

Request for Proposal for an Event Planner for the ShoptheQueensway.com BIA summer festival

About the ShoptheQueensway.com BIA Festival



TheShoptheQueensway.com BIA is 3KM stretch located on the Queensway between Parklawn and Kipling. Our neighbourhood is in transition and has a mixture of car dealerships, box stores, grocery outlets and mom and pop shops.

Contact information:

Sheliza Esmail, Coordinator

info@shopthequeensway.com

Event Manager

1. LOGISTICS
 - Timeline
 - Waste
 - EMS
 - Parking
 - Permits
 - Site plan
 - Towing
 - Security
 - Rentals
 - Show flow
 - Vendors/health dept.
 - Set up/take down schedule

- On site presence
- Debrief

2. ENTERTAINMENT

- Content – ought to appeal to all demographics, budget permitting
 - Provide economic options & more costly options
- Bands
- MC
- Local flavour
- Kid zone
- Info booth
- STQ HQ
- Photographer/videographer

3. FOOD

- Structure of contest
- Judges
- Vendors
- Show flow for contest
- Prizes
- Craft beer taste-off

4. VOLUNTEERS/STAFFING

- Volunteers
- Manager
- Schedule
- Swag
- Check in system

5. MARKETING/COMMUNICATIONS

- All marketing materials
- PR
- Festival program
- BIA members & Biz outreach
- Social media plan & execution

6. SPONSORSHIP/VENDORS

- Sponsorship deck (in conjunction with marketing and communications)
- Prepare plan
- Identify targets
- Contract, invoice, collection, thank you
- Balance budget throughout sponsorship cycle
- Logos & copy for marketing materials
- Monthly reports
- Liaise w/ Board re special negotiations/needs
- Approach local businesses for Vendor opportunities

Quote for 1-4 \$ _____

Quote for 5 \$ _____

Quote for 6 \$ _____

7. List any Exclusions