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Request For Proposal to

Host a Live Concert Event



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# **REQUEST FOR PROPOSAL**

Wichita State University is seeking proposals from contractors with relevant experience to host a live concert event on our campus. The objectives of this project are:

* To provide an engaging and entertaining live concert experience for our students, faculty, staff, and the wider community.
* To showcase talented performers and musicians, promoting the arts and culture within our university.

This project must provide adequate information to determine:

* The scope and scale of the live concert event, including the expected duration, number of performers, and anticipated audience size.
* The technical requirements for the event, such as sound systems, lighting equipment, stage setup, and any special effects.
* The proposed timeline and logistics for the event, including load-in and load-out processes, rehearsals, and event management.
* The cost estimate for hosting the live concert event, including all necessary equipment, staffing, permits, and any additional services required.
* The contractor's experience in organizing and managing similar live concert events, including references or testimonials from previous clients.

Contractors submitting proposals should address the above points and include any additional relevant information that would help WSU assess the feasibility and suitability of their proposed approach.

# **INTRODUCTION**

We are excited to present our proposal for hosting a captivating live concert event at Wichita State University (WSU).

At WSU, we recognize the importance of fostering a vibrant campus culture that embraces the arts and provides a platform for talented performers to showcase their skills. Our proposal seeks to bring together exceptional musicians and performers to deliver an electrifying live concert that will captivate audiences and leave a lasting impact. From renowned headliners to emerging local talents, our carefully selected performers will deliver an exceptional live music experience that will resonate with attendees.

To ensure an immersive and seamless event, our proposal encompasses all aspects of concert production. This includes state-of-the-art sound systems, lighting equipment, stage setup, and any necessary special effects to create a visually stunning and acoustically rich atmosphere. Our team of experienced event managers will handle all logistical aspects, from load-in and load-out processes to rehearsal schedules, ensuring a smooth and successful event.

We understand that safety and security are paramount, and we will work closely with WSU's security personnel to implement comprehensive measures to ensure a secure environment for all attendees. Additionally, we will collaborate with the university to address any specific requirements or regulations, adhering to the highest standards of professionalism and compliance. Our proposal includes a detailed budget that covers all essential elements of the live concert event, including artist fees, technical equipment, staffing, permits, and additional services. We are committed to delivering a cost-effective solution without compromising on the quality and impact of the concert experience.

We believe that hosting a live concert event at WSU will not only entertain and engage the campus community but also promote the university's commitment to fostering a vibrant arts and culture scene. We are confident that our expertise, passion, and attention to detail will result in an extraordinary concert experience that will be remembered by all who attend.

# **PROJECT OBJECTIVE**

Our Main Objective of this event/project is to:

* **Engage the Campus Community:** The event aims to captivate and engage the university community, including students, faculty, staff, and alumni, by offering a live concert experience that resonates with their diverse musical preferences. The objective is to create an inclusive and vibrant atmosphere that fosters a sense of unity and excitement among attendees.
* **Promote the Arts and Culture:** The concert event seeks to promote the university's commitment to the arts and culture by showcasing a diverse range of talented artists. Through this event, Wichita State University aims to support and highlight the local and regional music scene, providing a platform for emerging artists while also featuring renowned performers. The objective is to celebrate creativity, talent, and artistic expression within the university community and beyond.
* **Enhance Campus Life and Community Engagement:** The concert event intends to enhance the overall campus life experience by offering a memorable and entertaining event that contributes to the university's sense of community and belonging. By hosting an exciting live concert, Wichita State University aims to provide students and the wider community with an opportunity to come together, socialize, and create lasting memories.
* **Ensure Safety and Security:** The safety and security of all attendees are paramount. The objective is to implement robust safety measures and collaborate closely with WSU's security personnel to create a secure environment throughout the event. This includes crowd management strategies, emergency preparedness plans, and adherence to relevant safety regulations, ensuring a worry-free experience for all participants.

By accomplishing these objectives, the live concert event at Wichita State University endeavors to create an immersive and delightful experience that enriches the university's cultural tapestry, fosters stronger community bonds, and elevates the overall ambiance on campus.

# **SCOPE OF WORK**

**Technical Aspects** for Live Concert Event:

1. Sound System and Equipment:
   * High-quality sound system including speakers, amplifiers, and mixing consoles.
   * Microphones, stands, and cables for performers and presenters.
   * Backline equipment for musicians, such as instruments and amplifiers.
   * Sound engineer to ensure optimal audio quality and balance during the event.
2. Lighting Design and Setup:
   * Professional lighting fixtures, including spotlights, floodlights, and special effects lighting.
   * Lighting control console and programming for dynamic lighting effects.
   * Truss structures and rigging for mounting lights and ensuring proper coverage.
   * Lighting technician to design and operate the lighting setup throughout the concert.
3. Stage and Set Design:
   * Sturdy and visually appealing stage design that accommodates the performers and equipment.
   * Backdrop or LED screens for visual enhancements and branding opportunities.
   * Stage props, decorations, and stage elements as per the concert theme or artist requirements.
   * Stage crew to handle the stage setup, changes, and ensure smooth transitions.

