneficiary organizations and seven strategic initiatives helping to provide a better life for more than 175,000 children. Through NCEF funding, nearly 2.5 million meals have been served to the hungry. In addition, health, dental health and vision services that were previously unavailable are now reality.

Purpose: We seek professional travel planning and management services to generate and execute several (approximately 3-6) high-end, luxury, global travel experiences for attendees of the 2015 Naples Winter Wine Festival, to be held January 23 – 25, 2015 in Naples, FL. Travel experiences may be to any location, domestic or international, with considerations for the safety of the location, and will emphasize: luxury accommodations for a number of persons to range from 2 to 6, spanning from 5 to 10 days in length, uniqueness and exclusivity of the location, and inclusive, to the extent possible, of related high-end activities, excursions and meals.

Additionally, we seek professional travel planning in scheduling and executing airline travel for all Celebrity Chefs, Sommeliers and Participating Vintners to and from Southwest Florida.

Services will include: planning of the travel experiences, close collaboration with NCEF staff to ensure travel experiences meet the standards and timelines required, work closely with the winning bidders to plan travel, and execution of the travel plans, including providing assistance to travelers in the event of travel disruption or other extenuating circumstance and a 24-hour concierge program for airline reservations.

Minimum Requirements: Agencies wishing to submit a final proposal shall provide notice of intent to submit within one week of receipt of the Request for Proposal. Final proposals shall include the following:

- Brief background and history about your agency.
- Proposed travel experiences, including location, suggested accommodations, suggested itinerary, including local activities, restaurants, etc. Note: Because of the nature of this auction, particular favor will be given to experiences that are considered “one of a kind” and that are unavailable on a routine basis, including but not limited to, access to behind-the-scenes, private, guided tours of historical or geographic locations and museums, VIP event tickets, etc.
- Detailed budget, including precise itemization of all costs, charges, and fees, as well as discounts offered.
 - Itemization shall specifically and separately be detailed as such:
 - Vendor charges, e.g., hotel, airline, and related discounts.
 - Agency charges, e.g., additional booking fees, and related discounts.
- Ideal suggested time of year for each travel experience, to coincide with best weather, specific activities/events, etc.; agency may be asked to provide a “soft” commitment of dates, with discretion at the part of winning bidders to schedule at a different time depending on schedule allowances.
- Relevant relationships with vendors that would contribute to or somehow benefit the travel plan.
- Stipulation as who within the agency, to be a specific named person, will be responsible for coordinating travel with winning bidders; with anticipation that this person will initiate contact within one week of the 2015 Naples Winter Wine Festival, unless specifically instructed otherwise.
- Any other benefits that your agency contributes that would be material to NCEF’s decision.

Qualifications: The winning agency shall have:

- Over 10 years of relevant experience, including any required certifications or credentials.
- Experience working with similar organizations in terms of service offerings.
- Experience planning, coordinating and executing complex, high-end, global travel.
- Evidence that the submitted proposal encompassed adequate effort and care; with the anticipation that up to 100 work hours may be required to create a sufficient package of information.
- Demonstrated consideration in planning and in budgeting that this auction is tailored to a discerning and exclusive audience, but that all proceeds from the auction are earmarked for charity; as such, particular favor will be given to proposals that adequately reflect this charitable objective in their budgets.

Performance weighting: NCEF advises that proposals will be weighted in connection with the following criteria as determined by NCEF:

- 20% Qualifications
- 40% Uniqueness of proposed experiences
- 25% Discounts negotiated by Agency on the Vendor charges, compared to normal trade discounts
- 15% Discounts offered by the Agency

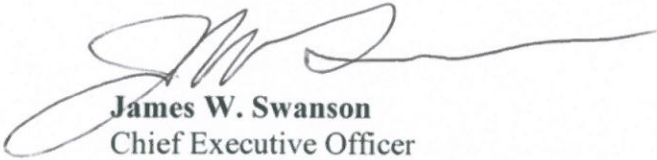
Referrals: Submitting agencies shall provide 2-3 references for similar services rendered.

Terms: The winning agency consents to enter into a written agreement with NCEF stipulating the scope of the work expected. All submissions and communications shall be treated as confidential and all parties agree not to disclose any such information unless specifically authorized. NCEF reserves the right to accept or deny any proposal at its discretion.

In return for substantive discounts, donated accommodations, special experiences, etc., NCEF will acknowledge such support at the Naples Winter Wine Festival, by listing the agency as a Corporate Donor in printed materials, listing and recognizing the agency in the auction catalog, on our website and in numerous other ways for their contributions to the community in supporting our world-renowned charitable efforts.

Submission: Proposals may be submitted in hard copy to the Naples Children & Education Foundation, Attn: CEO, 6200 Shirley Street, Suite 206, Naples, FL 34109 or electronically via pdf file to Jim@napleswinefestival.com by April 2, 2014. NCEF may contact agencies to request additional information or clarification in considering all submissions. NCEF plans to begin assessing proposals no later than April 4, 2014. The winning agency shall be notified no later than April 30, 2014.

Sincerely,



James W. Swanson
Chief Executive Officer
Naples Children & Education Foundation