

Chamber of Commerce of San Francisco

Request for Proposals (RFP) #103

Coordination of Miss Chinatown USA Pageant and Coronation Ball

Issued by:	Chinese Chamber of Commerce of San Francisco
Length of Contract:	November 15, 2025 – March 15, 2026
Compensation:	\$40,000.00
Date issued:	Monday, September 2, 2025
E-Question Period:	Through Thursday, October 2, 2025
Proposals due:	Thursday, October 2, 2025, by 5:00 P.M. Please email proposals to: sfchinesechamber@gmail.com and cc' alexmfong@gmail.com and office@sfchinesechamber.com
Questions about this RFP?	Submit questions via email: sfchinesechamber@gmail.com and cc' alexmfong@gmail.com and office@sfchinesechamber.com
Need application materials in an alternative format?	Submit accessibility requests via email: sfchinesechamber@gmail.com and cc' alexmfong@gmail.com and office@sfchinesechamber.com
Intent or Public Purpose of this Request for Proposal The intent of this proposal is to secure services for the coordination of two events: 1) The 2026 Miss Chinatown USA Pageant, and 2) Coronation Ball. These are traditional events held annually around the lunar New Year festivities in San Francisco's Chinatown. Coordination requires full services including scheduling, procurement of vendors, responsiveness to supervisors and supervising committee, communication with pageant contestants, media services and coordination, management of promotional materials, publicity, connection with leadership in various Chinatowns, day-of coordination.	
Anticipated Relations The anticipated term for coordination resulting from this RFP will last five (5) months. Actual terms may vary, depending upon service and project needs at the SF Chinese Chamber's sole and absolute discretion. Applicants selected for the resulting coordination must be available to commence work on November 15, 2025. Thus, the anticipated contract term for this RFP is November 15, 2025 – March 15, 2026.	
Contracting Requirements There are no subcontracts or other contractual restrictions related to fulfillment of obligations under this contract.	

I. Introduction and Historic Overview

A. Background Information

The San Francisco Chinese Chamber of Commerce (“The Chamber”) is a preeminent Chinese-American institution located in San Francisco’s historic Chinatown. The Chamber is dedicated to supporting Chinese-American businesses in and around Chinatown, as well as hosting a number of important civic and cultural events including the San Francisco Chinese New Year Festival and Parade, the Miss Chinatown U.S.A. Pageant, and the Coronation Ball.

Since 1860, San Francisco’s Chinese community have been holding a parade and new year’s festivities in Chinatown. Since 1958, the parade has been under the direction of the Chinese Chamber of Commerce. The Miss Chinatown U.S.A. Pageant and Coronation Ball have been held annually since 1958. In that first year, the crown holder was June Gong from Miami, Florida.

The pageant is currently based along the outlines of the “Miss America” pageant, with a flair of Chinese cultural aspects sprinkled throughout the opening dances, swimsuit, talent & Q&A sections.

The search for contestants is initiated each fall by the Chinese Chamber of Commerce. Chinese organizations, business groups and colleges are invited to send in their entrants. Many cities send their own contest winner to San Francisco to compete. Once the entry is accepted, a sponsor helps defray some of the expenses.

Now, 67 years later the beautiful, talented and bright young women from throughout the United States are still coming to San Francisco during Chinese New Year to compete for scholarships and prizes in the annual Miss Chinatown U.S.A. Pageant. Each year’s winners become goodwill ambassadors for the Chinese community throughout the new lunar year.

The Coronation Ball is a black-tie dinner/dance held at the conclusion of the Miss Chinatown U.S.A. Pageant to celebrate and crown the newly-selected Miss Chinatown U.S.A. along with her court. The ball is a highlight of the entire Lunar New Year festivities, with live music, delicious food, and other traditions associated with Miss Chinatown U.S.A.

B. Statement of Need and Intent

The San Francisco Chinese Chamber of Commerce is accepting proposals for a Coordinator for the 2026 Miss Chinatown U.S.A. Pageant and Coronation Ball.

In responding to this RFP, we ask applicants to consider submitting proposals that appropriately adapt their services and activities to advance the goals of the coordination needed.

We encourage applicants to step beyond the repackaging of familiar ideas and propose new ones to modernize the pageant and ball.

We look forward to receiving your proposals, as our partnership with you and your organizations will strengthen our collective efforts in realizing an equitable recovery.

Implementation of the coordination and programs within this RFP will be overseen by The Chamber. The Chamber is committed to advancing racial and economic justice for Chinatown and the Chinese community by instituting programs and services that make San Francisco a better place to live, work, and do business.

C. Project Purpose

The purpose of this Request for Proposal (RFP) is to solicit interested candidates, conduct a fair evaluation based on the prescribed criteria, and select candidate(s) who is/are the best fit for the projects' needs. The Chamber reserves the right to award contract(s) as it seems fit. And to the bidder or bidders of its choosing—when, and how, it deems appropriate.