**Management Strategies** for Live Concert Event:

1. Project Management:
   * Assign a dedicated project manager to oversee all aspects of the concert event.
   * Develop a detailed project plan, including timelines, milestones, and deliverables.
   * Establish effective communication channels among the project team, stakeholders, and vendors.
   * Regularly review and monitor project progress, addressing any issues or changes promptly.
2. Vendor Coordination:
   * Identify and engage reputable vendors for sound, lighting, stage setup, and other event-related services.
   * Collaborate with vendors to ensure timely delivery, setup, and operation of equipment.
   * Clearly communicate event requirements and expectations to vendors.
   * Negotiate contracts and agreements with vendors, considering cost, quality, and service level.
3. Talent Management:
   * Select and contract talented artists or performers suitable for the concert event.
   * Coordinate logistics for artists, including travel arrangements, accommodation, and hospitality.
   * Facilitate communication between artists, their management, and the event team.
   * Ensure artist requirements and technical riders are met to guarantee a successful performance.

**Cost Estimates** for Live Concert:

1. Equipment and Technical Services:
   * Sound system and equipment rental: $2,000.
   * Lighting setup and operation: $1800.
   * Stage and set design: $4,000.
   * Technical personnel (sound engineer, lighting technician, stage crew): $3,000.
2. Talent and Performers:
   * Artist fees and contracts: $7,000
   * Travel and accommodation expenses for artists: $2,400
3. Event Production and Management:
   * Project management and coordination: $1700
   * Vendor services and coordination: $1600
   * Marketing and promotional expenses: $1500

The Total Budget will sum up to almost **$25,000.**

# **PROJECT TEAM / SKILL SET REQUIRED**

Project team with different skill set required are:

1. Project Manager:

* The project requires an experienced manager with a strong background in event coordination and management.
* The selected individual will possess excellent organizational and leadership skills to oversee the entire project.
* Effective project planning and execution, along with exceptional communication and negotiation abilities, are crucial for coordinating with stakeholders, vendors, and artists.
* The project manager should be proficient in budget management and resource allocation to ensure a successful event within the allocated resources.

2. Event Coordinator:

* A meticulous event coordinator is needed to handle the intricate details of planning and executing a large-scale concert event.
* This individual will manage logistics, scheduling, and coordination of various event elements.
* Quick problem-solving skills are necessary to address any unforeseen challenges that may arise during the planning and execution phases.
* The event coordinator will also be responsible for managing vendors to ensure timely service delivery and adherence to quality standards.
* Familiarity with permits, licenses, and legal requirements related to hosting a live concert event is essential.

3. Technical Team:

* The technical team comprises specialized professionals with expertise in different aspects of event production.
* A skilled sound engineer will handle audio systems and equipment setup to ensure optimal sound quality.
* A proficient lighting technician will design and operate the lighting systems for an engaging visual experience.
* The stage crew will be responsible for efficient stage setup, changes, and equipment movement.
* Audiovisual technicians will manage audiovisual equipment, video projections, and multimedia integration during the event.

4. Marketing and Promotion Specialist:

* The event requires a creative marketing and promotion specialist to attract the target audience and maximize attendance.
* This individual will develop effective marketing strategies and campaigns for the concert event.
* Proficiency in digital marketing platforms, social media, and public relations is essential for successful promotion.
* The marketing specialist will create compelling content and promotional materials to generate excitement and awareness about the event.
* Strong analytical skills will be employed to evaluate marketing efforts and optimize campaign performance.

5. Finance and Budgeting Specialist:

* The project necessitates a finance and budgeting specialist to manage financial aspects and ensure the event's financial sustainability.
* This individual will analyze financial data, prepare accurate cost estimates, and track expenses throughout the project.
* Effective budget management and identification of cost-saving opportunities are crucial to keep the event within budgetary constraints.
* The finance specialist will also handle contract negotiation and vendor management to optimize project expenditures and maintain financial records.

Each team member brings unique expertise to their respective roles, enabling a comprehensive approach to all aspects of the event. This well-rounded team will effectively manage technical requirements, logistical challenges, marketing initiatives, and financial considerations, ensuring a successful and memorable live concert experience.

