



SPRINGFIELD AVENUE PARTNERSHIP • REQUEST FOR PROPOSALS EVENT PRODUCER

Springfield Avenue Partnership (SAP) is the district management corporation of the Springfield Avenue Special Improvement District known as Springfield Avenue Maplewood (SAM).

SAM is a commercial district nestled within the walking community of Maplewood, while offering a throughway from Newark to Union. This combination enables a true mix of businesses, activities and energy. You'll find first-time local merchants alongside specialty destination stores, new developments, national chains and much more.

The partnership is seeking an **Event Producer**. The event producer is responsible for managing and implementing the 5 major annual events, including planning, and promoting events; and seeking event sponsors. The event producer will build and maintain stakeholder/merchant relationships tied to events and will also work closely with neighboring Special Improvement Districts and the Maplewood Recreation/Cultural Affairs Division.

Contractor will report to the Executive Director of the SAP and will be required to attend monthly evening meetings and Township meetings on an as-needed basis.

THE 5 MAJOR ANNUAL EVENTS

MayFest (May 21)

Produced in partnership with Street Fairs

Community street fair with live music, food, entertainment, local vendor shopping

Attendees: Approximately 2000

Note: Planning has started, so event manager will have no more than a 50% planning role, but would be expected to be present and manage the event day-of.

Wine Tasting (June 1 in the evening)

Attendees: Approximately 200

Outdoor fundraiser & community event in collaboration with Wine Barrel

Sunday Jazz at the Gazebo (Up to 3 dates)

Attendees: Approximately 100

Relaxing Sunday jazz event

Craft Beer Tasting (October TBD)

Attendees: Approximately 2000

Outdoor fundraiser & community event in collaboration with Wine Barrel

Holiday Craft Fair (November/December—Up to 6 dates)

Attendees: Varies

Outdoor craft fair featuring local artisans with local entertainment

Responsibilities include:

- Venue sourcing, contracting, budget management, digital and/or print materials, communications/promotions, activities, theming/décor, entertainment, food and beverage, audiovisual, attendee registration, post-event reconciliation and reporting
- On-site support for events including some evenings and/or weekends
- Sourcing, negotiating and managing all contracts and vendors
- Cultivating a network of preferred vendors
- Invitation, promotion, and registration strategy
- Event marketing: kiosk posters, local press ads, digital promotions, social media, etc.
- Financial management, including budget development and management, billing and post-event reconciliation and cost analysis
- Develop and implement fundraising strategies to support all events

Production Budget

- Springfield Avenue has current budgets for event expenses/marketing materials/ad buys that do not need to be factored in.

PROPOSAL REQUIREMENTS:

- About/Bio
- 1-2 Samples of Events Experience
- Proposed Scope of Work
- Proposed Pricing *per Event* or *per Hour* ****only for manpower. Budget for materials, etc. will be provided by SAP. If you have any questions, please do reach out.**

Initial contract will be for up to 5 events with the intent to renew annually and potentially incorporate additional projects or services. SAP is also open to individuals who would prefer a part-time employee structure.

Questions? Please contact us at eventsmanager@springfieldavenue.com

Responses are due on 5/3/23.

Submissions will be reviewed upon receipt.

To Submit: Email your Proposal to: eventsmanager@springfieldavenue.com with subject line “**Event Producer RFP**”