



**REQUEST FOR PROPOSAL (RFP)**  
**FOR THE DEVELOPMENT OF THE**  
**2023 REGINA FOLK FESTIVAL**  
**BEVERAGE SERVICES CONTRACT**

**REGINA FOLK FESTIVAL**  
**ATTN: JOSH HAUGERUD**  
**1040 WINNIPEG STREET**  
**REGINA SK, S4R 8P8**

**ACCEPTING PROPOSALS:**  
**OCTOBER 20, 2022 THROUGH NOVEMBER 15, 2022**

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## **1. SUMMARY AND BACKGROUND**

The Regina Folk Festival is currently accepting proposals for their beverage service contract for the 2023 Regina Folk Festival, Aug. 11-13, 2023, in Victoria Park, Regina, SK.

The RFF is looking for a high quality, efficient, and cost-effective beverage company (beer and/or liquor) to work alongside our management and volunteer teams. The successful candidate(s) will be responsible for providing product and equipment, as well as troubleshooting for the Festival weekend in the following areas: Main Stage Beer Gardens, Backstage Hospitality Bar, Daytime Beer Gardens, After Parties, and Green Rooms, as well as additional RFF hosted events such as Volunteer parties and Concert Series.

The Regina Folk Festival Inc. is a non-profit charitable organization that was founded in 1969; we are the producers of the longest running music festival in Western Canada! Guided by its Board of Directors, the RFF Staff, contracts for service, and over 650 volunteers host both the annual RFF and a year-round concert and workshop series.

Our festival engages community members from all walks of life, and the diversity of our audience members and volunteers is remarkable. The ticketed Festival Main Stage includes a VIP/artists' hospitality tent and backstage area, Merchandise Tent, and Beer Gardens. The RFF is open for free during the day and programs 3 stages, a Children's Area, Arts Market, Food Court, and Daytime Beer Gardens. The RFF also holds an After Party each night of the Festival. Held annually in Victoria Park and the City Square Plaza, the Festival is a much anticipated and immense celebration of music and community.

The Regina Folk Festival celebrates the importance of music in our community. Building on grassroots origins, it pays attention to the emerging dialogues in the city and in the greater culture about how music fits into a rapidly shifting society. The Regina Folk Festival creates exciting events that boldly revel in artistic expression and the meaningful connections made through music.

- We highlight artists, music communities and traditions.
- We value community expertise.
- We grow meaningful relationships.
- We engage in on-going research and review.
- We move forward with curiosity and excitement.

### **OUR MISSION**

Through music we will contribute culturally and economically to the city of Regina and the province of Saskatchewan. We will also have an effective involvement in the evolution of the sector and in the building of inclusive community.



**OUR MANDATE**

The mandate of our organization is to:

- present accessible, high quality music and arts events
- provide opportunities for performance by artists, including Saskatchewan artists
- increase awareness and appreciation for a wide range of music
- contribute to the community, the sector and the evolution of music festivals
- build capacity, knowledge and skills to benefit the organization, the festival and the sector

**OUR BELIEFS**

We believe the work that we do as an organization:

- unites us with our community
- is an important part of the cultural mosaic of Regina, Saskatchewan and Canada
- is an integral aspect of our community's positive multicultural, artistic, economic and social development

**OUR VALUES**

The following values are recognized as being important to how we do our work:

<b>Value:</b>	<b>Definition:</b>	<b>We demonstrate this by:</b>
Accessibility / Inclusivity	Implies that all members of society have the opportunity and means to participate actively in an organization as clients, staff, board members or volunteers.	Having a central location, free programming, being wheelchair accessible, offering reasonably priced tickets and allowing 12 and under in for free
Accountability	Open, honest and transparent, policies, processes and reporting mechanisms.	Producing an annual report that includes an audited statement as well as hosting an annual general meeting.
Community engagement	Involves partnerships in which there are mutually beneficial, two-way interactions between the RFF and the community.	Offering outreach initiatives
Collaboration	Processes by which the RFF works with others to accomplish or enhance a common mission.	Partnering with WRAD and WFFC as well as local partners including the Artesian, MAG, SCES, Agribition, NDH and CCF.