D. Compensation

The total compensation of \$40,000 is inclusive only of services rendered by the Contractor. All third-party expenses (including but not limited to advertising, media production, merchandise, venue rentals, and other technical services) shall be billed separately and subject to the Chamber's prior written approval. The Contractor shall not incur expenses on behalf of the Chamber without prior written approval. Any unapproved expenses will not be reimbursed. All reimbursable expenses shall be supported by receipts and invoiced in a timely manner.

E. Service Period

Unless otherwise noted in the program descriptions, successful proposals will be funded for five (5) months. Projects are planned to begin as soon as November 15, 2025, and end on March 15, 2026. All decisions regarding the size, length, and scope of funding awards are subject to The Chamber's approval and budget availability. The recipient must be available between February 28, 2026, to March 10, 2026, to participate and oversee activities for the project.

II. General Scope of Work

A. Program Areas

Responses to this RFP should outline how the applicant would perform the following duties:

1. Event Production and Implementation

- a. Develop overall theme, color palette, program, and script for Pageant and Coronation Ball.
- b. Assemble your own team to assist with the production and necessary backstage work to assist and/or coordinate with (volunteer) makeup and dressing room teams
- c. Recruit event Emcees, if necessary.
- d. Coordinate with Pageant and Ball committee on entertainers, if necessary.
- e. Recruit and manage hairstylists and make-up artists, if necessary.
- f. Liaise with venue regarding stage, backstage, A/V setup, ballroom layout, and rehearsals.
- g. Arrange additional viewing displays at the event as necessary (i.e., LED viewing display)
- h. Assist with Pageant and Coronation video productions, if necessary.
- i. Coordinate with the venue on any other production needs.

2. Pre-Event Administration and Coordination

- a. Coordinate with housemothers, escorts, security team, and volunteers.
- b. Work under the supervision of the Chamber leadership and the Pageant and Coronation Ball committee to prepare the master schedule, meals, community visitation, and other activities, as needed.
- c. Coordinate relations and logistics for all Pageant judges, as needed.

3. Marketing, Sponsorship, and Community Relations

- a. Assist with promoting the Pageant and Coronation Ball on social media.
- b. Coordinate with the Pageant and Coronation Ball Committee to create and implement marketing strategies and plans for both events based on event sponsors' requirements and sponsorship requests, including the creation of a bilingual 30-second event promotional video, documentation of the event for future marketing and promotion of the event, and designing print advertising for local media outlets.
- c. Work with Chinese Chamber staff to coordinate any advertising and promotional needs with Pageant and Coronation Ball event sponsors.
- d. Assist with the creation and design the Pageant and Coronation Ball poster, as needed.
- e. Design event tickets and merchandise as necessary (i.e. T-shirts).
- f. Coordinate with Chinese Chamber staff to gather the necessary information to design and layout the Pageant and Coronation Ball program book.
- g. Coordinate with volunteers to assist contestants with festival events, visitations, and related activities.
- h. Support Chamber staff with wrap-up activities.
- i. Submit final event expense reconciliation.

Any substantial changes in event scope, deliverables, or production requirements beyond those specifically listed in Section II shall constitute a Change Order. All Change Orders must be agreed to in writing by both parties, and shall include adjustments to compensation and timeline as necessary, subject to budget availability for the project.

III. Applicants' Approach to the RFP

The Chamber seeks proposals that deliver innovative and culturally responsive programming that meet the scope of work listed above. An applicant's scope of work may include the following sections:

1. Proposed Approach and Activities

a. Describe Proposed Activities or Initiatives

For each area, address the proposed activities or initiatives in detail.

If proposing with multiple program partners, be clear on who will lead each element of your service plan.

b. Applicants' Approach to Developing, Executing, or Implementing Proposed Activities or Initiatives

Provide a detailed explanation of how the applicant will approach the development, execution, or implementation of the applicant's proposal as well as describe any evidence-based practices that will inform the progression of the program or project.

c. Applicant's Proposed Work Timeline

Please provide a timeline outlining the proposed work's start date, deliverable dates, milestones, and completion dates in chronological order.

2. Applicant Qualifications and Staff Assignments

Provide a description of the applicant's relevant qualifications along with detailing the experience of proposed partners, subcontractors, and staff in relation to how these qualifications will serve the applicant in developing and executing the proposed work.

3. Performance Measurement and Reporting

Describe how the applicant will measure the performance of the proposed work as it relates to the purposes of this RFP.

IV. RFP Evaluation at the Sole Discretion of The Chamber

The Chamber will review all proposals to determine if they are complete and meet the eligibility criteria. Incomplete, late or otherwise ineligible proposals will not be considered and applicants may or may not be notified if their proposals have been disqualified. The Chamber reserves the right to reject or cancel this RFP in whole, or in part, at any time before an agreement is entered into. All applicants must submit responses by the deadline via e-mail, and be addressed to:

The San Francisco Chinese Chamber of Commerce

Attn: Pageant and Coronation Ball Committee

730 Sacramento Street

San Francisco, CA 94109

Applications are to be submitted via e-mail to:

sfchinesechamber@gmail.com and cc' alexmfong@gmail.com and
office@sfchinesechamber.com