



## ***Essence Music Festival RFP – Golf Carts***

The ESSENCE Music Festival (EMF) is requesting proposals from qualified companies to provide EMF with golf cart resources in support of the 2012 ESSENCE Music Festival. This Request for Proposal (RFP) is intended to describe the types of services to be performed and contains an overview of the terms under which services are to be provided.

Respondents to this proposal should discuss fees and expenses for all services contained in the scope of work document and provide information on possible rebates or discounts. Additionally, all respondents should provide a time frame describing the procedures and course of action. Please note that the resource should be able to provide all equipment and materials required without using incremental companies to provide requirements.

### **BACKGROUND**

#### **ESSENCE MUSIC FESTIVAL MINORITY BUSINESS PROGRAM**

The Essence Emerging Business Program is an initiative designed to provide local minority and woman-owned business access to procurement opportunities at the 2012 ESSENCE Music Festival. While participation in the program does not guarantee receipt of EMF related contracts, it is the intention of the ESSENCE and Time Warner, Inc., that interested minority and woman-owned businesses receive and education in the large event procurement process, an introduction to potential purchasing entities and exposure to other procurement opportunities.

### **EVENT DESCRIPTION**

Essence Music Festival is an annual music festival celebrating contemporary African music and culture. In its 18<sup>th</sup> year, it is the largest event celebrating African American culture and music in the United States. The event takes place in the Ernest Morial Convention Center during the day consisting of seminars, media and sponsorship activation, and the New Orleans Superdome during the evening with musical performances.

Event Dates: July 6-8, 2012

Locations: Ernest Morial Convention Center  
900 Convention Center Boulevard  
New Orleans, LA 70130

New Orleans Super Dome  
Super Dome Drive  
New Orleans, LA 70112

Signage bidding estimate requirements should include the following pricing:

- 2 passenger and 4 passenger daily and weekly rental costs
- Additional cart options
- Quantity order discounts/price breaks
- Available inventory
- Additional company requirements i.e. timing of order to fulfill, etc.

Candidate should provide an overview of capabilities pertaining to similar type of project. Specific inventory needs for EMF 2012 will be finalized once requests/needs are submitted.

### **REQUIRED PROPOSAL FORMAT**

The proposal shall contain information responsive to the RFP. At a minimum, the proposal shall contain the following information:

1. A brief introduction of your firm. The necessary information shall include the name of the firm, address, telephone, fax and contact person.
2. Company history. This shall include company history, financial information and litigation history.
3. Company profile and experience. This shall include information relating to how the firm plans to service the account and any other information that will assist in describing the depth of the firm.
4. Proposed plan to address the Scope of Work. This shall include your firm's strategy to address the items in this section.
5. Client references. This shall include at least three client references. Client contact person and telephone numbers shall be for past work performed in similar circumstances.
6. Client service team. The names and experience of key staff assigned to work with EMF.
7. Proposed fees. Fees for each service you are presenting. Please list each service separately (e.g.,.....)
8. Financial statements. Independently audited financial statements for the previous three (3) years.
9. Confidential information. Any material deemed to be confidential in the submission shall be clearly marked.
10. Quality and service performance standards. This shall include your firm's standards with respect to resolving service issues. How does your firm measure and report on customer satisfaction? Please provide any performance ratings where a performance measure has been in place. Would your firm be willing to enter into a service performance agreement with EMF which would tie a portion of your fee directly to performance? If so, please detail the service standards you may propose.
11. Supplier diversity. Please provide a description of your firm's supplier diversity initiatives or certification as Minority/Woman Business Enterprise (M/WBE).
12. Other information. Any additional information you deem relevant to this proposal.

### **TIMETABLE**

Proposals may be submitted via e-mail Toni Rice at [trice@soulofneworleans.com](mailto:trice@soulofneworleans.com) . Proposals must be received by 1p.m. Friday, April 13, 2012. Responses received after this date will not be accepted. EMF may accept or reject all or parts of the proposal at its sole discretion. EMF reserves the right to request additional information and in-person interviews with select firms. All mailed responses should be sent to one of the following addresses:

ESSENCE Music Festival  
c/o NOMTN  
2020 St. Charles Avenue  
New Orleans, LA 70130  
Attn: Toni Rice

All information will be analyzed and a final decision made by Friday, May 18<sup>th</sup>, 2012 at 5pm. Implementation of services will be determined following final decision. Please note that all materials submitted shall be at the expense of the firm submitting a proposal.

#### RFP PROCESS SCHEDULE

##### KEY DATES

RFP distributed

Wednesday, May 2, 2012

RFP questions due

Monday, May 7, 2012

The RFP questions are the questions that your firm would like to be addressed. Please forward an outline of your questions to Toni Rice at [trice@soulofneworleans.com](mailto:trice@soulofneworleans.com).

Proposal due

**Friday, May 11, 2012 1pm**

Follow-up questions

**Wednesday, May 16, 2012**

Final evaluation and selection

**Friday, May 18, 2012 5pm**

**All information included herein is for the singular purpose of enabling the responding companies to prepare a summary of their industry experience, expertise and description of how they would meet EMF's needs and goals. All information provided by EMF should be treated as confidential. Submissions to the request shall not be returned and shall be deemed the property of the EMF. All information designated by you in writing as confidential will be treated as confidential.**