



Request for Proposal: Merchandise Licensee

BOPA invites proposals from merchandise vendors with experience in large scale festivals and events.

January 2019

The Baltimore Office of Promotion & The Arts (BOPA) is seeking a merchandise licensee to manage and operate the merchandise program at Baltimore Book Festival/ Light City 2019 and 2020. We invite proposals from interested merchandise vendors with experience in conceptualizing, producing, stocking and selling merchandise at large scale festivals and events. Our main objective is to create a merchandise program that is efficient, relevant to the festival and consumers, innovative, creative and exciting, and to produce a sufficient revenue to help offset the cost of our nonprofit endeavor. Interested parties must have the ability to meet BOPA's objectives of designing, producing and selling innovative and creative event merchandise.

BOPA and Baltimore Book Festival/ Light City Overview

BOPA is a 501(c)(3) nonprofit organization that produces or organizes almost every fun, free city-wide event in Baltimore. BOPA also serves as Baltimore City's official arts council, events agency, and film office. BOPA uplifts Baltimore's creative community through funding and support to artists, arts programs and organizations across the city.

BOPA is an exceptional producer of large-scale events such as Light City, Artscape and the Baltimore Book Festival. BOPA promotes the culinary arts through its management of the Baltimore Farmers' Market & Bazaar. It produces New Year's Eve and July 4th celebrations at the Inner Harbor, School 33 Art Center's Open Studio Tour; Free Fall Baltimore, and the Dr. Martin Luther King, Jr. Parade. As the city's arts council, BOPA provides opportunities for artists to showcase work through the Public Art Program, Baltimore Mural Program, Community Arts Grants and various Calls for Artists; engages the next generation of artists through the arts education programs Art@Work, Bright StArts and BOPA Youth Arts Council; and collaborates with cultural organizations and neighborhood groups through a myriad of other programming.

Illuminating Baltimore with literature and ideas during the day and world-class light art and performances at night, in November 2019 BOPA announced that it is uniting two of its marquee events: Baltimore Book Festival and Light City. The two events come together as one spectacular festival to create ten days of a one-of-a-kind international event at Baltimore's Inner Harbor. The Baltimore Book Festival, a celebration of the literary arts, features author appearances and book signings, exhibitors and book seller tents, readings on multiple stages, children's activities and cooking demonstrations. Light City, a festival of light, music and innovation features awe-inspiring light art installations, performances, concerts, a fun-filled family zone and more. In just its third year, Light City 2018 attracted more than 442,500 nighttime visitors, generated \$33.5 million in economic impact and created one billion media impressions for Baltimore. By uniting with Light City, the 24th annual Baltimore Book Festival will be the conference portion of the event addressing contemporary, innovative and historical issues through conversations, Q&A sessions, panel discussions and workshops.

Description

Merchandise will be used for sales and promotional materials throughout 2019 and 2020 before, during, and after the festival. Custom branded LED light up novelties, non-branded LED/glow stick light up novelties, and branded, non-light up novelties are required to be included in all proposals. Your organization is invited to respond to this request based on the following project description:

- The Merchandise Licensee designs a merchandise line of Official 2019 and 2020 Baltimore Book Festival/ Light City products and BOPA approves all designs.
- The Merchandise Licensee produces, stocks, and sells approved products during event hours of Baltimore Book Festival/ Light City. BOPA to provide tents/booths in which to conduct sales. Merchandise Licensee to provide point of sale technology to accept both cash and credit payment and provides staff to work sales booths. Number of and size of tents/booths to be determined.
- Merchandise Licensee pays a royalty to BOPA on net profit from all sales and donates a quantity of novelty items in-kind to the organization for sponsors, volunteers, etc.

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Scope

The merchandise licensee will enter into an agreement with BOPA for the 2019 and 2020 Baltimore Book Festival/Light City events. Upon acceptance, a contract will be developed. The merchandise licensee's services for BOPA will encompass the conceptualizing/development, production, stocking and selling of a successful merchandise program. The agreement will include all novelties, and BOPA reserves the right to enter into additional merchandising agreements for any item the merchandise licensee isn't able to produce. Once the contract is awarded, BOPA expects the merchandise licensee to manage all aspects of the merchandise program to maximize profit returns. BOPA may permit the partner to enter into subcontracts, upon approval.

The merchandising services program should include, but is not limited to:

- Sales, expense and profit projections
- Development and production of merchandise
- Preliminary planning of on-site locations (tents/booths) needs: equipment, supplies, staffing, etc.
- Selection, scheduling and training of on-site staff
- Set up and storage of merchandise at the event
- Monitor on-site sales
- Independently operate on site finance management (no change, POS systems or finance support from BOPA)
- Monitor inventory control
- Final clearance of merchandise
- Final sales reporting, including breakdown per item and per location, subject to audit

All branded merchandise must follow strict logo and color palette use guideline as provided by BOPA. All merchandise will be pre-approved by BOPA.

Submitting Your Proposal

All proposals should be submitted via email to Taylor Kleiner at tkleiner@promotionandarts.org by 5PM EST February 19, 2019. Proposals should include (at a minimum) the following information, clearly referencing each item. Proposals should be in PDF format.

1. Company profile
 - a. Name of the business (DBA, if applicable), main contact person and contact information
 - b. Statement of ownership: describe the type of business entity (sole proprietorship, LLC, etc.). Please note if you are a WBE/MBE and your commitment to hire local.
2. Qualifications
 - a. Describe your corporate philosophy, mission and vision.
 - b. Describe of your work process.
 - c. Describe your experience with and knowledge of Baltimore Book Festival, Light City and/or festivals both in and outside of Baltimore.
 - d. Describe any experience working with not-for-profit organizations.
 - e. Describe your environmental policy, including any relevant sustainability initiatives.
3. Approach to the work
 - a. Describe the approach you would take to successfully meet BOPA's main objective: **to create a merchandise program that is efficient, relevant to the festival and consumers, and innovative, creative and exciting, to produce a sufficient revenue to help offset the cost of our nonprofit endeavor.**
 - b. Describe at least five possible novelties (see description for examples) you would like to produce and sell at Baltimore Book Festival/ Light City 2019 and 2020. Include wholesale cost and proposed sale cost.
4. References
 - a. Provide three relevant references with contact information.
5. Wow us!
 - a. Provide any additional relevant information to describe your organization that will add to BOPA's understanding of why you are the right partner for BOPA!

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Information Sessions

The Baltimore Office of Promotion & The Arts invites the public to an information session for Artscape, Baltimore Book Festival and Light City 2019. The information session is open to anyone interested in learning more about the process of submitting a proposal or application to the festivals, hear more about application requirements and guidelines, meet potential collaborators and hear about locations in the festival footprint that may offer inspiration for a proposal.

- 2019 Festivals Information Session, January 24, 2019: Motor House, 6P-7P
- 2019 Festivals Information Session, February 11, 2019: BOPA Facebook Live, 10A-11A

Timeline

Indicate Intention to Submit, February 1, 2019

Proposals Due, February 19, 2019

Questions and Answers

In addition to the information sessions, information calls will be held by appointment in January. Please email tkleiner@promotionandarts.org to set up an appointment.

Contact

Taylor Kleiner

Festivals Logistics and Operations Coordinator

443.263.4329

tkleiner@promotionandarts.org