

REQUEST FOR PROPOSAL

Balloon Glow/ Balloonmeister



*Tall Stacks Music, Arts & Heritage Festival
October 4-8, 2006
Cincinnati, Ohio*

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Section I - INTRODUCTION AND GUIDELINES

1. DESCRIPTION OF EVENT AND INTRODUCTION

1.1 Below is a description of the Tall Stacks Music, Arts & Heritage festival. More information may be found at www.tallstacks.com.

Tall Stacks was first held as part of Cincinnati's Bicentennial year in 1988. It was one of five events that took place throughout 1988 to celebrate Cincinnati's 200th birthday. Tall Stacks was by far the most popular and well attended of those five events. Because of the unique qualities of the festival, the Toronto Globe & Mail and the Chicago Tribune named Tall Stacks one of the top ten events in the world that year. The first Tall Stacks welcomed 14 riverboats and over 700,000 people to the city's riverbanks for three days in October. Tall Stacks launched a legacy of pride in Cincinnati's rich river history and rekindled the nation's love affair with the steamboat.

In 2003, the Tall Stacks Music, Arts & Heritage Festival lasted five days and expanded on previous events by adding enhanced onshore entertainment and educational activities. The five-day event saw over 900,000 visitors and had an economic impact on the Greater Cincinnati area of \$48.5 million. This number includes over 60,000 children attending the event on school field trips or with their families, visiting Sawyertown and its ten, interactive learning centers, watching Children's Theatre performances and taking harbor cruises on one of the Tall Stacks riverboats. In addition, thousands enjoyed performances by some of the top names in music including BB King, Ricky Skaggs, Mary Chapin Carpenter, the Blind Boys of Alabama and Los Lobos. In all, over 100 artists gave musical performances at Tall Stacks. In addition, there were nightly fireworks displays, hot-air balloon events, theatrical performances and bicentennial commemorations. The 2003 event also saw the introduction of the Theme Cruise. This new ticket option introduced thousands to the riverboat experience through Wine Tastings, Ice Cream Socials, Riverboat History cruises, Family Fun cruises, Cincinnati Zoo cruises and many more. As stated in one headline that appeared during the event in the Cincinnati Enquirer, "Tall Stacks told the world we know how to party".

The Tall Stacks Music, Arts & Heritage Festival will return to Cincinnati October 4-8, 2006 with even more music, food, fun and riverboats to entertain and educate thousands and to once again shine positive national attention on the Tri-State.

1.1 This document is a formal Request for Proposal (RFP) and specifies the pertinent objectives, requirements and operations for a particular service for the 2006 Tall Stacks Music, Arts, and Heritage Festival (TALL STACKS). These specifications are being provided to serve as a basis for detailed proposals companies may wish to submit to TALL STACKS for consideration.

1.2 TALL STACKS reserves the right to reject any or all proposals received if such action is considered to be in the best interest of TALL STACKS. This request does not obligate TALL STACKS to pay any cost incurred by vendors related to submission of proposals in response to this RFP.

2. CONTACT PERSONNEL

2.1 All inquiries concerning this proposal should be submitted via e-mail to the TALL STACKS personnel listed below:

For inquiries-
Chris Reineke
Operations Assistant
chris.reineke@tallstacks.com

For inquiries-
Todd Duesing
Director of Land Operations
tduesing@memi.biz

Tall Stacks Music, Arts & Heritage Festival
537 East Pete Rose Way, Suite 101
Cincinnati, Ohio 45202
Phone: 513-721-0104
Fax: 513-231-4412

2.2 For TALL STACKS to ensure equal treatment of all participating vendors, the names listed above are TALL STACKS's only designated representatives for this RFP. Please direct any questions or other correspondence to these representatives.

3. PROPOSAL SUBMISSION

3.1 All proposals submitted must be delivered no later than **10:00 a.m., Friday, February 24, 2006** to be considered for evaluation. Proposals received after this time will not be accepted and will be returned to the vendor unopened.

3.2 Three (3) copies of the completed proposal must be submitted in a sealed envelope and should indicate on the envelope face "Sealed Proposal". Sealed telegrams or mailgrams are not acceptable responses and will not be accepted. Send all proposals to:

RFP Review – Balloon Glow/ Balloonmeister
Tall Stacks Music, Arts & Heritage Festival
537 East Pete Rose Way
Suite 110
Cincinnati, OH 45202

3.3 Address all such correspondence to the TALL STACKS office listed above.

4. VENDOR PROPOSALS

4.1 All proposals are to be submitted in the format specified in Section II.

4.2 Elaborate and expensive proposal copy is not required; neat, legible and clearly stated information is adequate and will be used in the evaluation process. Vendor brochures may be included on an optional basis, but may not be substituted for the information requested herein (which must be all-inclusive and self-contained in the proposal).

4.3 All cost data for the products and services should comply with the definitions provided in Section II. Cost may be reviewed if the specifications and/or requirements change.

4.4 By submitting a proposal, a Vendor is agreeing to be bound by all of the specifications herein.

4.5 Proposals will not be returned.

5. GUIDELINES FOR PROPOSAL EVALUATION

5.1 Each proposal must satisfy the objectives and requirements detailed in the specifications of Section II. The features and/or services of the proposed program, considered together with its economic and service benefits, will provide the basis for the evaluation process by TALL STACKS.

