



WILTON RANCHERIA

THE CAPITAL TRIBE

REQUEST FOR PROPOSALS (RFP): Comedy-Based Mental Health Education Event

Event Date: April 17, 2026

Event Time: 6:00 PM

Issuing Organization: Wilton Rancheria Department of Health

RFP Release Date: 2/9/26

Proposal Due Date: 3/17/26

1. PURPOSE OF THE RFP

The purpose of this Request for Proposals (RFP) is to solicit qualified vendors to provide a live comedy show combined with an educational mental-health training experience for Tribal citizens. This RFP seeks an organization capable of delivering an engaging, culturally sensitive program that uses humor, storytelling, and accessible mental health education to reduce stigma and support community wellness.

This RFP is being issued as a formal procurement requirement, and the Tribe reserves the right to select the vendor that best meets the needs of this event.

2. EVENT OVERVIEW

The Tribe will host a community wellness event on:

- **Date:** April 17, 2026
- **Time:** 6:00 PM
- **Location:** Valley Oak Ballroom 9014 Bruceville Rd, Elk Grove, CA 95758
- **Audience:** Tribal citizens, families, and community members
- **Expected Attendance:** 60-100

The selected vendor will deliver a program that blends:

- A professional stand-up comedy performance, and





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- A guided mental health training session that normalizes mental health conversations, increases mental health literacy, and supports suicide-prevention awareness.

The event must be uplifting, culturally respectful, trauma-informed, and appropriate for a multi-generational Tribal audience.

3. PROGRAM REQUIREMENTS

Vendors must be able to provide a program that aligns with the following goals:

A. Use of Comedy as a Mental Health Tool

The program should use clean, original stand-up comedy to:

- Create emotional safety
- Reduce tension and stigma
- Encourage openness around mental health topics
- Engage the audience through humor and relatability

Comedy should be appropriate for all ages (PG/PG-13), respectful, and culturally sensitive.

B. Educational Component

The vendor must provide a structured mental health education segment, which may include:

- Suicide-prevention awareness
- Recognizing signs of depression or emotional distress
- How to approach conversations with someone who may be struggling
- Basic Mental Health First Aid concepts
- Tools such as a “Five Questions” card or similar resource

Education should be delivered in a conversational, accessible, and non-clinical manner, using storytelling and personal experience where appropriate.





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C. Facilitated Conversation / Panel Discussion

The program should include:

- An interactive or panel-style discussion
- Candid personal stories from presenters
- Opportunities for audience Q&A
- A blend of humor and honest dialogue

The tone should remain open, welcoming, and stigma-reducing.

D. Presenter Qualifications

Vendor team members should include:

- Professional comedians or performers with lived experience or familiarity with mental health topics
- Trainers, facilitators, or educators able to deliver accurate, empathetic mental health information
- Individuals capable of engaging with diverse audiences, including Tribal communities

4. SCOPE OF WORK

The selected vendor will be responsible for:

1. Program Delivery

- a. Provide all presenters, comedians, educators, and facilitators
- b. Deliver a combined comedy + training program of 90–120 minutes

2. Materials

- a. Provide printed or digital educational materials (e.g., conversation guides, resource cards)

3. Pre-Event Coordination

- a. Confirm technical needs
- b. Participate in planning calls as needed
- c. Review cultural considerations provided by Tribal partners

4. On-Site Requirements





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- a. Arrive early for sound check
- b. Coordinate stage, lighting, and AV needs

5. Post-Event

- a. Provide optional follow-up resources or contact information
- b. Submit an invoice and any required reporting

5. PROPOSAL REQUIREMENTS

Vendors must submit a proposal that includes the following:

1. Organization Overview

- a. Mission, vision, and background
- b. Experience providing similar programs

2. Description of Program

- a. Outline of comedy performance
- b. Outline of educational component
- c. Sample agenda or run-of-show

3. Presenter Bios

- a. Comedians
- b. Facilitators/trainers
- c. Relevant lived or professional experience

4. Cultural & Community Sensitivity Statement

- a. Approach to working with Tribal communities
- b. Trauma-informed commitment

5. Technical Requirements

- a. Sound, lighting, staging, and AV needs

6. Cost Proposal

- a. Program fee
- b. Travel costs
- c. Any material or equipment fees

7. References

- a. At least two organizations served within the last three years



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6. SELECTION CRITERIA

Proposals will be evaluated on:

- Alignment with event goals
- Cultural sensitivity and trauma-informed approach
- Experience blending comedy with mental-health education
- Presenter qualifications and lived experience
- Cost and overall value
- Ability to engage a diverse, multi-generational audience

7. SUBMISSION INSTRUCTIONS

Submissions must be received by 3/17/26. Late proposals may be rejected.

8. TERMS & CONDITIONS

- The Tribe reserves the right to accept or reject any or all proposals.
- The Tribe may negotiate scope or pricing as needed.
- Award of this RFP does not guarantee future work.