Diversity	A good mix or blend of talent, audience, options and events. An appropriate balance of representation and respect for differences (gender, ethnicity, geographic, age etc.).	Providing diverse programming, marketing to diverse audiences, showing respect for differences and having a balanced board.
Education / youth & children	Our future success will always rely in upcoming generations.	Offering school workshops and family friendly Festival programming.
Environmental stewardship	The philosophy and accompanying actions of valuing and protecting the environment as something held in trust for future generations.	Exploring and implementing opportunities to minimize our environmental impact.
Good Value	Meet or exceed patrons' expectations between the perceived quality of the event attended and money spent.	Providing quality programming at reasonable prices.
Honouring our legacy	Respecting our unique origins.	Continue the tradition of folk festival workshops

## 2. PROPOSAL GUIDELINES

This RFP is being shared widely for an open and competitive process. We are excited to see the ways in which you think your company might fulfill the needs of the festival's beverage sales. Please include in your proposal what you think makes your brand fit with RFF, how you can ensure a strong, positive response from RFF attendees, and any creative ideas for the execution of the festival beverage sales areas. Proposals will be accepted until November 15, 2022 and a decision will be made by November 30, 2022.

If the organization submitting a proposal must outsource or contract any work to meet the requirements outlined below, this must be clearly stated with a name and description of the external company. Additionally, all costs outlined in the proposal must include any outsourced or contracted work.

## 3. PROJECT DESCRIPTION

REGINA FOLK FESTIVAL INC.  
 1040 WINNIPEG STREET REGINA, SK  
 S4R 8P8  
 p 306 757 0308



The Regina Folk Festival is seeking a beverage service company that aligns with the RFF’s values and needs. A strong emphasis will be put on the quality of products, services, and equipment to fulfill the scope of the project, as well as sponsorship opportunities that meet the RFF’s bottom line.

The successful candidate(s) will prove strong skills in product quality, timeliness, cost-effectiveness, savvy and reactive marketing, flexibility, as well as a structured and organized quote, invoice, and financial process. The successful candidate will be able to fulfill the scope of the project, either by themselves or in partnership with another candidate(s), be able to supply all product and equipment to ensure the smooth operation of all necessary bars and serving stations and be able to ensure strong sales of the product throughout the festival. The RFF strives to create a festival site for our patrons that is safe, secure, inclusive, respectful, and environmentally friendly.

#### 4. PROJECT SCOPE

The scope of this project includes pre-Festival planning and sponsorship negotiation, Festival set-up, maintenance and services throughout the weekend, and post-Festival tear-down. There may be added requests for products and services at the After Parties and Concert Series venues, as agreed on by both parties.

The proposal should include plans for the operation of each sales area, including product types, marketing plans to ensure success, staff and volunteer breakdown, and on-site area needs such as equipment and services. As such, the successful candidate(s) is responsible for, preferably, all the following:

##### Product

- A variety of dark, light, sweet/sour and non-alcoholic beers to be served in the Main Stage Beer Gardens, Daytime Beer Gardens, Backstage Hospitality Bar and in Green Rooms
- Either provide or allow the RFF to source other alcoholic beverages, such as red & white wine, coolers, and/or hard alcohol

Past year orders:

<b>Type</b>	<b>Size</b>	<b>2018</b>	<b>2019</b>	<b>2022</b>
Beer	59L	54	68	81
Beer	30L	79	74	36
Beer	12 pk	144	254	246
Beer	6 pk	88	294	96
Mixed Beverage	6 pk	0	80	80
Wine	4L	71	70	70
Wine	750ml	10	10	10



Wine	1500ml	3	3	3
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Equipment

- Refrigerated storage units (aka: “Reefers”) for kegs or cans in the Main Stage Beer Gardens and Daytime Beer Gardens
- Insulated hoses, taps, and other equipment for pouring stations using kegs
- 16-18oz cups, preferable compostable
- Ice Tubs – minimum 10-12 – for all products served in cans
- 10x10 pop-up tents (min. 2) – for Daytime Beer Garden service station

