



HOBBY AREA DISTRICT

REQUEST FOR PROPOSAL (RFP)

EVENT PLANNING SERVICES – HOBBY FEST

1. RFP Schedule

- **RFP Release Date: April 17, 2026**
- **Deadline for Questions: April 30, 2026**
- **Proposal Submission Deadline: May 7, 2026**

2. Event Overview

The Hobby Area District (“District”) is seeking proposals from qualified event planning professionals or firms to coordinate and execute Hobby Fest, a community-focused event.

The event aims to:

- Promote community engagement and public safety awareness
- Strengthen relationships between residents, businesses, and public agencies
- Provide scholarship opportunities for local students
- Serve as a high-visibility signature event for the District

3. Scope of Work

The selected contractor will serve as the lead event coordinator and will be responsible for all planning, logistics, and execution, including but not limited to:

A. Event Planning & Project Management

- Develop and manage a master event timeline
- Coordinate all vendors, contractors, and partners
- Lead planning meetings with District staff
- Establish fee structure and manage District approved budget Identify risks and solutions

B. Infrastructure & Logistics

- Facilitate collection of an arrangement of tents, tables, chairs, and other equipment
- Develop site layout and event footprint
- Manage load-in/load-out logistics
- Develop a traffic flow plan and identify parking needs
- Oversee waste management and sanitation

C. Safety & Compliance

- Coordinate with law enforcement and emergency responders
- Develop safety and emergency response plans
- Ensure permits and insurance compliance

D. Programming & Entertainment

- Book and manage performers and music
- Develop event run-of-show
- Coordinate stage operations

E. Sponsorship & Vendor Coordination

- Assist with sponsor engagement and vendor management
- Ensure sponsor benefits are fulfilled and goals are met
- Manage vendor communication and logistics

F. Marketing, Communications & PR

- Coordinate closely with the District's designated digital content and social media vendor to ensure a consistent and unified message across all platforms
- Support the development and execution of event-specific marketing initiatives in alignment with the District's overall branding and communication strategy
- Provide event-related content, updates, and materials to the District's digital content vendor for distribution across social media and digital platforms
- Coordinate outreach efforts, including stakeholder communications, sponsor recognition, and community engagement efforts
- Oversee graphic design and printing needs related to the event, ensuring consistency with District branding standards
- Support event website updates and ensure alignment with overall messaging
- Ensure capture of high-quality content (photo and video) for post-event marketing, reporting, and District use
- Provide all media assets to the District and its digital content vendor in a timely manner for ongoing promotion and archival purposes

G. Scholarship Component

- Support promotion and logistics of scholarship opportunities
- Coordinate recognition elements

H. Food & Beverage

- Coordinate vendors and ensure compliance with health regulations

I. Staffing & Volunteers

- Recruit and manage event staff and volunteers, **subject to District approval**, including coordination with targeted groups such as students, community organizations, or other partners for volunteer participation (e.g., volunteer hour credit opportunities)
- Develop staffing plans, roles, and assignments to ensure adequate coverage for all aspects of the event
- Ensure volunteers are properly briefed, assigned, and managed to support a safe and organized event environment.

K. Event Execution

- Oversee setup, operations, and breakdown
- Serve as primary point of contact on event day

L. Post-Event Reporting

- Provide event summary including attendance, budget, and recommendations

4. Deliverables

- Event timeline and production schedule
- Site plan/layout
- Vendor and sponsor tracking list
- Marketing plan and calendar
- Safety and operations plan
- Run-of-show document
- Post-event report

5. Qualifications

- Experience managing large-scale community events
- Strong logistics and vendor coordination experience
- Public sector or district experience preferred
- Proven communication and organizational skills

6. Performance Expectations

- Maintain regular communication with District staff
- Stay within approved budget
- Meet all deadlines
- Demonstrate professionalism with stakeholders
- Delivering a safe and successful event

7. Proposal Requirements

Interested respondents should include:

- Company background and experience
- Proposed approach and timeline
- Fee structure
- References

8. Ownership of Work Product

All materials, concepts, plans, designs, content, and deliverables created, developed, or produced by the contractor in connection with Hobby Fest shall be considered **“work made for hire”** and shall be the sole and exclusive property of the Hobby Area District.

This includes, but is not limited to:

- Event concepts and themes
- Marketing materials and campaigns
- Graphic designs, logos, and branding elements
- Sponsorship packages and materials
- Vendor and operational plans
- Photography, videography, and digital content
- Reports, documents, and data collected

The contractor agrees that:

- The Hobby Area District retains full ownership rights to all work products, whether in draft or final form
- No materials may be reused, reproduced, or distributed by the contractor without prior written consent from the District

- All files (editable and final formats) must be provided to the District upon request and at the conclusion of the contract

The contractor waives any claim to intellectual property rights, royalties, or future use of materials developed under this agreement unless expressly authorized in writing by the Hobby Area District.

9. Termination Clause

The Hobby Area District reserves the right to terminate the contract, in whole or in part, at any time for convenience or for cause, upon written notice to the contractor.

In the event of termination:

- The contractor shall be compensated for services satisfactorily performed up to the termination date
- All work products, materials, and documents shall be immediately turned over to the District
- The contractor shall cooperate with the district to ensure an orderly transition of services

10. Liability and Insurance

The contractor shall maintain appropriate insurance coverage, including general liability insurance, throughout the duration of the contract.

The contractor agrees to indemnify, defend, and hold harmless the Hobby Area District, its board members, staff, and partners from and against any and all claims, damages, losses, or expenses arising out of or resulting from the performance of services under this agreement, except to the extent caused by the negligence or willful misconduct of the District.

11. Liability and Insurance

The Hobby Area District (“District”) will provide overall project oversight and will retain final authority on all contractual matters. The District will designate a primary point of contact to coordinate with the selected contractor throughout the duration of the project. All communications, questions, and requests for clarification regarding this Request for Proposals (RFP) and its attachments shall be directed to Walter Funes, who will serve as the project manager and primary point of contact on behalf of the District.

All inquiries, requests for clarification, and questions regarding this RFP must be submitted in writing via email to Walter Funes at wfunes@haweshill.com. To ensure a fair and consistent process, responses to substantive questions may be shared with all prospective respondents.