



## **EARTH DAY FOOD & WINE VENUE HOST 2017-2019 REQUEST FOR PROPOSAL**

The purpose of this Request for Proposal (RFP) process is to invite interested properties to submit their proposal to host Earth Day Food & Wine's main event, presented by SIP Certified, in April 2017-2019.

### **EVENT OVERVIEW**

Each year SIP Certified presents Earth Day Food & Wine to celebrate sustainable food and wine culture in the Paso Robles region, highlighting a green lifestyle attractive to urban visitors. While there is a level of sophistication, our visitors regularly compliment us for the event's approachable and authentic atmosphere. Our unique event was one of the first to provide an opportunity for guests to connect directly with local farmers, winemakers, and chefs.

Visitors learn about a grower's farming practices while he adds fresh greens to the slider the chef just pulled off the grill. They see a winemaker demonstrate pruning as he kicks the ground with his dirty boots, holding a glass of his own wine. They tour with a local landscaper as he points to various native, water wise plants under the shade of a greenhouse made from reclaimed materials. Partners connect with individuals and companies who share their vision of treading more lightly and reducing their impact.

The event is "zero" waste with only 1.8 lbs of trash generated for 1,500 people, making it the most low impact event on the Central Coast and an ideal partnership for companies interested in environmental branding.

The production team provides full set-up and take-down of the event with the utmost forward planning. The robust marketing campaign achieves over 15M impressions per year, with the venue named in all impressions.

Festival hours are from 1:00 to 5:00 p.m. hosting approximately 1,500 people at the venue during event. Event dates are April 22, 2017; April 21, 2018; and April 13, 2019 respectively.

### **ORGANIZERS**

Earth Day Food and Wine is the brainchild of the Vineyard Team, a 501(c)3 non-profit organization working with growers on sustainability issues for 20 years. Each year we educate 1,000 growers in English and Spanish, along with administering the rigorous Sustainability in Practice (SIP) Certified Vineyards & Wines program.

Proceeds from this event support Spanish-speaking workers and their families in two ways:

- Educational Scholarships for Vineyard Workers' Relatives
- Free Spanish Language Education for Vineyard Workers

## **REQUIREMENTS AND ENHANCEMENTS**

Venues located within the California geographic territory between San Miguel and Arroyo Grande are invited to bid. Members of the Vineyard Team and SIP Certified properties will have the first opportunity to match bids and prices. SIP Certified properties will be given additional consideration in the selection process.

The term of the bid will be for three years (2017 – 2019), subject to satisfactory review by the Earth Day Food & Wine committee and production team. If the venue has a tasting room, ABC requires the tasting room to be closed and the winery surrender their license for the hours of the event, if the event is within their licensed premises.

A venue must be able to meet all the requirements and is expected to provide some or all of the enhancements below:

1. Venue for Wednesday – Monday the week of the event (required)
2. Marketing and promotions to include, but not limited to: wine club mailings, social media networking, and ticket sales. Organizers expect the venue to sell 150-200 tickets through their audience.
3. Two exit/entrances to venue accessible in inclement weather (required)
4. Parking for 300-600 vehicles (required)
5. Day of staffing of 6-10 people (required)
6. Restrooms for 1200-1500 people (enhancement)
7. Security for 1200-1500 people (enhancement)
8. Shore power (enhancement)

Applicants could bring additional creative services to their proposal; this list is not exhaustive.

It is expected that the venue will provide a combination of cash and in-kind services as a reflection of the quality exposure the brand/venue will receive as a result of hosting Earth Day Food & Wine.

## **PROPOSAL SCHEDULE**

The schedule is based on our current timelines, but is subject to change.

<b>Project Milestones</b>	<b>Deadline</b>
Email Intent to Submit	December 1, 2015
Proposals Due	January 15, 2016
Site Check	February 1, 2016
Award Contract	March 1, 2016

## **PROPOSAL GUIDELINES**

By responding to this RFP, the vendor agrees to be responsible for fully understanding the requirements and other details of the RFP, and will ask any questions to ensure such understanding is gained. The Vineyard Team retains the right to disqualify vendors who do not demonstrate a clear understanding of the needs. Furthermore, the right to disqualify a vendor extends past the contract award period and the Vineyard Team will be at no fault, cost, or liability.

### **Good Faith Statement**

All information provided by the Vineyard Team is offered in good faith. Specific items are subject to change at any time based on business circumstances.

### **Communication & Proposal Submission Guidelines**

Communications shall not be effective unless from a company representative authorized in managing RFP's and contracts. In no case shall verbal communication govern over written communication.

### **Proposal Content**

The proposal should include the attached questionnaire and a cover letter that clearly indicates, at a minimum, the following:

- Company "fit" with Earth Day Food & Wine and alignment with the Vineyard Team's mission to promote sustainability
- Capacity to host and service the event to the highest level
- Marketing and outreach capacity and commitment

Please email your intent to submit by **December 1, 2015** and submit your proposal on or before **January 15, 2016**.

Final proposals should be sent electronically to:

Vineyard Team

Email: [kyle@vineyardteam.org](mailto:kyle@vineyardteam.org)

Phone: 805.466.2288

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**Please complete the questionnaire and provide additional materials that you feel are relevant.  
Submit all materials with a cover letter for the final proposal.**

## Contact Information

Company Name: \_\_\_\_\_ Main Contact: \_\_\_\_\_  
Title: \_\_\_\_\_ Email: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Website: \_\_\_\_\_

## Company Information

Year Established: \_\_\_\_\_ Number of Employees: \_\_\_\_\_  
SIP Certified: \_\_\_\_\_ If so, what year first certified: \_\_\_\_\_

List Charitable and Community Activities:

Have you ever hosted a 1200-1500 person event at this location? If yes, please describe.

## Atmosphere & Service

Description of venue atmosphere and services provided:

## Customer Database

What is the quantity of your wine club or consumer database? What are the general demographics?

We can provide access to the venue the Wednesday – Monday of the event.  Yes  No  Maybe

We have two exit/entrances to the venue that are accessible in inclement weather.  Yes  No  Will Construct

We have parking for 300-600 vehicles.  Yes  No  Will Construct

Please describe parking material, distance from site, access, and general parking parameters:

We can provide staffing of 6-10 people for the day of.  Yes  No

We can provide restrooms for 1200-1500 people.  Yes  No

Please describe the types of restrooms, location, distance from site, and quantity. If you plan to use an outside vendor, please indicate the company and why you would use them for this event:

We can provide security for the day of.  Yes  No

Please indicate the security company you work with and why you would use them for this event:

We have shore power available at the event.  Yes  No

Please indicate the size service and size panels, and what those each feed.

We will provide the following marketing, social media, promotion, and outreach:

Why is your venue the ideal location for Earth Day Food & Wine?

Please indicate what cash and/or other services you plan to provide for this event:

**Email Questionnaire, Supporting Documents, and Cover Letter to  
[kyle@vineyardteam.org](mailto:kyle@vineyardteam.org) by January 15, 2016.**