

SEPTEMBER 2020 



# Work Proposal

PROPOSED BY 

Brian Loevner + Steve Abrams  
BLVE Consults

PROPOSED TO 

Tom Vandenberg,  
Gun Violence Prevention PAC

# WORK PROPOSAL

## OUR COMPANY

The mission of BLVE is to create stronger organizations by building effective systems and processes and encouraging transformational leadership. BLVE connects you back to the mission and values of your work by building the structure necessary to make space for creativity, ideas, and innovation. Operating remotely, BLVE has had clients in Chicago, Washington DC, and Toronto. Their non profit work has ranged from social justice, to arts and culture, and beyond.

## CONTACT US

brian@blveconsults.com  
steve@blveconsults.com  
kelsey@blveconsults.com

(773) 430-3856  
www.blveconsults.com

## THE CLIENT

The Gun Violence Prevention Political Action Committee (G-PAC) was founded to counter the political influence of the gun industry and their lobby in Springfield. G-PAC raises the resources necessary to protect and elect public officials with the courage to stand up to the gun lobby.

## THE WORK

- Virtual Event Production and Oversight
- Technology Management
- Talent Acquisition
- Scheduling

# WORK PROCESS

01

### NEED/GOALS

Iterate client current position and desired goals

03

### TIMELINE

Detail specific steps in work plan

02

### WORK PROCESS + PRODUCTS

Summarize BLVE work plan and products

04

### PROJECT STAFFING + FEES

Those involved and cost of collaboration

01

# NEED/GOALS

G-PAC has requested event production supervision and oversight to replace its “Profiles in Courage Awards” fundraiser by going virtual. BLVE is being brought in to ensure a smooth production, to work with G-PAC and LBH Chicago to activate a plan to replace that event with a virtual event. G-PAC needs assistance in event production, technology management, talent acquisition and scheduling and BLVE will:

- Serve as Event Producer
- Produce a Run of Show, Event Timeline, Contact list
- Work closely with G-PAC and LBH Chicago on host talking points, graphics, technology
- Supervise a technical director to call the show and will supervise the technology and event on the day of the event

02

# WORK PROCESS + PRODUCTS

Initial conversations and decision making will take place between G-PAC and BLVE to determine the flow and the nature of the event. Conversations will also happen around marketing of the event and desired guests/panelists.

Once these decisions are reached, BLVE will perform outreach and follow through to confirm special guests. BLVE will also determine how best to craft the experience on Zoom to ensure an easy event flow. BLVE will determine scheduling of the event and obtain the correct experts to run the show as smoothly as possible. BLVE will also hire the necessary experts to create the ideal virtual experience.

BLVE will partner with other organizations and companies as necessary to complete all functions.

# TIMELINE

The virtual fundraiser is scheduled to occur on Thursday, October 1st. During that time, we will commit to the following phases of meeting, assessment, producing, curation, and event oversight.

## Phase 1

Engage in in depth conversations with essential G-PAC staff.

### Nature of the Event

- Establish desired tone and marketing
- Establish desired live and pre recorded segments
- Establish flow of VIP portion
  - What will be offered here and how?
- Create list of desired panelists and special guests
- Determine logistics of live discussion
- Brainstorm entertainment, gift baskets, raffle, auctions, tangible event take aways

## Phase 2

BLVE will activate the appropriate teams and hires to execute the desired plan.

Documents will include:

- Run of Show
- Contact List
- Event Timeline
- Event Marketing

BLVE will organize and schedule with a third party media company and special guests any pre recorded media for the event.

## Phase 3

On the Day Of the event, BLVE will:

- Supervise the running of the event

# PROJECT STAFFING + FEES

This project will be co-led by Brian Loevner, President & Founder, BLVE. Brian is an executive leader, consultant & producer. Most recently, Brian finished work with Gun Violence Prevention Education Center (GPEC) and the Illinois Council Against Handgun Violence (ICHV), located in Chicago, Illinois. In the span of 19 months, he acted as Interim Executive Director and General Manager guiding a successful merger and a national Executive Director search and acquisition. Brian and his team of BLVE consultants successfully fundraised over \$800,000 for 2020 & 2021 operations for GPEC/ICHV, supporting their future success as a newly merged organization.

He was the Managing Producer of The Second City from 2015-2017, managing all theatrical production in Chicago with a yearly budget of over \$12 million dollars. From 2004-2013, Brian served as the Managing Director of Chicago Dramatists. As a fundraiser, Brian has raised over \$4 million dollars for organizations and productions in the last 10 years. In addition, Brian successfully pitched the MacArthur Foundation, ending in the creation of a \$750k program to provide cashflow loans to non-profit organizations during the 2008 recession.

This project will also be co-led by Steve Abrams, Partner at BLVE Consults. Steve has been a driving force in Chicago's diverse cultural landscape for nearly the last three decades. Having had a celebrated career that took him to executive leadership positions at Steppenwolf Theater Company, the Harris Theater for Music and Dance at Millennium Park and Chicago Children's Theater. He served as the first Resident Artistic Director of Navy Pier, pioneering its newly formed Arts & Discovery Programming to solidify its role and prominence within Chicago's Cultural District.

He is the principal at Kicky Productions, an innovative arts management and production company and partner at TADA Theatricals, a commercial theatrical producing entity. Steve has created, produced, and collaborated on a wide array of projects with Laurie Anderson, Alan Cumming, Stephen Sondheim, John Waters, Fran Lebowitz and many of Chicago's top artistic organizations. He is the recipient of the Actors' Fund's 2016 Encore Award for extraordinary dedication and commitment to the performing arts. Steve has also produced many fundraisers including Navy Pier's exPIERience in 2017 and The Joffrey Ballet's unGALA in 2019.

## **Fees**

The BLVE project management fee will be \$15,000. Technology will be an additional \$10,000, if all recorded content is already created. If not, further fees will continually be negotiated depending on scope of the event.