



Request for Proposal – Revely Vail Concert

1. Background

The Town is seeking innovative and exciting proposals for a free winter concert to bring exciting live music to the Village as part of our Revely Vail programming.

2. Opportunity

As part of the Revely Vail programming, the Town will host a weekend of live music and programming in the village during the thanksgiving holiday. In 2022 as part of Revely Vail and Vail Après, a monthly concert series was created in the village that kicked off over the thanksgiving weekend. While we are not continuing the monthly series in the 23/24 winter season, we will kick off the season with a return of concerts. The schedule should consist of free family friendly music on Friday, Saturday and Sunday, November 24-26, 2023. The concerts would continue on November 27th for a locals and employee season kick off party. The kick-off party would primarily be promoted to Vail residents, local employees and in town guests. The employee party should have music programming geared towards locals.

Creativity is welcome in proposing a programming schedule for the weekend. While live music will be the focus, dj's, comedy, culinary offerings, ski movie showings, etc. may all be part of the proposal.

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 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 possible 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

5. Budget

The total budgeted amount from the Town of Vail for this event is \$50,000. 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 installments with 33%% paid by the Town of Vail at execution of the contract, 33% paid upon submittal of an event permit, and the remaining 34% 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

Proposals must be submitted by noon on Wednesday September 13th, 2023. Producer will be selected, and a contract negotiated by September 20, 2023 .

7. Proposal Submissions

Proposals should be submitted to Jeremy Gross via email at jgross@vail.gov by **noon on Wednesday, September 13th, 2023.** Questions can be directed to Jeremy Gross.