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## Request for Proposal – April End of Season Concert

### 1. Background

The Town of Vail has consistently been a leader in the promotion and execution of events and activations that grow partner brands, generate revenues, add vibrancy to the villages and support causes both locally and globally. The Town, in collaboration with Vail Mountain is seeking innovative and exciting proposals for a concert and activations to drive visitation in our key demographics at the end of the ski season and to close out the 60th anniversary season with a celebration.

### 2. Opportunity

Vail has traditionally hosted springtime concerts and parties to drive visitation during the closing weeks of the ski season. Past activations have included concerts at Ford Park, Solaris and the base of the mountain, pond skating, expo villages, and more. The Town is searching for an event producer and an event plan that will drive multi night visitation of 25 – 40-year-olds that are globally minded (visiting from destination or international markets) to create a buzz around the ski industry and the region, and build future brand loyalty by creating a memorable end of season experience to wrap up Vail Mountains 60<sup>th</sup> anniversary.

Proposed celebration model is open to creative submissions by event producers in response to the goals of the town to host a concert that can draw destination visitors. The proposal should include a venue plan for the proposed venue with estimated capacity, food and beverage plan for the event, budget for event production including talent spend and a sample of the talent included in the proposed budget, any proposed in village or on mountain activations that would be available based on feedback from the Town and Vail Mountain, and operations plans for the event including the proposed operations team. Final talent selection will require approval from the Town prior to booking. The town is requiring some level of ticketing or registration to address venue capacity. All ticket revenue, sponsorship revenue, food and beverage revenue, etc. will be the event producers, with the exception of any applicable sales taxes or fees.

Final venue capacity will be approved by the Town of Vail during the permit process and review of the proposed site map for the venue. Scaling of the event venue, food and beverage plan, etc. should be included and are the responsibility of the event producer.

### 4. Proposal Requirements

The following elements are required as part of the proposal.

- Operations plan for the implementation and activations that are proposed
- Clear descriptions of the proposed event elements
- List of staffing and resources brought by the event
- Resume of the primary team responsible for the event production
- Event budget estimate
- Ticketing/venue access plan (preliminary)
- Ideas and opportunities for sponsor activations.
- Entertainment plan and talent list
- Sample marketing plan to reach the desired audience

## **5. Budget**

The total budgeted amount from the Town of Vail and Vail Resorts for this event is \$250,000, with each party contributing \$125,000. 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 or other local partners; pursuing these sponsorships is not part of this proposal and would be the responsibility of the chosen vendor

## **6. Timeline**

RFP Questions can be submitted to Mia Vlaar and Jeremy Gross until Monday November 14<sup>th</sup>. [Mvlaar@vailgov.com](mailto:Mvlaar@vailgov.com) and [jgross@vailgov.com](mailto:jgross@vailgov.com).

Responses will be posted to [www.vailgov.com](http://www.vailgov.com) by the end of the day Wednesday November 16<sup>th</sup>.

Proposals must be submitted by noon on Tuesday November 22, 2022

Producer will be selected, and a contract negotiated by December 1, 2022 for the contract to be approved by Town Council on December 6, 2022.