



BUSINESS ASSOCIATION

REQUEST FOR PROPOSAL

124 Street and Area Business Association

Event Producer – All is Bright on 124 Street Festival 2023 Edmonton, AB

Background

The 124 Street and Area Business Association (124 Street BA) is a Business Improvement Area (BIA), representing the interests of over 400 businesses within this specific geographic location around 124 Street, between Japer Ave and 111 Ave. To learn more about what we do, please visit: www.124street.ca/about/

The All is Bright Festival is an annual free community light-up festival catering to families and patrons of all ages. It is designed to celebrate the coming of the winter season by lightning up 124th Street and adding programming to celebrate winter season.

Here is a photo collage of our 2021 event:

<https://www.124street.ca/event/all-is-bright-festival-10th-year-anniversary/>

Overview

We are looking for a comprehensive proposal from a qualified and experienced event producer for our All is Bright Festival taking place on Saturday, November 18, 2023. The event producer will lead all aspects of the event planning including stakeholder engagement, liaising with Civic Events staff at the City of Edmonton, fundraising/sponsorship planning, volunteer coordination and day of event management. The project contract will begin in early April and be completed in December 2023.



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Deliverables

The Event Producer will be responsible for the following:

- Working with the 124 Street BA staff and reporting to the Executive Director
- Master logistical event plan and schedule
- Fundraising and sponsorship coordination
- Budget and event plan preparation
- City/Civic Events liaison
- Entertainment contractors
- Vendors
- Volunteer Coordination
- Event set-up and tear down
- Event day management
- Bi-weekly briefings and progress update
- Festival budget forecast
- Promotional plan
- Other duties as required

Event Outcomes

All is Bright kicks off winter festivals in Edmonton. It is a free event that attracts people of all ages to the 124 Street and Area to enjoy live entertainment, community, and support local businesses. It is meant to welcome and celebrate the coming winter. In 2022, we had over 11,000 people attend. We are planning for similar attendance for 2023.

Event Budget

The total budget for the event is \$100,000, and of that \$50,000 will need to be raised. A portion of fundraising raised will be shared with the planner, and this percentage is negotiable. Please include your preferred percentage in your proposal.

Requirements for submission of proposals

Please submit details of past events you have produced, specifically, winter outdoor events, if applicable. Include your roles and responsibilities, budget, sponsorship, and fundraising, as well as what organizations you have worked with. The proposal does not need to be lengthy, 3-5 pages and links to past events pages, etc. is recommended.



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We are looking for an individual who can take initiative and leads, as well as someone who has experience in stakeholder relationships, managing multiple vendors/stakeholders and who understands planning events that build community. Familiarity with the 124 Street and Area BIA is community is an asset.

Anticipated selection schedule

Please submit your proposal by **Sunday, March 12, 2023** at 11:59pm.

We aim to contact a successful candidate by the beginning of April. Only candidates who are selected for an interview will be contacted.

Contact Information

Submit your proposals to Sarah Proudlock, Interim Executive Director, 124 Street and Area Business Association via email sarah@124street.ca. If you have questions, you can email or call Sarah at 780-413-6507.

Thank you for your interest in supporting our winter Festival!