

DOWNTOWN SAN RAFAEL HOLIDAY EVENT PRODUCER REQUEST FOR PROPOSAL

RFP RELEASE DATE:
09/03/2024

PREPARED BY:
San Rafael Business Improvement District & San Rafael Chamber



ABOUT OUR EVENT:

San Rafael Holiday of Lights and Winter Wonderland, Saturday, November 30th

We are delighted to release this Request for Proposal (RFP) for event production services on behalf of the San Rafael Business Improvement District (BID) and the San Rafael Chamber. This RFP solicits proposals from qualified event producers to provide comprehensive event services for the upcoming "San Rafael Holiday of Lights and Winter Wonderland." This is Downtown San Rafael's largest holiday event, a tradition that began over 45 years ago. The goal is to bring families to Downtown San Rafael on Shop Small Saturday to support local businesses, community engagement, and economic vitality.

Due to Covid, there was no holiday event in 2020 or 2021. The BID's volunteer Event Committee and part-time staff produced a small version of the event in 2022 and 2023. In 2024, we intend to bring back a large event orchestrated by a professional event producer.

Please review the scope of work and elements needed to make this event once again the biggest event in Downtown San Rafael! Thank you for your proposal!

EVENT INFORMATION:

- Event Name: 43rd Annual San Rafael Holiday of Lights and Winter Wonderland
- Event Date: Saturday, November 30, 2024, from 12n-6p, tree lighting at 5:30p (times can be changed)
- Event Duration: One day
- Event Location: Downtown San Rafael – 4th Street from A to Lincoln Ave (last year's footprint) or from B St to Lootens Pl (pre-covid footprint)
- Expected Number of Attendees: 2500

PROJECT SCOPE OF WORK:

We are seeking proposals to include coordination of the following event services:

1. Holiday Marketplace with local craft vendors and food vendors
2. Tree Lighting with DJ
3. Santa Sit & Photo Op
4. Roaming Costume Characters
5. Live entertainment (ie: School of Rock, juggler)
6. Kids activities – jumpies, craft table, face painter, train, etc
7. Sponsorships
8. Day of Staff to chalk street, coordinate exhibitors, light tree, etc
9. Snow hill or snow play area (optional)

BID EVENT SUPPORT:

While the producer will be the main coordinator for this event, the BID will provide the following support to ensure a successful event:

- Event permit application with the City of San Rafael
- Event insurance naming the City of San Rael as additional insured
- Website management to promote the event – view here <https://downtownsanrafael.org/parade-of-lights-and-winterwonderland/>
- Event image creation for posters, postcards, advertisements, etc
- Social media promotion of event
- Constant Contact announcements of event to Downtown Businesses
- Provide contact information for last year's vendors/entertainers/etc
- The BID has the following supplies that can be used: holiday banners to place around the tree, snow machine, BID pop-up tent, holiday ribbon
- The BID will focus on additional holiday activities to support shop small like the Elf Hunt and the Shop Local Activity flyer
- Some sponsorship support

BUDGET INFORMATION:

- Budget Range cost to produce this event: \$20,000-\$30,000
- Your budget should include the following three elements:
 1. Line-item estimate cost of each event element
 2. Income sources you plan on securing through sponsorships, marketplace fees, food vendor income, & kids' activities
 3. Production fee for your service

PROPOSAL FORMAT:

1. **Introduction:** Company overview and expertise in event services.
2. **Services Offered:** Detailed service offerings aligned with project scope of work (above).
3. **Pricing/Budget:** Clear pricing structure for the proposed services.

SELECTION CRITERIA:

Proposals will be evaluated based on:

- Experience and Expertise – Candidate has successfully completed similar projects and has the qualifications, personnel and availability to complete this project. We will evaluate the depth and breadth of staff and subcontractors.
- Demonstrated expertise in delivering event services for holiday events.
- Budget – The candidate has proposed a realistic budget for event elements and how you will raise money to help offset the cost

PROPOSED SCHEDULE FOR PRODUCER SELECTION:

- September 3: Advertise Request for Proposals (RFP)
- **September 16: RFP from producers are due**
- September 16-19: Committee review of RFPs
- September 20: Select producers are interviewed
- September 24: Contract awarded and signed
- **September 25: Producer begins work**

SUBMISSION GUIDELINES:

- **Submission Deadline: September 16**
- Submission Method: Email director@downtownsanrafael.org
- Contact Information for Inquiries: Sarah Tipple, Director of BID, director@downtownsanrafael.org, 415-849-1874

SEE PHOTO GALLERY ON NEXT PAGE...

PHOTO GALLERY FROM PREVIOUS YEARS:

