

BIDS AND PROPOSALS

More often than not, a request to hold a major event or program in your area is met with one of two responses:

“What can you do for us?”

or

“Here are our bid procedures. Responses are due in two weeks.”

In either case, putting together a bid or proposal which is both engaging and sensible is a challenge. The research and presentation of a myriad of details can obscure your message of hospitality, quality organization and world-class facilities, especially when time is short or the bid process itself is burdensome. The key is to stay focused: on message, on time and on budget.

This is where support from an experienced bid packager, writer and producer can help. Perelman, Pioneer & Co. has been honored to work on numerous bids and presentations for a variety of major programs, providing careful fact gathering and checking, assertive writing and coordination of graphic production requirements into quality documents and presentations. Our goal is always to (1) meet or exceed the bid requirements and (2) find ways to showcase the qualities of our clients while staying within the boundaries set by the recipient’s rules and procedures. Examples include:

- ▶ ***Bid for the 1991 United States Olympic Festival***
On behalf of a blue-ribbon Los Angeles Bid Committee led by Mayor Tom Bradley, a comprehensive two-volume, 278-page bid was created to persuade the United States Olympic Committee to award its 1991 U.S. Olympic Festival to Los Angeles. Based on the bid plan as presented, the 1991 Festival was, in fact, awarded to Los Angeles.
- ▶ ***Bid for the 1993 NFL Super Bowl***
This bid was developed for the Los Angeles Sports Council and the City of Pasadena, site of the Rose Bowl stadium. Although it incorporated full-page, high-impact color photography and was presented in two hard-bound volumes, the bid was produced for much less than had been anticipated and helped successfully present the area’s offer of excellent facilities and superior support programs that brought Super Bowl XXVII to Southern California.
- ▶ ***Bid for the U.S. Candidate City designation for the 2012 Olympic Games***
The Los Angeles 2012 Bid Committee was required by the U.S. Olympic Committee to follow a set of rigid guidelines in the submission of its written bid to be the U.S. Candidate City for the Games of the XXX Olympiad in 2012. Over an 18-month period, an 839-page bid was assembled in four volumes, weighing a total of 22 pounds. The bid was submitted ahead of the due date and while colorful and informative, was produced primarily on photocopiers to lower costs, allow easy assembly and maximize flexibility in presentation right up to the last possible moment prior to submission.