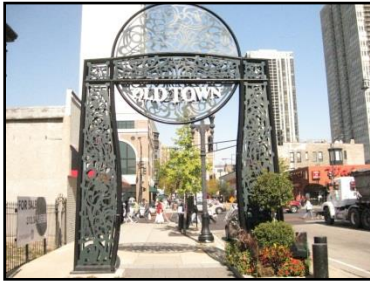




## Request For Proposal: Wells Street Art Festival 2019 issued: August 2018



### **Exhibit A {Producer Responsibilities}**

#### Wells Street Art Festival 2019

##### Management and Professional Services

- Accounting/Record Keeping
- Sponsorship Sales
- Security

##### Permitting

- Aldermanic Offices (27th and 2nd)
- Department of Cultural Affairs and Special Events
- Department of Transportation
- 18<sup>th</sup> Police District

##### Insurance

- Event Insurance Coordination
- Bonding

##### Vendor Solicitation

- 250 fine art vendors – juried and accepted
- Zapplication
- Artist communication

##### Marketing, Advertising, & Public Relations

- Artist advertising – national trade magazines
- Event advertising through local media: outdoor, print, online, tv, radio,
- Social media marketing
- Poster design and distribution
- On-site live web programming
- Poster/postcard production, distribution
- Media wrap-up report

##### Graphic Design

- Poster layout
- Postcard layout
- Event signage
- Internet image



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- Gateway signage
- Large-scale outdoor signage

### Entertainment

- Musical stage booking and programming
- Talent hospitality coordination
- Silent Auction

### Equipment Rental (not limited to the following? tables/chairs etc)

- Tents
- Port-o-potties
- Electricity
- Golf Carts
- Radio system
- Traffic control/barricades

### Kids' Area

- Concept and plan
- Midway, inflatables
- Art projects
- Youth art exhibit

### Labor

- Gate workers
- Security – before, during, after event (overnight)
- Artist check in
- Artist check out
- Product distribution (water/ice)
- Rental equipment load/unload

### Sanitation Services

- Staffing – before, during, after event (overnight)
- Dumpster coordination
- Waste hauling coordination
- Street sweeping coordination

### Miscellaneous Materials/Services

- On-site jury coordination
- Photographer coordination with shot list
- Artist packets/nametags coordination
- Award ceremony coordination
- Volunteer Coordination (artist breaks, etc)
- Artist and vendor parking coordination
- Staff t-shirt printing
- Tow notice and residential notice coordination and distribution