



Venue Sourcing and Contract Negotiation Services

RFP ✦ SOURCING ✦ NEGOTIATIONS ✦ CONTRACTING

MISSION: Create unique, life-changing experiences through in-person and virtual events that sparks engagement, inspires change, and impacts lives, communities, and organizations.



WELCOME!

Hi! I'm Wendi, the Founder of Be Bright Events, an event planning and consulting firm delivering personalized, boutique-style service with enterprise-level execution.

From the start, I knew I wanted to work with purpose-driven organizations and entrepreneurs who are here to empower, inspire, and create real change. That mission drives everything we do. Whether you're planning your first retreat or your next multi-day conference, we're here to help you spark connection, elevate your message, and create lasting impact through powerful, well-executed events.

At Be Bright Events, we specialize in more than logistics. We bring strategy, structure, and systems to the table so your event not only runs smoothly, but aligns with your vision, supports your growth, and strengthens your bottom line.

Known as The Event Architect, I lead a team of experienced professionals who are committed to excellence at every level. We anticipate challenges before they surface, manage all the moving parts, and help you avoid the stress, wasted time, and costly mistakes that come from trying to figure it all out on your own.

Whether you need full-scale execution, focused strategy, or something in between, we meet you where you are and walk with you all the way through.

Welcome to the Be Bright Events family.
We're so glad you're here.

A handwritten signature in black ink that reads 'Wendi'.



VENUE SELECTION

Selecting the right venue is one of the most important decisions in the event planning process because it sets the tone for the entire experience. But finding the right space can be overwhelming and time-consuming, especially without the industry knowledge to evaluate proposals, spot risks, or negotiate fair terms. The result is often overspending, limited protection, and unnecessary stress.

Let us take the pressure off. With our flat-fee Venue Sourcing and Contract Negotiations service, Be Bright Events helps you secure the perfect venue with confidence. We identify locations that match your needs, negotiate the best rates and terms, and protect your investment throughout the selection and contracting process.

We start by understanding your event goals, guest needs, budget, and desired experience. From there, we ask the right questions, evaluate the details that matter, and do all the legwork on your behalf. Our clients save significant time while gaining access to professional guidance and strategic negotiation. We are proud that one hundred percent of our clients have recovered their investment through the savings we secured for them.

With more than twenty years in the industry, we have built strong relationships and earned a reputation for fierce negotiation. Our venue-sourcing tools give us access to more than two hundred thousand venues worldwide. When you combine that access with our purchasing power and negotiation expertise, you receive exceptional value and unmatched cost savings.

Our mission is simple. We want you to feel confident, supported, and protected as you choose the right venue for your event. We handle the details so you can focus on the vision.

THIS FLAT FEE PACKAGE INCLUDES

- **Identifying event program needs and parameters**
- **Custom Request for Proposal (RFP) creation**
- **Venue sourcing, research, and negotiations**
- **All communication with potential venues**
- **Venue selection recommendations and presentation**
- **Contract negotiations**
- **Contract redline review**

SINGLE INVESTMENT OF \$4,300



PROCESS & TIMELINE

RFP Submission:

Within 48 hours of receiving your completed venue sourcing questionnaire

Proposals Due from Venue:

2 weeks after the RFP submission date.

Planner Communications & Negotiations:

2-week window following the proposal due date.

Planner Identifies Short List & Creates Presentation:

Within 1 week after the communications and negotiations period

Client Selects Venue:

Within 1 week of receiving the shortlist options.

Venue Contract Requested:

Within 24 hours of the client selecting the property.

Venue Contract Received:

Typically within 3-5 days of the request.

Planner Redline Review of Contract:

Within 1 week of receiving the contract.

Final Contract Sent to Client:

Timing depends on the number of revisions required by the venue's legal team. Typically no longer than two weeks.



NEXT STEPS

Secure the Right Venue with Be Bright Events

The path to a successful event starts with choosing the ideal venue, and we guide you through every step of that process with clarity and expertise.

Our venue sourcing service goes far beyond finding a location. We ensure you secure the best possible space at the most competitive rate while protecting your interests with strong contract terms. With years of experience and hundreds of venue negotiations behind us, you benefit from a proven system and a meticulous approach that keeps your event protected from start to finish.

LET US FIND YOUR PERFECT VENUE

Want To Learn More or Explore Your Options?

Book a [FREE Venue Sourcing call](#) to discuss your event needs and answer your questions.



 Listen To What Our Clients Are Saying





WHO WE ARE

Be Bright Events is a full-service event planning and consulting firm delivering personalized, boutique-style service with enterprise-level execution. We work with organizations, entrepreneurs, educators, and businesses to bring their event visions to life in ways that move people and grow their bottom line.

Our work is anchored by the Blueprint to Brilliance Framework—a proprietary process that combines strategy, structure, and systems to turn bold ideas into impactful, profitable experiences. Whether your event is live or virtual, intimate or large-scale, we ensure every detail is aligned, intentional, and executed with excellence..

Be Bright Events believes events are more than just dates on a calendar. They are opportunities to nurture your audience, activate your message, and showcase your mission in real time. That's why we bring the same level of care, creativity, and precision to every phase of planning, from high-level strategy to on-the-ground execution.

Clients trust us for our attention to detail, clear communication, and ability to anticipate challenges before they surface. We are known for going above and beyond to ensure every event runs on time, on budget, and in full alignment with your goals. Whether you need strategic support, full execution, or something in between, we meet you where you are and walk with you every step of the way.

At **Be Bright Events**, we don't just plan events. We build experiences that create momentum, deepen impact, and strengthen your bottom line.



ABOUT WENDI FREEMAN

Wendi Freeman is a visionary event strategist and the creative force behind hundreds of transformative experiences that ignite engagement, inspire change, and deepen connection. She partners with purpose-driven entrepreneurs, organizations, and educators to produce events that shift lives and scale impact; elevating both audience experience and business growth.

With more than 20 years of experience, Wendi and her team have produced conferences, retreats, masterminds, trainings, and workshops ranging from intimate gatherings to large-scale multi-day events. She brings both high-level strategy and hands-on execution, always anchored in a standard of excellence that ensures no detail is left behind.

Known as The Event Architect, Wendi leads with her proprietary Blueprint to Brilliance Framework, a system that fuses strategy, structure, and systems to turn bold visions into profitable, high-impact experiences. Whether clients need full-scale production or targeted strategy, she offers the level of support required to meet them where they are and move their event forward with clarity and confidence.



She's trusted for her extreme attention to detail, meticulous organization, and ability to anticipate and resolve challenges before they surface. From strategic consulting to full-service execution, Wendi helps her clients avoid the overwhelm, protect their investment, and bring their vision to life, without sacrificing time, energy, or focus.

Clients come to Wendi when they're ready to stop wasting time, money, and momentum on decisions they were never meant to make alone. She helps them avoid costly mistakes, stay focused on what they do best, and produce events that directly grow their business, brand, and bottom line.