Service

- Representatives and/or staff to be on site for set-up, maintenance/troubleshooting/tear-down at all times during the festival
- Provide product training for RFF volunteers – on site
- Assist volunteers in changing over and troubleshooting keg systems, cooling, and sales
- Ability to pick-up and return kegs and products from BDL and South Albert Liquor Store
- Work with the After Party venue to provide necessary products for the bar and green rooms

Should your proposal outline an alternative plan for product delivery, staffing, and operations layout of the festival sales areas, please be clear on how it will fulfill the needs of the festival. *We are open to your ideas.*

**5. REQUEST FOR PROPOSAL AND PROJECT TIMELINE**

**Request for Proposal Timeline:**

Action	Date
RFP Posted	October 20, 2022
Final Day for Bidders to Submit Questions	November 10, 2022
<b>RFP Submission Deadline</b>	<b>November 15, 2022 - 5pm CST</b>
Evaluation of Bidders	November 16-30, 2022
Successful and Unsuccessful Bidders Notified	November 30, 2022
Contract Created with Successful Bidder(s)	January 13, 2022

**6. BUDGET & EVENT SCHEDULE**



All proposals must include proposed costs for each product, equipment rental, and service described in the project scope. Costs should be stated as one-time or non-recurring costs (NRC). Schedule is subject to change based on negotiations between the Regina Folk Festival and the awarded bidder during the event planning process. Any expected overtime hours should also be included.

### **SPONSORSHIP**

If the bidder is open to sponsorship negotiation, please indicate this on the proposal. The RFF is open to multi-year proposals upon the success of a trial year. Sponsorship recognition examples include event tickets, VIP access, on-site signage, recognition in the RFF event program, in social media, from our stages, and of course, the strong presence of the branding of the successful candidate throughout all sales areas. The RFF is committed to tailoring each sponsor's specific needs; we welcome your ideas!

### **EVENT TIMELINE**

Event planning begins in February 2023. Planning meetings begin in early February and will take place throughout the spring. Set-up of the 2023 Regina Folk Festival will take place the week of August 7-11, with the 2023 Regina Folk Festival in Victoria Park on August 13.

## **7. BIDDER QUALIFICATIONS**

Bidders should provide the following items as part of their proposal for consideration:

- Description of the company's experience in planning for and working large-scale events
- Description of company values, including approach to working with volunteers
- Examples of company actions that show alignment with RFF values (see Section 1)
- Examples of 3 or more events the company has been a part of





## 8. PROPOSAL EVALUATION CRITERIA

The winning bidder(s), if any, will be selected solely by the judgment of the RFF. The following weighted average scale will be used to score and determine the winning response:

<b>Criteria</b>	<b>Weight</b>	<b>Description</b>
<i>PRICE</i>	25%	<ul style="list-style-type: none"> <li>The RFF is a charitable organization and will be looking for quality product for good value. The amount of product we typically use is outlined in Section 4.</li> </ul>
<i>EVENT EXPERIENCE &amp; QUALIFICATIONS</i>	50 %	<ul style="list-style-type: none"> <li>Outline Bidder Qualifications as described in Section 7</li> <li>Ability to meet event scope and criteria as described in Section 4</li> <li>Responses that have contributors with experience in event management and working with Non-Profit or community organizations will be preferred.</li> <li>Recommendations and/or references from previous clients would be appreciated.</li> </ul>
<i>QUALITY OF RFP RESPONSE</i>	25%	<ul style="list-style-type: none"> <li>Our perceived ability of the respondent to successfully complete the aspects of the strategy outlined in this document.</li> </ul>

## 9. CONTACT INFORMATION

Questions and submissions can be made to:

Attn: Josh Haugerud, Executive Director, Regina Folk Festival  
1040 Winnipeg St, Regina, SK, S4R 8P8

Or by email to:  
Josh Haugerud  
[josh@reginafolkfestival.com](mailto:josh@reginafolkfestival.com)