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## **Request for Proposal – Vail Après: Village Concert Series**

### **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 is seeking innovative and exciting proposals for a monthly winter free concert series to bring exciting live music to the Villages as part of our Vail Après portfolio.

### **2. Opportunity**

Vail has a history of hosting live music in the villages, from the Vail Valley Foundation's Street Beat concert series to the Burton US Open, the Vail Après: Spring Series, and more. Live music in the villages is a Vail tradition that brings together the community, guests, businesses, and locals alike. The Town is searching for an event producer and an event plan that will bring a monthly in-village free concerts to life, creating a fun, vibrant and inclusive atmosphere through live music.

The town desires to host these medium scale concerts monthly beginning in January, then in February, March and April, on the third Thursday of the month. The concerts should include regional or national talent in musical genres that are timely and popular amongst our community. The talent should fit appropriately with the budget and should attract 1,000 - 2,500 guests to the each of the free concerts.

The proposed concert model is open to creative submissions by event producers in response to the goals of the town. The concert should draw guests from across the valley to Vail to enjoy live music. The event proposal should include a proposed venue plan with estimated capacity, food and beverage plan, a budget for production including talent spend and a sample of proposed talent, and an operations plan for the event including the proposed operations team. Final talent selection will require approval from the Town prior to booking. All ticket revenue, sponsorship revenue, food and beverage revenue, etc. will accrue to the event producers, with the exception of any applicable sales taxes or fees.

Final venue location and capacity will be approved by the Town of Vail during the permit process and following 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 sole 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
- Entertainment plan and talent list
- 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.
- Sample marketing plan to reach the desired audience

#### **5. Budget**

The total budgeted amount from the Town of Vail for this event is \$150,000, or \$37,500 per concert. 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 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 other national or local partners; pursuing these sponsorships is not part of this proposal and would be the responsibility of the chosen vendor. Approval from the Town of Vail will be required prior to signing with any additional sponsors.

#### **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.