

ISSUED BY

Black Cultural Zone CDC

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REQUEST FOR PROPOSAL

Issued: Spring 2026
Deadline: Rolling Review

RE: Corporate Sponsorship & Event Support Subject Matter Expert (SME)

1. PROJECT OVERVIEW

The **Centers of Excellence Network Foundation** is seeking an elite **Corporate Sponsorship & Event Support Subject Matter Expert (SME)** to join our Strategic Collaboration Ecosystem. This role supports the **Black Cultural Zone CDC** (our operational Strategic Management Services hub) and our broader network of programmatic corporations in scaling a **\$2.0B+** community-led ecosystem.

The Foundation serves as the **System Architect**, providing strategic oversight and fiduciary control. In contrast, the **Black Cultural Zone CDC** serves as the operational backbone, providing standardized shared services to subsidiaries focused on Real Estate, Culture, Land Stewardship, and Economic Empowerment.

2. THE STRATEGY: "SIRE"

We are moving from reactive event-seeking to **Strategic Institutionalization and Resource Expansion (SIRE)**. We require an SME who can navigate corporate marketing-driven opportunities to secure institutional-grade partnerships and permanent community sovereignty.

3. SCOPE OF WORK

AREA OF FOCUS	DESCRIPTION
C-SUITE OUTREACH	Secure private meetings with Marketing/Advertising VPs and CSR Directors to co-create custom "Signature Partnerships."
MARKET VALUATION	Assess CDC event reach and digital impressions to determine "Sponsorship Tier" pricing based on Corporate Brand ROI.
INVITATIONAL	Leverage your network to secure Private Invitations to apply for non-public corporate discretionary funds.
RE-WARMING	Use historical data in Virtuous to re-engage lapsed corporate partners with updated, data-backed value propositions.
INTELLIGENCE	Provide "Strategic Intelligence Briefs" to the Production Engine to ensure pitch decks align with corporate brand goals.

\$2.0B+ CAPITAL CAMPAIGN

- **The Vision:** Mobilizing two billion dollars in capital to anchor Black arts, culture, and economics through a high-fidelity governance model.
- **The Blueprint:** A strategic geographic intervention (the 60x60 Block Plan) designed to ensure permanent, non-displaceable community power.
- **The Governance:** The Foundation (System Architect) provides fiduciary oversight for specialized subsidiaries in Real Estate, Land Stewardship, and Culture.

THE 6-YEAR DATA BANK

- **Proven Impact:** Immediate access to 72 months of successful grant metrics, project pro-formas, and community engagement data.
- **The Engine:** A fully integrated tech stack (**Virtuous, ClickUp, Momentum**) containing thousands of clean donor and volunteer records.
- **The Vault:** Signature initiative templates and "Case for Support" assets ready for rapid remixing and deployment.

4. THE SUPPORT INFRASTRUCTURE

The selected SME will be integrated into a high-performance professional workflow:

- **Tech Stack:** Proficiency required in **Virtuous CRM, ClickUp, Smartsheet, and iWave.**
- **Production Engine:** Support from a dedicated **Proposal Architect** and **Packaging Specialist** to create world-class sponsorship assets.
- **Data Lake:** Full access to **6 years** of historical attendance data, digital reach metrics, and impact stories.

5. COMPENSATION: REPLENISHABLE RETAINER

We utilize a **Deliverable-Based Draw-Down Retainer** model to ensure consistent partnership and accountability.

- **Monthly Retainer Balance:** \$3,000+.
- **Mechanism:** Fees are "drawn down" only upon successful completion of specific deliverables (e.g., cost per C-Suite Discovery Meeting).
- **Replenishment:** The Foundation replenishes the account to the agreed base level monthly upon invoice approval.

6. SUBMISSION REQUIREMENTS

Proposals must be **no more than five (5) pages** in PDF format and include:

1. **Corporate Network Summary:** Overview of active relationships within marketing and CSR departments.
2. **Invitational Case Study:** One example of moving a corporate partner to a non-public, custom signature partnership.
3. **Technical Workflow:** Description of how you integrate **Generative AI** and CRM tools into prospecting and valuation.
4. **Mock Fee Proposal:** List of service items and "draw-down" rates fitting the monthly range.
5. **The Strategic Qualifier:** (300 words max) Describe your process for identifying a "Private Invitation" from a corporate marketing budget using our **6-year Data Bank.**

Submit to: grants@blackculturalzone.org



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"Deep Roots. Bright Future."

60×60 Block Plan · Liberation Park · East Oakland
RFP Document · Spring 2026