



Request for Proposal

Vail Spring Activation Proposal

The Town of Vail and Vail Resorts are collaboratively looking for proposals for activations and event elements to enhance the guest experience in Vail during our spring break period from approximately March 1 – April 24 (focused on weekends) with one spotlight weekend in mid-to-end of March to crescendo the Spring period. The Town and Vail Resorts have each allocated \$125,000 to support the project for a total of \$250,000. The contracting and payments will be processed through the Town of Vail along with recap reporting and proof of performance.

Activation Overview: The goal of the program is to provide guests, employees, and locals an immersive village-to-mountain vibrant and engaging social scene that celebrates the springtime period. The target audience is Millennials and Gen Z, with a secondary focus on young families. The event elements may include mid-scale concerts, après tasting experiences, culinary events, and immersive / interactive snow sport activations with brand ambassadors

Locations for activations may include the International Bridge, Children's Fountain, Arrabelle Ice Rink, Gondola lawn/base areas, on mountain locations sun deck (specific areas to be confirmed).

Examples of possible activations include creating a festive gathering area with live music and a bar in the village, hosting a rail jam at Golden Peak, DJ sets or bands playing at on mountain dining locations, or an après beer garden with daily entertainment. Time frames are generally focused on Après from 4:00 – 7:00 pm. Producer creativity is encouraged to create a truly one of a kind, immersive experience.

Proposals shall include an event budget with an estimated profit and loss statement, marketing plan with collaboration from the Town of Vail and Vail Resorts for branding, concepting and event execution plans (marketing plan should focus on local awareness), and examples of past work to showcase similar work completed.

The following marketing opportunities may be available through the Town of Vail and Vail Resorts (emails, Vail Daily ad buys, @VailMtn @DiscoverVailCO social media). Event landing page will be built on DiscoverVail.com and featured on Vail.com.

Sponsorship integrations are available with Vail Resorts Strategic Alliance Partners. All sponsorship will need Town and Mountain approval.

Event must follow sustainable practices and adhere to zero waste guidelines. More information available at www.vailpermits.com.

Proposal Requirements

Proposals must include an operations plan for the implementation and activations that are proposed, clear descriptions of the event elements, list of staffing and resources brought by the event, event budget estimate, phasing plan for event ramp up if needed, ideas and opportunities for sponsor activations.

As there is a short timeframe from the award of the contract to the beginning of the event period, the Town will support the event producer in expedited review and permitting. A phased rollout of event elements may be proposed as part of the schedule to aid in the short time frame from contract to event start.

The total budgeted amount from the Town of Vail and Vail Resorts for this period of activation is \$250,000. Proposals will be considered within this context and budget will be allocated proportionately to the ability of the event proposal to meet the goals of the Town. The amount may be paid in 2 installments with 50% paid by the Town of Vail at execution of the contract and the remaining 50% paid at completion of the event and proof of performance.

Additional sponsorships may be available through Vail Resorts Strategic Alliance Partners.

Timeline

RFP Questions can be submitted to Mia Vlaar and Jeremy Gross until Friday 2/4/22. Responses will be sent by Monday end of business.

Mvlaar@vailgov.com and jgross@vailgov.com.

Proposals must be submitted by noon on Tuesday 2/8/22.

Producer will be selected, and a contract negotiated by 2/10/22 for the contract to be approved by Town Council on 2/15/2022.