

REQUEST FOR PROPOSAL (RFP)
SPECIALTY ALCOHOL BEVERAGE SPONSOR



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1. SUMMARY AND BACKGROUND

The TD Ottawa Jazz Festival is accepting proposals from interested beverage companies to be the exclusive **Specialty Alcoholic Beverage Partner** for our 2021 Festival with potential for renewal. We currently work with other industry partners in the areas of beer, cider and wine and want to expand the refreshment offerings to our 290,000+ patrons.

The purpose of this Request for Proposal (RFP) is to solicit proposals from various candidate businesses, conduct a fair and extensive evaluation based on criteria listed herein, and select the candidate who best fits the TD Ottawa Jazz Festival's goals and brand.

The TD Ottawa Jazz Festival ("OJF" or "Festival") is a not-for-profit organization that is dedicated to the promotion of Jazz and music in the National Capital Region. Founded in 1980, this year marks our landmark 40th anniversary. The TD Ottawa Jazz Festival is the premier music event to take place in downtown Ottawa and we are proud to be part of the continuing tradition of bringing jazz to the National Capital Region. The Festival's dynamic programming and innovations continue to present the finest musicians from across Canada and around the world in all genres and inspirations of Jazz; boasting the largest loyal audience of its kind in Eastern Ontario. Over the years, the Jazz Festival has presented some of the most dynamic jazz artists on the scene, from the traditional to the avant-garde, such as Joss Stone, Herbie Hancock, Norah Jones, The Roots, Salif Keita, Dave Brubeck, Chicago, Roy Haynes, k.d. lang, Branford Marsalis, Béla Fleck, Kenny Werner, Tony Bennett, Sonny Rollins, Terence Blanchard, Diana Krall, Willie Nelson, Brian Wilson, and John Mayall – to name only a few. In 2019, the Festival's total attendance was 290,000, proving just how popular a destination it is for tourists and local audiences alike. For more about the festival, go to www.ottawajazzfestival.com.

2. RFP GUIDELINES

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until 5pm EST January 15, 2021. All proposals must be signed by an official agent or representative of the company submitting the proposal.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals that include outsourcing or contracting work must include a name and description of the organizations being contracted.

All costs must include an explanation of all fees and costs.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by the Festival and will include scope, budget, schedule, and other necessary items pertaining to the project.

3. PROJECT PURPOSE AND DETAILS

Purpose:

TD Ottawa Jazz Festival is seeking a partner to expand the refreshment offerings it provides to patrons. Currently, our Festival includes the following events:

- a core 10 to 11-day outdoor summer festival with 290,000+ clientele.
- a 3-day indoor winter festival
- several other complimentary events throughout the year; including concerts and fundraisers.

Our current beverage partners receive exclusivity in the areas of beer, cider and wine, and as such are the only providers of said refreshments for our festival. The specialty alcoholic beverage partner will receive the equivalent exclusivity: specialty alcohol, for the purposes of this RFP, includes spirits, liquor & cocktails.

Details:

The TD Ottawa Jazz Festival is seeking a provider to offer its clientele the best in specialty alcoholic beverages during its events. Beer and Wine have been our usual offerings with sales around \$35,000 for wine and beer between \$55,000 and \$165,000, weather depending. The successful bid will be able to provide ready access to and delivery of a stable selection of product throughout all Festival events. However, each event can vary from one to another.

All proposals should consist of a combination of the following: cash sponsorship, discounted product, and/or complimentary product.

Please include in your proposal your organizations offerings in regards to the following details:

- cash sponsorship
- cost per unit of products charged to Festival, with % of discount noted
- detailed breakdown of any ancillary costs (delivery, service, tax etc.)
- amount of units to be provided complimentary to the Festival
- amount of product available

NOTE: All costs and fees must be clearly described in the proposal

4. BENEFITS OFFERED BY FESTIVAL

The following benefits are available to the successful bidder, provided by the Festival (to be negotiated):

- access to 290,000+ patrons
- brand exclusivity in product area
- digital and onsite marketing and promotional opportunities
- social media promotion
- onsite activation opportunities
- VIP events
- tickets & Passes
- sky is the limit...

5. TIMELINE

RFP Timeline:

All proposals in response to this RFP are due no later than 5pm EST January 15, 2021.

Evaluation of proposals will be conducted from January 18th, 2021 until January 22nd, 2021. If additional information or discussions are needed with any bidders during this window, the bidder(s) will be notified.

The selection decision for the winning bidder will be made no later than January 27th, 2021. Notifications to bidders who were not selected will be completed by February 5th, 2021.

Upon notification, the contract negotiation with the successful bidder will begin immediately and will be completed by February 12th, 2021.

Project Timeline:

TD Ottawa Jazz Festival – June 25 to July 4, 2021

Partnership Renewal Deadline – October 8, 2021.

6. QUALIFICATIONS

Your proposal should provide the following items for consideration:

- a brief description/history of your company
- a list of available beverages your company
- history of working with festivals | other sponsorships
- other current sponsorship arrangements (conflicting or not)
- connection to Ottawa

7. EVALUATION CRITERIA

TD Ottawa Jazz Festival will evaluate all proposals based on the following criteria:

- overall proposal suitability: your proposal must meet the scope and needs included herein and be presented in a clear and organized manner
- organizational experience: your proposal will be evaluated on your experience as it pertains to the scope of this project
- value and cost: your proposal will be evaluated on the balance of the three financial checkpoints – cost per unit, cash sponsorship & complimentary product

Proposals must be submitted by mail or email to the addresses below:
by January 15th, 2021 at 5pm EST:

James Richardson – Sponsorship Manager
TD Ottawa Jazz Festival
294 Albert Street, Suite 602
Ottawa, Ontario. K1P 6E6

or

james@ottawajazzfestival.com

8. QUESTIONS

Please direct any questions regarding this RFP by email to James Richardson at

james@ottawajazzfestival.com