6. VENDOR SELECTION

6.1 Vendor selection shall be determined by an evaluation of the total content of the proposal submitted. TALL STACKS reserves the right to:

- a. Not select any of the vendors' proposals.
- b. Select only portions of a particular vendor's proposal for further consideration, (however, vendors may specify portions of the proposal that they consider "bundled".)
- c. Award any resultant contract, from the time of proposal submittal through November 1, 2006. Vendor's proposal(s) should be valid through this time period.

6.2 TALL STACKS shall not be obligated to explain the results of the evaluation process to any vendor.

6.3 TALL STACKS may require vendors to demonstrate any services in their proposal prior to submitting a bid within reasonable means.

6.4 All vendors are to supply a list of references where the same or similar products or services have been utilized.

7. CONTRACTUAL REQUIREMENTS

7.1 This RFP is not intended to be an offer, order or contract and should not be regarded as such, nor shall any obligation or liability be imposed on TALL STACKS. TALL STACKS reserves the right to refuse any offer made at its sole discretion.

7.2 The selected vendor's proposal, and any subsequent material submitted in response to requests for additional information, will become the basis for contractual agreements with a vendor. Subsequent to TALL STACKS's selection of a vendor, contract negotiations will establish the following conditions, based on the vendor's proposal: The terms of the acceptance, method of payment, and conditions of the contract that are not met.

8. USE OF INFORMATION

8.1 Any specifications, drawings, sketches, models, samples, data, computer programs or documentation or other technical or business information ("Information") furnished or disclosed to the vendor under this RFP, or as the result of this RFP shall remain the property of TALL STACKS and, when in tangible form, all copies of such information shall be returned to TALL STACKS upon request. Unless such information was previously known to the vendor, free of any obligation to keep it confidential, or has been or is subsequently made public by TALL STACKS or a third party, it shall be held in confidence by the vendor, shall be used only for the purposes of this RFP, and may not be used for other purposes except upon such terms and conditions as may be mutually agreed upon in writing.

8.2 No specifications, drawings, sketches, models, samples, tools, or other apparatus programs, technical information or data, written, oral or otherwise, furnished by vendor to TALL STACKS under this RFP or in contemplation of a contract shall be considered by vendor to be confidential or proprietary.

8.3 The use of the official trademarks of Tall Stacks Music, Arts & Heritage Festival is to be done within the guidelines that have been created for doing so. All reproductions of the trademarks are subject to approval from the appropriate TALL STACKS staff representative.

9. SPECIAL TERMINOLOGY

Some of the terminology used in the RFP is characteristic of the TALL STACKS operating environment. Such terminology may denote or imply specific vendor offerings, but should not be construed as restrictive in any way unless clearly stated.

10. TERMS

Payments to vendors will be submitted and processed under TALL STACKS's normal payment procedures that generally provide for the issuance of payments approximately 60 days subsequent to the complete delivery of product and/or services. To ensure prompt payment TALL STACKS should receive vendor invoices by October 20, 2006

Section II - Technical Specifications

1. Product and Service Requirements
2. Delivery Requirements
3. Sponsorship Opportunity
4. Contact Information

1. PRODUCT REQUIREMENTS

Vendors are asked to quote on the services listed below

- The Balloonmeister will act as the primary point of contact between the selected balloonists and TALL STACKS. The balloonmeister will be the lead consultant for the balloon glows on Friday and Saturday nights of the 2006 event.
- The Balloonmeister will solicit to his or her colleagues to attend the event in exchange for a hospitality package to be provided by and agreed upon with TALL STACKS.
- The Balloonmeister will only solicit balloons that have no corporate identification on the balloon. A minimum of ten balloons must be solicited for each balloon glow.
- The Balloonmeister will be available to consult Tall Stacks as needed prior to the event by attending occasional meetings.
- The Balloonmeister will assist TALL STACKS in acquiring all government documents and permits.
- The Balloonmeister will work with TALL STACKS to acquire all necessary materials and land to support the production of the event.
- The following items need to be included in your proposal:
 - a) Your company's plan for attracting participants and the basic operation of two balloon glows.
 - b) Sample, proof of existing, or a quote for appropriate insurance that when purchased will name Greater Cincinnati Tall Stacks Festival, City of Cincinnati, City of Newport, Music and Event Management Inc, and the Cincinnati Recreation Commission.
 - c) A spreadsheet that details event production costs, including supplies and hospitality packages. Please also breakout separately, but include Balloonmeister's consultant fees and costs.
 - d) A brief narrative explaining your company's experience from previous events and your company's role. Please include references at least 3 professional references.

2. DELIVERY REQUIREMENTS

The delivery of products and services is to be mutually agreed upon between Vendor and TALL STACKS. It is recommended that the vendor provide TALL STACKS with a detailed timeline of the delivery of goods and services.

3. SPONSORSHIP CONTRIBUTION

TALL STACKS appreciates when vendors pursue sponsorship opportunities with the event to assist us in producing this extraordinary community festival. A cash contribution of approximately 10% of the estimated costs of providing the services outlined in this RFP is strongly encouraged. Any vendor participating in Tall Stacks sponsorship opportunities will receive all benefits associated with that vendor's level of support.

4. CONTACT INFORMATION

Please provide complete name, address, phone number and e-mail address of contact person for this RFP. If multiple vendors are proposing then please provide contact information for each vendor.