



REQUEST FOR PROPOSAL FOR FESTIVAL COORDINATOR/SPONSORSHIP ACQUISITIONS FOR 2023 SUMMER FESTIVAL

Issued by:

Church-Wellesley Village Business Improvement Area
65 Wellesley Street East, Suite 406. Toronto, ON

Date of issue: February 6th, 2023

Deadline for Submitting Inquiries: February 13th, 2023

Deadline for Bid Submissions: February 21st, 2023

The Church-Wellesley Village BIA is seeking proposals for event management for their summer festival.

This is a contract position. Our RFP seeks interesting and qualified individuals who are committed to ensure the implementation and coordination of this festival. Candidates must be familiar with 2SLGBTQ+ community.

The candidate will be responsible for set up and maintenance of the festival. Physical labour will be required while the festival is active. This includes assisting with deploying tents, tables, fencing, general items and infrastructure as needed to different areas of the footprint. Physical labour will be required at all hours the festival is active throughout the duration of the event.

They will work closely with the Church-Wellesley BIA Executive Director and Marketing Coordinator.

Qualifications:

We are seeking a proven individual with coordinating mid-scale events. The contractor should have extensive knowledge of the 2SLGBTQ+ community and culture.

Financial Benefit:

\$8000

Church-Wellesley Village BIA, 65 Wellesley Street, #406, Toronto, Ontario, M4Y 1G7

www.churchwellesleyvillage.ca office@churchwellesleyvillage.ca

416-321-1351



Milestones:

- Obtain sponsorship
- Festival is contingent on sponsorship being obtained
- Secure sponsorship by May 2023

Proposal Requirements:

- A high level project timeframe, showing significant activities, milestones, times and responsibilities
- A brief description of the individuals direct experience as it relates to this project, including a list of current and former clients on similar projects

Selection Process and Timeline For Decision Making:

RFP issued: February 6th, 2023

Questions about RFP due by: Feb 13th, 2023

Proposal due: Feb 21th, 2023

Contract Awarded: February 28th, 2023

Festival Coordination Objectives:

- To deliver an event that requires less time invested by our staff and board
- To drive the planning and implementation of the event to ensure that tasks and activities are undertaken with sufficient time to meet deadlines
- To obtain sponsorship and ascertain cost and effort needed to deliver on sponsorship deliverables
- Track and manage approved budget and make recommendations to generate income and reduce costs
- Manage operations logistics, including permits, stakeholder needs and creative problem solving
- To provide recommendations around marketing

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Background on the Church-Wellesley Village BIA:

The Village is a comfortable and supportive community that offers the connectedness of a small town, in the heart of the City. The Village is an urban destination, connected to transit with businesses and events that are on the forefront of City building and urban life.

Art and culture is central to our lifestyle including art installations and theatre. Our nightlife is diverse and offers music, dancing and shows that entertain and attract visitors.

The Village is the historic home of Toronto's LGBTQ communities. Our neighbourhood has been known for decades as the gathering place for diverse communities and is still a primary point of contact for tourists and LGBTQ people moving to the City.

As an award winning community, we are proud to play host to Toronto's Pride Festival, an opportunity to celebrate our village, history and diverse neighbourhood.

Event Details:

The next summer festival is slated for August 2023 over two days.

Typically The Village is closed off with barricades from Carlton Street to Gloucester Street and there will be vendor tents along the street.

Festival Features:

- Extended patios in the curb lane
- Vendor and sponsor activations running the length of the closure
- Community booths
- Attention to prioritizing members of the Church-Wellesley Village BIA and community groups over outside vendors is critical

Festival Coordinator Responsibilities:

- Plan and manage the logistics of festival operations, and drive the project, event planning and management
- Meet regularly with BIA staff, attend board meetings
- Manage and execute contracts for performers, contractors, equipment and vendors
- Manage volunteers, onsite contractors as approved by festival committee

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- Promote the sale of vendor space along the closure, prioritizing BIA Members and community members; register them, collect payment and coordinate their needs and participation
- Coordinate graphic design production of signage, advertising
- Track and report on the budget to the Executive Director revising estimates and providing actuals when available
- Communicate with the Executive Director regarding costs that are not including in the budget or that are running over budget, proposing suggestions for over budget projects

The Festival Coordinator will report directly to the Executive Director

Church-Wellesley Village BIA Responsibilities:

- Provide the Church-Wellesley Village BIA Board of Management approved budget to the Festival Coordinator
- Approve vendors proposed for the festival
- Review budget reports
- Advise on questions
- Promote the festival to BIA members and provide guidance on ways to engage
- Provide on going support of documentation and contacts as needed
- Accounts Payable: coordinate with the Festival Coordinator regarding approved festival related expenses

Proposal Contact:

Please submit electronically to:

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office@churchwellesleyvillage.ca
phone: 416-321-1351
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