# **RESOURCE AVAILABILITY**

Resource Availability for Hosting a Live Concert Event at Wichita State University:

* **Venue:** Wichita State University offers suitable venues on campus that can accommodate a live concert event. The availability of venues like auditoriums, stadiums, or open spaces will be considered based on capacity, location, infrastructure, and accessibility to ensure a seamless event experience.
* **Equipment and Infrastructure:** Wichita State University can provide essential equipment and infrastructure required for a live concert event, including staging, lighting and sound systems, video screens, seating arrangements, and other necessary technical equipment. The university's existing resources or partnerships with local production companies will be utilized to ensure availability and suitability for the event.
* **Personnel:** The university has a pool of skilled personnel and event management teams who can contribute to various roles involved in hosting a concert event. Experienced professionals in event management, production, security, ticketing, marketing, and customer service can be assigned to ensure the smooth execution of the event. In case additional personnel are required, external hiring or collaboration with event management agencies will be considered.
* **Artists and Performers:** Wichita State University will explore opportunities to secure renowned artists and performers for the live concert event. Collaboration with talent agencies, artist management companies, and local music industry contacts will be made to identify and secure suitable artists who align with the event's theme and target audience.
* **Finances:** The availability of financial resources is crucial for hosting a successful live concert event. Wichita State University will allocate a budget for the event, considering various factors such as venue rental fees, equipment rentals, staffing costs, marketing expenses, artist fees, and other operational expenditures. Financial resources may come from the university's allocated funds, sponsorship partnerships, ticket sales, or fundraising efforts to ensure adequate financial support for the event.
* **Permits and Legal Requirements:** Wichita State University will proactively address permits and legal requirements necessary for hosting a live concert event. This includes obtaining the required licenses, complying with safety standards, and securing appropriate insurance coverage. The university will liaise with local authorities, venue management, and legal advisors to ensure all necessary permits and legal obligations are met.

# **PROJECT CONSTRAINTS**

Organizing a live concert event can present both thrilling and demanding endeavors. There exist multiple limitations that necessitate contemplation during the project's conceptualization and implementation. Several limitations exist when organizing a live concert event, including:

**Budget:** The financial resources allocated for a live concert event can pose a significant limitation. The aggregate expenses of renting the venue, engaging artists, procuring sound and lighting equipment, marketing, and other related costs can rapidly accumulate. The allocation of financial resources will dictate the selection of venues, the recruitment of artists, and the provision of amenities.

**Venue availability:** The availability of an appropriate venue can pose a significant limitation. The scheduling of the event is contingent upon the accessibility of the venue. The availability of a venue for an event may be constrained by its geographical location and level of demand, necessitating early booking to secure a suitable date.

**Technical requirements:** Hosting a live concert event entails intricate and costly technical prerequisites. The meticulous planning and execution of technical aspects such as sound and lighting equipment, stage setup, and other related requirements are crucial in ensuring the seamless flow of the event.

**Permits and licenses:** The organization of a live concert event may necessitate the acquisition of permits and licenses. These may encompass licenses for auditory disturbances, alcoholic beverages, and culinary provisions. Securing all requisite permits and licenses prior to the event is a crucial step to be taken.

**Safety and security:** The paramount significance of safety and security cannot be overstated when organizing a live event. To ensure the safety of attendees, artists, and staff, it is imperative to plan and implement measures for crowd control, emergency preparedness, and security.

**Talent availability:** The presence of skilled performers may pose a limitation for the organization of a live musical performance. The scheduling of renowned performers may occur well in advance, spanning several months or even years, thereby constraining the range of choices for the occasion.

**Marketing and promotions:** Marketing and promotion play a crucial role in ensuring the success of a live concert event. The development and implementation of efficient marketing and promotional tactics are imperative in order to allure participants and stimulate enthusiasm for the occasion.

**Weather:** The occurrence of outdoor events is susceptible to the influence of weather conditions, which possess an inherent quality of unpredictability and uncontrollability. Adverse weather conditions such as precipitation, gusty winds, and extreme temperatures can exert a significant influence on both the turnout and the outcome of the event.

**Time constraint:** The limitation of time can pose a significant impediment to organizing a live concert event. The temporal constraints associated with organizing and implementing an event can restrict the feasible alternatives and necessitate judicious planning and execution.

**Accessibility:** The aspect of accessibility holds significant importance for individuals attending a live concert event. It is imperative that the chosen venue is inclusive and accommodating to all participants, irrespective of any physical disabilities or mobility limitations they may have. It is imperative to consider sufficient parking and transportation alternatives.

# **SELECTION PROCESS**

A review committee will evaluate all received proposals based on the provided criteria.

