



Downtown Boise Foundation
816 W. Bannock, Ste. 310
Boise, Idaho 83702
Phone: 208-385-7300

REQUEST FOR PROPOSAL
Beverage (Beer / Wine / N/A) Sponsor
Alive After 5 Summer Concert Series

PROPOSALS MUST BE RECEIVED PRIOR TO 4:00PM
February 6, 2024

Deliver to: Downtown Boise Association
Attn: Sierra Huitt
816 W. Bannock St., Ste., 310
Boise, Idaho 83702
Or shuitt@downtownboise.org

Project: Alive After 5 Summer Concert Series Beverage RFP

NAME AND ADDRESS OF VENDOR SUBMITTING PROPOSAL

COMPANY NAME: _____

REPRESENTATIVE NAME: _____

ADDRESS: _____

SIGNATURE: _____

This page must be submitted with proposal



NOTICE CALLING FOR PROPOSALS

*Downtown Boise Foundation (DBF), a 501(c) 3 nonprofit, will accept proposals for Alive After 5 Beverage Sponsorship at their office, 816 W. Bannock St, Ste 310, Boise, Idaho 83702 until 4:00 p.m. local time on February 2, 2024. Proposals may be emailed to shuitt@downtownboise.org, subject line: **AA5 Beverage RFP**. Emailed proposals in pdf format will also be accepted until 4:00 p.m. local time on February 6, 2024.*

The Downtown Boise Foundation Board of Directors and staff of Downtown Boise Association, acting on behalf of the DBF (hereafter collectively referred to as DBF), is soliciting proposals from respondents to provide Beverage Sponsorship for the Alive After 5 Summer Concert Series, beginning in the 2024 summer season. Contained within are specific objectives which will be required of the awarded respondent. DBF shall retain the ability to revise this scope as necessary.

The resulting agreement's duration is expected to be a two-year sponsorship agreement with an additional one-year option.

A committee from DBF and from the DBA Board of Directors and staff will evaluate submissions to the request and will consider all qualified respondents. Those respondents which are determined to be best qualified to undertake the services required under this Request for Proposal may be invited to make a presentation to the committee. Further information may be provided to the prospective respondents after the initial selection. We reserve the right to interview some or all the respondents.

Within sixty (60) days after the Proposal opens, a contract may be awarded by DBF to the respondent deemed most responsive. DBF does not discriminate based on race, religion, sex, national origin, marital status, age, physical handicap, ownership by women or minorities, or sexual orientation.

AWARD: DBF reserves the right to make an award based on the proposal which is most responsive to its needs. The resulting sponsorship agreement duration is expected to be a two-year agreement with an additional one-year option. The agreement will not be an automatic renewal and is dependent on DBF approval for each subsequent year.

ABOUT THE SPONSORSHIP PROPOSAL

The 2024 season of Alive After 5 runs seven consecutive weeks every Wednesday from June 26 to August 7, approximately 5:00pm – 8:00pm. Subsequent summer seasons will also run on Wednesdays in June through August, with the number of concerts and if they will be consecutive to be decided early each year.

In addition to being selected as the preferred beverage provider, the Beverage Sponsor will receive a comprehensive marketing package which may include radio, print, television and social media promotions, on-site signage, and live PA mentions at the event.

As a local event, DBF would like to showcase local beverage makers as best as possible, while also having a diverse selection. A minimum of one local beverage maker must be included in the beverage lineup, with a preference for more. To increase the sustainability of Alive After 5 events, all beverages must come in a recyclable container, i.e. aluminum or recyclable plastic (type #1 or #2.) No draft products or products that require a cup. The Beverage Sponsor will agree to coordinate product options with DBA staff prior to each summer's event season, and prior to securing products.

Please include the following beverage categories and pricing for each:

- Local beers
- Local wines (no red wines)
- Local non-alcoholic beverages
- Craft beer
- Special beverage products
- Malt beverage / canned cocktail, etc.
- Other non-alcoholic beverages, at least one being an electrolyte drink

Please include an example product lineup and pricing for each: *For your consideration, please reflect the DBF selecting to have 4-5 beer options, 2 malt/seltzer/canned cocktail options, 1-2 wine options, and a minimum of 1-2 non-alcoholic options aside from water with a preference for more for the season.*

In addition to the proposed product mix and sponsorship package details, please include in your proposal your plan (including any additional costs) for the following:

- Wristbands
- Signage
- Weekly tasting booth activation
- Any other marketing; point-of-sale materials, promotions, etc...
- Ice
- Refrigerated truck to hold product at each event
- Number of employees dedicated to weekly event: loading bars, keeping beverage products and ice stocked, unloading bars at end of event, etc.
- On-site equipment: Cooler bins/bars to serve product
- Any sustainability efforts/initiatives

PROPOSED SCHEDULE – the following schedule is preliminary

Issue Request for Proposal January 17, 2024

Receive Proposals February 6, 2024

Respondent Interviews February 26 to 28, 2024 - TBD

Award Contract February 29, 2024

Alive After 5 Season June 26 to August 7, 2024

LATE PROPOSALS AND MODIFICATIONS: Proposals and modifications thereof received after the exact time of closing may not be considered.

WITHDRAWAL OF PROPOSALS: Unless otherwise specified, proposals may be withdrawn by written request, received from respondent prior to the time set for closing of proposals.

SUBMISSION OF PROPOSALS:

The proposal must be received no later than the advertised due date and time, 4:00 p.m. local time on February 6, 2024, at the office of the Downtown Boise Foundation, 816 W. Bannock, Ste. 310, Boise, ID 83702, in a **clearly marked sealed envelope or package as follows:**

YOUR COMPANY NAME
PROJECT: AA5 Beverage RFP

Emailed proposals in a **pdf** format will also be accepted until 4:00 p.m. local time on February 6, 2024. Send to shuitt@downtownboise.org, subject line: **AA5 Beverage RFP**

INTENT OF THE DBA: The objective of this Request for Proposal is to provide sufficient information to enable qualified respondents to submit written proposals. This Request for Proposal is not a contractual offer or commitment.

THANK YOU for your interest in partnering with the Downtown Boise Foundation in its effort to make the annual Alive After 5 Summer Concert Series fun for downtown visitors, residents, and workers and beneficial to our downtown merchants.

About Alive After 5:

2024 marks the 37th year of Alive After 5, a celebration of summer, community, and great live music in the heart of Downtown Boise. Music fans are invited to come downtown early to shop and stay late to dine and enjoy downtown's vibrant nightlife. Alive After 5 is produced by the Downtown Boise Foundation, a 501(c)3, whose mission is **Building Community and Celebrating Culture in Downtown Boise.**