



Boston Athletic Association | Boston, MA 02116 | www.baa.org | media@baa.org

REQUEST FOR PROPOSALS: Boston Athletic Association Bank of America Boston Marathon Expo

BOSTON (8-SEPT)

REQUEST FOR PROPOSALS (RFP)

Event Planning & Execution Lead/Firm– Bank of America Boston Marathon Expo

Issued by: Boston Athletic Association (B.A.A.)

Issue Date: September 8, 2025

1. Overview

The Boston Athletic Association (B.A.A.) is soliciting proposals from qualified individuals or firms to serve as the Event Planning & Execution Lead for the Bank of America Boston Marathon Expo. The B.A.A. is seeking an experienced event professional to oversee all aspects of Expo planning, budget oversight, execution, and evaluation. This includes pre-event logistics, stakeholder engagement, on-site execution, and post-event reporting.

The Boston Marathon Expo is a cornerstone of race weekend, drawing tens of thousands of runners, sponsors, partners, and attendees. The Boston Marathon Expo is a premier platform for Boston Marathon partners and sponsors to engage with runners, fans, and the global running community. Held at the Hynes Convention Center over three days during race weekend, the Expo attracts more than 100,000 attendees, including over 30,000 registered athletes. It serves as a critical touchpoint for partner brands to activate, connect, and elevate their presence within one of the most prestigious sporting events in the world.

From large-scale experiential booths to product sampling, media activations, and athlete appearances, the Expo provides custom opportunities for partners to deliver branded experiences, promote new initiatives, and drive direct engagement. It also includes mainstage programming, sponsor panels, and high-visibility areas for presenting and official sponsors.

The selected Event Planning & Execution Lead/Firm will be responsible for collaborating directly with B.A.A. partners to ensure that all activations are strategically aligned, logistically

supported, and executed at the highest level, maintaining the Boston Marathon's legacy of excellence and innovation.

2. Scope of Services

The selected Event Planning & Execution Lead will be responsible for the following areas:

Pre-Event Planning and Coordination

- Event design and layout consultation
- B.A.A. brand activation: concepts, proposals, and execution
- Serve as primary point of contact for B.A.A. partners, including presenting sponsor
- Coordinate with venue on all services and requirements
- Vendor coordination (Audio Visual, GSC, others)
- Event flow and line management planning
- Convention Center meeting room planning and coordination with internal B.A.A. teams
- Development and management of overall event budget, including cost projections, tracking, and reconciliation

On-Site Management

- Lead overall on-site management and coordination
- Serve as main point of contact for B.A.A. Brand & Experience Team
- Provide on-site support for B.A.A. teams working the Expo
- Function as primary liaison for exhibitors, sponsors, venue, and attendees
- Oversee setup and move-out logistics, including exhibitor load-in/load-out
- Coordinate signage and B.A.A. activation installation/execution
- Manage ambassador and volunteer teams for line and crowd control
- Stage management for all expo floor stages
- Coordinate speaker scheduling and athlete movement
- Function as AV liaison
- Monitor and manage real-time expenditures during the event

Post-Event

- Deliver daily updates to the B.A.A. team during the event
- Provide post-event recaps and performance summaries
- Finalize budget reconciliation and report on variances
- Offer recommendations for future event improvement

3. Project Timeline

Phase 1: Proposal & Selection

- RFP Issued

September 8, 2025

- Proposal Submission Deadline October 2, 2025
- Interviews/Clarifications October 6–15, 2025
- Final Selection & Contracting October 31, 2025

Phase 2: Pre-Event Planning

- Kick Off Meeting & Review Past Learnings Early November 2025
- Initial Venue Coordination & Layout Planning November 2025
- Begin Budget Development + Vendor Scoping November 2025
- Concept Proposals for B.A.A. Brand Activation December 2025
- Confirm Vendors (AV, signage, etc.) December 2025
- Partner Coordination Kickoff January 2026
- Expo Layout Finalized January 15, 2026
- Confirm Stage Programming Plan February 2026
- Confirm Venue Services February 2026
- Final Activation Plans Approved March 1, 2026
- Final Budget Lock + Order Placements March 5, 2026
- Staffing Assignments (volunteers, ambassadors, crew) Mid-March 2026

Phase 3: On-Site Execution (Race Week)

- Load-in Begins April 14, 2026 (Tuesday)
- Expo Open to Public April 17–19, 2026 (Friday–Sunday)
 - Hours (subject to change)
 - Friday 10am-7pm
 - Saturday 9am-7pm
 - Sunday 9am-6pm
- Load-out & Breakdown April 19–21, 2026

Phase 4: Post-Event

- Budget/Invoices Due April 30, 2026
- Initial Debrief with B.A.A. Early May 2026
- Performance Recap May 2026
- 2027 Recommendations June 2026

4. Proposal Requirements

All proposals must include the following:

- Executive summary

- Description of agency/individual qualifications and relevant experience
- Approach and methodology for fulfilling the scope of work
- Proposed project team with bios and roles
- Relevant event samples and client references
- Budget management approach and reporting tools
- Draft project timeline and milestones
- Fee structure and estimated costs
- Contact information

5. Submission Instructions

Submit proposals electronically to:

Katie Hawkes
Director of Brand & Experience
Boston Athletic Association
Email: khawkes@baa.org

Proposal deadline: October 2, 2025
Late submissions will not be considered.

6. Confidentiality

All information contained in this RFP is proprietary and confidential. This RFP is issued for the sole purpose of soliciting proposals. The recipient shall not disclose or share any information related to this RFP, including content, communications, or B.A.A.-related data, without prior written consent.

The B.A.A.'s name and brand shall not be used in any promotional or marketing materials by the proposing agency or individual without written approval.

8. About the Boston Athletic Association

Founded in 1887, the Boston Athletic Association is a nonprofit dedicated to promoting healthy lifestyles through running and sport. The B.A.A. organizes the Boston Marathon and year-round community programs supporting athletes, charities, and youth. The 130th Boston Marathon will take place on Monday, April 20, 2026.

Learn more at www.baa.org.