1. **Experience and Track Record:** The proposal will be evaluated based on the event organizer's previous experience and successful execution of live concert events. The assessment will consider their history, accomplishments, and references in organizing similar events.
2. **Event Concept and Theme:** The creativity and alignment of the proposed event concept and theme with the university's goals and target audience will be assessed. The evaluation will focus on the uniqueness and appeal of the proposed concept.
3. **Artistic Excellence:** The quality of the performers, artists, and entertainment acts included in the proposal will be evaluated. Consideration will be given to their talent, relevance to the event theme, and ability to captivate the audience.
4. **Technical Production Plan:** The feasibility, innovation, and ability to create an engaging concert experience will be assessed in the technical production plan. The evaluation will focus on aspects such as sound, lighting, staging, and visual effects.
5. **Marketing and Promotion Strategy:** The effectiveness and creativity of the marketing and promotion strategy outlined in the proposal will be evaluated. Consideration will be given to the use of digital marketing, social media engagement, advertising, and collaborations to attract a diverse audience.
6. **Financial Viability:** The feasibility and cost-effectiveness of the financial plan and budget provided in the proposal will be assessed. The evaluation will consider factors such as revenue streams, ticket pricing, sponsorship opportunities, and effective cost management strategies.
7. **Risk Management and Contingency Plans:** The proposal should address potential risks and demonstrate contingency plans to mitigate unforeseen circumstances during the event. The evaluation will assess the thoroughness of risk assessment and proposed measures for ensuring safety and success.
8. **Sustainability and Environmental Considerations:** Proposals incorporating sustainable practices, environmental responsibility, and waste reduction initiatives will be favorably considered. The evaluation will focus on proposals that demonstrate a commitment to eco-friendly event planning and execution.
9. **Community Engagement:** The extent to which the proposed live concert event engages and benefits the local community, including students, faculty, staff, and residents of Wichita, will be evaluated. Collaborations with local businesses, charitable partnerships, and community-focused initiatives will be considered positively.
10. **Feasibility and Impact:** The overall feasibility of the proposed event, including logistical considerations, timeline, and available resources, will be assessed. The potential impact of the event on the university's reputation, community engagement, and attendee experience will also be considered.

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| **#** | **Evaluation Criteria** | **Weight** |
| 1 | Experience and Track Record | 5 |
| 2 | Event Concept and Theme | 20 |
| 3 | Artistic Excellence | 10 |
| 4 | Technical Production Plan | 5 |
| 5 | Marketing and Promotion Strategy | 10 |
| 6 | Financial Viability | 10 |
| 7 | Risk Management and Contingency Plans | 10 |
| 8 | Sustainability and Environmental Considerations | 10 |
| 9 | Community Engagement | 10 |
| 10 | Feasibility and Impact | 10 |
| **Total possible points** | | 100 |

The validity period of all submitted proposals shall be a minimum of one hundred and twenty (120) calendar days from the final date specified for proposal submission. Proposers have the option to withdraw their proposals by submitting a written request to the address provided in this solicitation before the deadline for proposal submission. It should be noted that any negligence on the part of the proposer in the preparation of the proposal does not grant the right to withdraw the proposal after the designated submission deadline has passed.

# **TERMS AND CONDITIONS**

1. Proposal Submission:
   1. All proposals must be submitted in writing by the specified deadline.
   2. Proposals should be sent to the designated contact person or department mentioned in the proposal request.
   3. Late proposals may not be considered.
2. Proposal Validity:
   1. Proposals shall remain valid for a minimum period of 120 calendar days from the proposal submission deadline.
   2. The organization reserves the right to request an extension of the proposal validity period if needed.
3. Confidentiality:
   1. All information provided in the proposal, including financial data, marketing strategies, and trade secrets, shall be treated as confidential.
   2. The recipient of the proposal shall not disclose any confidential information to third parties without prior written consent from the organization.
4. Evaluation and Selection:
   1. The organization will review all submitted proposals based on predetermined evaluation criteria.
   2. The organization reserves the right to request additional information or clarification from proposers, if necessary.
   3. The final selection of the proposal will be at the sole discretion of the organization.
5. Acceptance of Proposal:
   1. If the proposal is accepted, the organization will enter into further negotiations and formalize the agreement with the selected proposer.
   2. The proposer may be required to provide additional documentation, such as insurance certificates, permits, licenses, or proof of qualifications, as requested by the organization.
6. Scope of Work:
   1. The selected proposer shall adhere to the agreed-upon scope of work, which includes the planning, organization, and execution of the live concert event.
   2. Any changes or deviations from the scope of work must be approved in writing by both parties.
7. Payment and Terms:
   1. The payment terms, including the schedule and method of payment, shall be negotiated and specified in the final agreement.
   2. Invoices submitted by the proposer should include all necessary details, such as the event name, invoice number, and payment instructions.
8. Termination:
   1. Either party may terminate the agreement in writing if there is a breach of terms or if unforeseen circumstances arise that make it impractical or impossible to continue with the event.
   2. Termination shall be without prejudice to any rights or remedies that either party may have against the other.