



## **Request for Information (RFI)**

TikTok SOAR Veteran Summits: Regional Host Partners

Deadline for Submission: January 15, 2026

### **Objective**

The Association of Women's Business Centers is seeking information from Women's Business Centers (WBCs), Veteran Business Outreach Centers (VBOCs) or other Veteran-affiliated organizations interested in partnering with AWBC to plan and host one-day TikTok Veteran SOAR (Supporting Our Artisans and Retailers) Summits in 2026. These summits will provide high-impact small business education, hands-on training, and capital-readiness support for veteran entrepreneurs and military spouses.

AWBC anticipates hosting two (2) to four (4) summits across diverse markets, with at least two located in rural communities, and a minimum target attendance of 100 individuals per summit. Submissions may propose hosting one summit, or more than one in different locations. Summits will happen throughout the year, thus are not time-bound to a specific day or month at this time.

### **Background**

AWBC supports a national network of WBCs and collaborates closely with veteran entrepreneurship partners. In partnership with TikTok, AWBC delivers the SOAR program, which equips small business owners with the digital skills and practical strategies they need to grow. The TikTok SOAR Veteran Summits will combine the entrepreneurial support power of WBCs, VBOCs, and TikTok to deliver high-value, one-day educational experiences.

This RFI will help AWBC identify strong regional partners capable of coordinating logistics, marketing, and community engagement to deliver a successful event.

### **Desired Partner Role**

Selected WBCs and/or VBOCs will collaborate with AWBC to host a one-day educational summit in their region. Priority consideration will be given to WBC and VBOC partnerships within the same market.

AWBC will lead overall program design, curriculum, national speakers, registration, and coordination with TikTok.

Partner responsibilities include:

- **Venue Identification & Coordination:** Secure or identify suitable event space in the region (capacity 100 to 150+). Support contracting as needed.
- **Vendor Coordination:** Identify local vendors such as catering, A/V providers, event staff, and printing services.
- **Local Marketing & Outreach:** Promote the summit to veteran audiences, small business communities, and local partners.
- **Community Engagement:** Assist with identifying speakers, facilitators, or local resource partners.
- **Logistical Support:** Provide onsite staff the day of the event and assist with attendee check-in, wayfinding, and troubleshooting.

## **Compensation**

Partners will be compensated for their participation. Compensation may include a planning stipend and/or reimbursement for approved local expenses. Final budgets will be determined during site selection based on scope, market needs, and available funding, and approved by all parties prior to final commitment to partnership.

## **Anticipated Markets**

AWBC anticipates hosting summits in 2 to 4 markets in 2026 with a minimum attendance of 100 per summit. Ideal markets include:

- Rural communities (minimum of two)
- Regions with active veteran-owned business ecosystems
- Areas with engaged WBCs and VBOCs
- Diverse geographic representation

Respondents may propose one or multiple markets.

## **Submission Information Requested.**

Interested centers are asked to submit the following information:

### **A. Organizational Information**

- Center name
- WBC, VBOC, joint partnership, or other organization
- Point of contact name, title, email, phone

### **B. Market Proposal**

- Proposed city/town and state
- Rural/Non-Rural Status
- Description of the veteran small business community in your area
- Local partners you would engage

### **C. Capacity & Experience**

- Prior experience hosting events
- Available staff resources for planning and day-of logistics
- Ability to recruit a minimum of 100 attendees

### **D. Outreach Plan**

- Proposed outreach strategy to reach veteran and military-connected small business owners
- Existing marketing channels and community partners

### **E. Partnership Structure**

- Whether you intend to apply as a solo center or as a partnership
- If applying jointly: describe partnership approach and communication plan

## **Submission Instructions**

Please submit responses via email to [info@awbc.org](mailto:info@awbc.org) with the subject line: **RFI Response: TikTok SOAR Veteran Summit – [Your Center Name]**

Responses should be submitted as:

- A PDF or Word document

**Deadline for submission: January 15, 2026**

### **Next Steps**

This RFI is for planning purposes only and is not a request for formal proposals. AWBC will review submitted RFIs and may invite selected respondents to participate in a brief follow-up meeting or to submit a full proposal. AWBC anticipates notifying finalist partners by February 15, 2026 for next steps.

Final partners will be selected based on:

- Market suitability
- Strength of WBC/VBOC partnership
- Capacity and readiness
- Geographic distribution
- Alignment with veteran entrepreneurship needs
- TikTok approval

### **Contact**

For questions, contact: Jessie Yankee, Sr. VP of Policy & Programs: [Jessie@awbc.org](mailto:Jessie@awbc.org)

Thank you for your interest in supporting veteran entrepreneurs and helping bring TikTok SOAR Veteran Summits to communities nationwide.