



Scope of Work:

Grand and Soft Opening of Sage Memorial Hospital's New Hospital

Overview

The scope of work for the grand and soft opening of Sage Memorial Hospital's new hospital encompasses all the activities required to successfully launch the hospital's expansion. This includes planning, coordination, and execution of events leading up to and during the grand and soft opening.

Purpose

The purpose of this document is to provide an outline of the scope of work for the grand and soft opening events of our new facilities. These key events will play a crucial role in introducing our upgraded facilities to the community, creating excitement and creating support, while also generating positive media coverage.

Grand Opening

The grand opening event will be a large-scale celebration open to the public. It will serve as an opportunity for the community to tour the new facilities, meet our staff, and learn more about the services we offer. The event will feature a ribbon-cutting ceremony with local dignitaries, entertainment, food, tours and various activities for all ages.

Soft Opening

The soft opening event will be a smaller, invitation-only event and reception targeted toward key stakeholders such as donors, board members, government officials, media representatives and local influencers. This event will give them a first look at our new facilities and the chance to speak with our core team.

Objectives

1. Introduce Sage Memorial Hospital's new facilities to the community and media outlets.
2. Highlight the hospital's commitment to providing quality healthcare services.
3. Create a positive and memorable experience for attendees.
4. Attract potential patients, donors, partners and employees.

Tasks

1. Collaborate with the executive team to develop a comprehensive event plan and timeline.
2. Plan and organize the grand opening ceremony, including ribbon cutting, speeches, events, food, activities, vendors and entertainment.
3. Create marketing materials such as invitations, flyers, and social media posts to promote the event.
4. Coordinate tours of the new facilities for attendees.
5. Arrange accommodations and activities for VIP guests.
6. Manage event staff, vendors, and volunteers.
7. Plan and execute a soft opening event for select VIP guests, including a guided tour of the facilities and a reception.

Timeline

The project will be completed within a 6-month timeline, with the grand and soft opening events taking place in the sixth month. The grand opening of the hospital is scheduled May 30, 2024. Both the grand and soft opening events will take place within two weeks of each other, with the soft opening preceding the grand opening.

The breakdown of tasks and deadlines is as follows:

- Month 1: Event planning and development of event plan timeline.
- Month 2-3: Marketing and promotion of the event.
- Month 4: Finalize event details and confirm vendors, entertainment, and guest list.
- Month 5: Coordinate logistics and prepare for the events.
- Month 6: Execute grand and soft opening events.

Budget

The anticipated allocated budget for the Grand and Soft Opening of Sage Memorial Hospital's New Facilities project is set at \$100,000. This budget encompasses all event-related expenses, covering venue rental, logistics, catering, entertainment, marketing materials, staff, vendor fees, and more. The budget will be managed by the designated event coordinator. The budget is subject to change.

Conclusion

In conclusion, we are excited to embark on this project and look forward to working with a dedicated individual who will help us achieve our objectives and showcase our new facilities to the community and the world.

Due Date

This scope of work is provided as a guideline. Interested parties may submit their proposals by November 29, 2023 at 5pm. The successful candidate will be selected and notified by December 1, 2023.

Additional Information

Interested parties may request additional information or clarification regarding the scope of work by contacting Christian Bigwater, Director of Public Relations and Marketing, Sage Memorial Hospital's We appreciate your interest and look forward to receiving your proposals.

Submissions

Interested parties are requested to submit their proposals via email in PDF format to Christian Bigwater, Director of Public Relations and Marketing at christian.bigwater@sagememorial.com by the specified due date. Late submissions will not be accepted.