



Town of Vail
75 S. Frontage Road,
Vail, CO 81657
(970) 477-3551
1/15/2024

Subject: Request for Proposal (RFP) - Vail Oktoberfest Event Producer

The Town of Vail is seeking a highly qualified and experienced event producer to organize and execute the Vail Oktoberfest in 2024. The Town has been a host to Oktoberfest Celebrations since the 1970's in both Lionshead and Vail Village, bringing together locals and visitors for a festive celebration of Bavarian culture, music, and cuisine.

Event Details:

- Lionshead Village: September 6 - 8, 2024
- Vail Village: September 13 - 15, 2024

Scope of Work:

The selected event producer will be responsible for the comprehensive planning, coordination, and execution of the Vail Oktoberfest, ensuring a seamless and enjoyable experience for attendees. The key responsibilities include, but are not limited to:

1. Event Concept and Theme:

- Develop a creative and engaging theme for the Vail Oktoberfest 2024 that aligns with the Bavarian tradition and resonates with the diverse audience.

2. Venue Management:

- Coordinate with relevant authorities and stakeholders to secure necessary permits and approvals for hosting the event in Lionshead Village and Vail Village.
- Plan and implement layout designs for optimal space utilization.
- Manage logistics, including staging, food and beverage, tents, seating, and signage.

3. Entertainment and Programming:

- Curate a diverse and entertaining program, including live music, traditional dances, contests, and family-friendly activities.
- Secure and manage performers, ensuring a high-quality experience for attendees.

4. Vendor Management:

- Recruit and manage a variety of vendors offering authentic Bavarian food, beverages, and merchandise.
- Implement a vendor selection process to ensure diversity and quality, with a preference for local business operators where applicable.

5. Marketing and Promotion:

- Develop a comprehensive marketing strategy to promote the Vail Oktoberfest and ensure consistent attendance.
- Utilize traditional and digital channels for effective promotion.

Proposal Submission:

Interested event producers are invited to submit a detailed proposal outlining their experience, capabilities, and approach to managing the Vail Oktoberfest 2024. The proposal should include the following:

1. Company profile, including relevant experience in organizing similar events.
2. Proposed event concept and theme.
3. Detailed project plan, including timelines and milestones.
4. Budget estimate, including a breakdown of costs for planning and execution.
5. Marketing and promotional strategy.
6. Complete sponsorship proposal as part of the CSE 2nd Cycle of Special Event sponsorship. Application can be completed here - https://vailgov.formstack.com/forms/2024_town_of_vail_event_sponsorship_rfp_2nd_cycle

Please submit your proposal no later than January 31, 2024 at 5:00 pm. Late submissions will not be considered.

Selection Criteria:

Proposals will be evaluated based on experience, creativity, budget efficiency, and the ability to deliver a memorable and successful Vail Oktoberfest.

Selection Timeline:

- Proposal Submission Deadline: January 31, 2024
- Proposal Review and Evaluation: February 7, 2024 at the Committee on Special Events meeting
- Final Selection and Contract approval by Town Council: February 20, 2024

Please address all inquiries and submissions to Jeremy Gross at jgross@vail.gov or (970) 477-3551.

We look forward to receiving your proposal and working with a dynamic and capable event producer to make the Vail Oktoberfest 2024 a resounding success.

Sincerely,

Jeremy Gross

Special Event Coordinator

Town of Vail, Economic Development Department