

## **Terms of Reference (ToR) for NACA Awards Event**

### **I. Introduction**

The National Arts Council of Namibia (NACN) seeks the services of a proficient Events Management Company to plan, organize, and execute the biennial National Arts & Culture Awards (NACA) event. The NACA Awards aim to recognize and celebrate the contributions of art professionals in Namibia's Cultural & Creative Industry (CCI) sector. NACN is dedicated to fostering the growth of arts and culture in Namibia, and the NACA Awards play a pivotal role in achieving this objective.

### **II. Scope of Work**

The selected Events Management Company shall be responsible for the following:

#### **1. Event Concept and Design:**

- Develop a creative concept and theme for the NACA Awards event, aligning it with NACN's mission and values.
- Design a comprehensive event program, including award presentations, performances, and other relevant segments.

#### **2. Venue Selection and Setup:**

- Identify an appropriate venue for the NACA Awards event, taking into account capacity, accessibility, and ambiance.
- Oversee all aspects of venue setup, including stage design, lighting, sound, and decor.

#### **3. Logistics and Coordination:**

- Manage all event-related logistics, including transportation, accommodation, and catering for attendees, presenters, and performers.
- Coordinate rehearsals, sound checks, and technical requirements for performers and presenters.

#### **4. Marketing and Promotion:**

- Develop and implement a comprehensive marketing and promotion plan to generate widespread awareness and interest in the NACA Awards.
- Execute promotional activities across various media channels to reach a diverse audience.

#### **5. Ticketing and Registration:**

- Establish an efficient ticketing system for attendees and ensure a seamless registration process at the event venue.

#### **6. Event Management:**

- Oversee all on-site event management, including crowd control, security, and emergency response planning.

- Provide a dedicated team of event staff to manage guest relations, seating arrangements, and VIP services.

#### **7. Production and Audio-Visual:**

- Arrange for top-notch production services, including audio-visual equipment, stage management, and live streaming capabilities.

#### **8. Financial Reporting:**

- Maintain transparent financial records and declare all profits or losses resulting from the biennial hosting of the NACA Awards.
- A percentage of profits is remitted to NACN as per the contract. In case of a loss, no remittances are issued to NACN.

### **III. Contract Duration**

The contract between the Events Management Company and NACN will be for an initial term of 2 years, with the option to extend, subject to approval by the NACN Board.

### **IV. Meetings Schedule**

The following meeting schedule is to be observed:

- 1st Meeting (January): Presentation of initial concepts for NACA Awards and development of an event calendar.
- 2nd Meeting (March): Presentation of the chosen theme, proposed venue, and initial ideas for performances.
- 3rd Meeting (May): Finalize the event venue and commence marketing initiatives.
- Starting in June, meetings will become more frequent, with regular updates conducted via Zoom and WhatsApp Groups.

### **V. Adjudication Process**

The Events Management Company will not be involved in the adjudication process for NACA Awards. NACN will oversee this vital aspect through the creation and management of adjudication panels and advertising calls for submissions. This separation of powers allows the events management company to focus solely on the production of the NACA Awards while NACN oversees artwork submissions, nominations, and nominee welfare.

### **VI. Strategic Partnerships**

NACN has facilitated key strategic partnerships with venues and the national broadcaster to expand the reach of the NACA Awards.

### **VII. Submission of Key Documents**

Key deadlines for document submissions are as follows:

- NACA Awards Event Date: The NACA Awards are held on the last Saturday of October every two years.

- Submission of NACA Plan & Marketing Strategy: January of each year.
- Submission of NACA Post-Event Evaluation Report: December of each year (after NACA).
- Submission of 4-year Report: After the second year of the contract; also serves as an exit report.

### **VIII. Proposal Submission**

Interested events management companies are invited to submit their proposals by [Submission Deadline]. Proposals should be sent to [Contact Email Address] and include a detailed company profile, relevant experience, references, and a budget proposal.

### **IX. Contact Information**

For inquiries and clarifications, please contact [Your Name] at [Your Contact Information].