



Request for Qualifications

Vail America Days

The Town of Vail is seeking a qualified event production company to produce the Vail America Days event on July 4, 2022. For the last 2 years, the Town has hosted a stationary parade for the 4th of July instead of the traditional moving parade in response to the COVID-19 Pandemic. For 2022, the Town would like to return to the traditional parade model and is looking for a qualified producer.

Activation Overview

The traditional Vail America Days parade occurs on the 4th of July at approximately 10:00 am and runs through both Vail Village and Lionshead Village. Dozens of decorated floats and community groups march through town in themed costumes. The event producer will be responsible for all aspects of the Vail America Days event except for coordination of the drone show which will be coordinated by Town of Vail staff. The theme for the 2022 Vail America Days parade has not been confirmed but will be chosen by Town Council in April 2022.

The main activity of Vail America Days is the parade, though other elements may be incorporated into the schedule, including but not limited to the Community pancake breakfast, patriotic concerts at the Amphitheater, music in the villages, and the evening drone show. The main element specifically included in this RFQ is the production of the parade. Additional activations and elements may require coordination and scheduling with the parade, and inclusion in the event marketing and high-level coordination, such as booking music to play in the villages and coordinating drone show viewing areas.

Responsibilities of Event Producer

The event producer will be responsible for all aspects of the parade including but not limited to soliciting the floats and community groups to participate, organizing the float staging, route planning and safety, signage, marketing, merchant notifications, permitting, etc. The event producer will also be responsible for organizing the auxiliary events associated with Vail America Days as directed by the town, including but not limited to musical entertainment, family programming, culinary offerings, etc. The event is being produced on behalf of the Town of Vail and therefore all operations, sponsorships, and marketing direction shall be reviewed and approved by the Town.

Representation of qualifications

Parties interested in producing the Vail America Days Parade should submit a letter of interest, company information including the primary contact, years in business, and previous examples of work in event production and parade production.

Proposal Requirements

Proposals must include an operations overview for the parade, list of staffing and resources brought by the event, entertainment plan and event budget estimate.

The total budgeted amount from the Town of Vail for the America Days Parade is \$70,000. The budgeted amount shall cover all staffing, security, operations, insurance, overhead and equipment for the parade, entertainment, and marketing. 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 considered by the event producer if they support the overall goals of the event. All additional sponsorship will require approval from the Town of Vail.

Timeline

RFP Questions can be submitted to Mia Vlaar and Jeremy Gross until Wednesday March 30, 2022. Responses will be sent by Friday April 1, 2022 at the end of business. Mvlaar@vailgov.com and jgross@vailgov.com.

Proposals must be submitted by noon on Tuesday April 5, 2022.

Producer will be selected, and a contract negotiated by April 19, 2022.