

MARYLAND FLEET WEEK & FLYOVER BALTIMORE 2024

Inner Harbor Fleet Week Festival - Beverage Concessionaire – Request for Proposals

DEADLINE TO SUBMIT: TUESDAY, FEBRUARY 20, 2024 AT 5PM

Overview

A 501(c)(3) nonprofit organization, Sail Baltimore is the official event producer and welcoming committee for Maryland Fleet Week & Flyover Baltimore 2024 (sailbaltimore.org). Sail Baltimore is seeking an exclusive beverage concessionaire to successfully operate the sale of beer, wine and alcohol at the Inner Harbor Fleet Week Festival, contributing to a positive overall experience and fun-filled festival atmosphere.

Inner Harbor Fleet Week Festival: At-A-Glance

Festival Dates: June 14-16, 2024, 11am-8pm daily (note: ships arrive June 12 and depart June 18, 2024)

Admission: Free and open to the public

Description: Come aboard to celebrate the return Maryland Fleet Week & Flyover 2024! In addition to touring the visiting ships, festival attendees will enjoy live entertainment by local bands, nautical-themed exhibitors and vendors, delicious food and drink concessions, spectacular flyovers, hands-on children's activities, military displays and more.

In 2022, Fleet Week generated \$7.8 million in total economic impact. We are proud that 97.5% of our visitors would recommend that others attend Fleet Week. To that end, in 2024, Fleet Week plans to return to its pre-pandemic attendance-levels of 100,000+ people.

Production Notes

- Sail Baltimore envisions (3) sales locations for temporary bars at the Inner Harbor: West Shore Park, Inner Harbor Promenade and Inner Harbor Amphitheater. This is subject to change.
- Bars must be fully staffed with paid/TIPS-trained staff during all event hours. Please do not submit a proposal if you cannot meet this requirement.
- Bars should offer a variety of quality and affordable products that complement our theme of summertime fun on Maryland's waterfront.
- Menu should include beer, wine, a signature cocktail/s and nonalcoholic offerings including bottled water.
- At this time, sponsorships with exclusive pouring/sales rights have not been secured for food and/or beverage, cups and wristbands. If sponsorships are secured, beverage concessionaire will be notified no later than April 30 that they are required to sell sponsor products/brands.
- We welcome new partners, distributors and brands to join the Fleet Week Festival; however, concessionaire should not pursue and/or sell its own sponsorship packages and/or subcontracts for Fleet Week without pre-approval from Living Classrooms Foundation and Sail Baltimore.
- If concessionaire is partnering with any other companies to conduct its operation/s (i.e., staffing company), please disclose such arrangements in the proposal submission.

- Sail Baltimore is the sole signatory and fiduciary for the festival and will hold the exclusive City of Baltimore Special Event Permit and Temporary License for the sale of alcohol at the festival.
- At this time, bars operating from trucks (and not tents or other temporary structures) can only be accommodated at the Inner Harbor Amphitheater.
- The festival will provide security, tenting, electricity, tables and chairs.
- Beverage concessionaire is responsible for providing everything else required to operate the bars including but not limited to: signage and décor with a maritime/nautical theme (official event logo will be provided), staffing, uniforms/t-shirts, inventory control/accounting, I-pads/tablets/tech, products, consumables/mixers/garnish, cups, ice, wristbands and equipment such as forklifts, pallet jacks, handcarts, ladders, etc.
- The festival does not provide free or paid parking, including parking for trucks and staff.
- Beverage concessionaire is required to card and wristband all patrons.
- Bars should accept both electronic/tap and cash payments.
- A portion of bar sales will benefit Sail Baltimore. Selected beverage concessionaire will sign an agreement with Sail Baltimore outlining detailed guidelines, roles, responsibilities and financials.
- Concessionaire will need to provide a certificate of insurance naming Sail Baltimore and Living Classrooms Foundation/Historic Ships in Baltimore as additionally insured.
- Concessionaire will be required to provide courtesy coolers as an in-kind donation with ice and product at backstage areas for local bands, etc. (approximately 5 coolers).
- Concessionaire should be prepared to sell bags of ice as an on-site amenity for other exhibitors and vendors.
- All those submitting a proposal will be notified of the status of the review process no later than March 11, 2024.
- Concessionaire will be required to share a follow-up report with Sail Baltimore by July 1, 2024 that includes the total quantity of each product sold at each bar, along with notes for next time.
- Sail Baltimore reserves the right to produce the Festival and can make changes at any time throughout the process for the safety and well-being of all visitors and attendees.
- Questions? Email Kathy Hornig, Five Star Festivals, 410-553-7241, c/o kathy@sailbaltimore.org.

How to Submit A Proposal

Please email kathy@sailbaltimore.org a proposal not to exceed (3) pages that includes the following information:

- A. Contact information and credentials for the company's main point of contact/on-site manager
- B. Company's festival experience/brief resume
- C. Approach to staffing and on-site management including responsible sales and carding
- D. Proposed menu with products and pricing
- E. Proposed fee structure including revenue generation for Sail Baltimore and payment schedule
- F. What's your vision/wow factor?
- G. Anything else you want to share!

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FYI – The festival's food vendor application can be found on sailbaltimore.org or by clicking this link: tgpccloud.org/modules/events/SBdetails.php?t2=11:59PM&email=&account=SailBaltimore&e=276

Fleet Week 2024 - Save the Dates!

- Exhibitor & Local Bands Application Deadline – February 20
- Beverage Concessionaire RFP Deadline – February 20
- Exhibitor & Local Bands - applicants notified – March 1
- Beverage Concessionaire – applicants notified – March 11
- Ships arrive - June 12
- Ships depart - June 18
- Inner Harbor Festival + Fell's Point Festival - June 14-16, 11am-8pm daily
- Set-Up Begins - June 10
- Breakdown Ends - June 18
- Welcome Ceremony & Reception - June 12
- Workout with a Sailor - TBD
- Flag Day – June 14
- Crab Soup Stakes - June 14
- Kids on the Bay Parade - June 15
- Father's Day- June 16
- "Meet the Fleet" Crew Party - TBD
- Other Events - TBD
- America 250 - June 25-July 1, 2026

/kah

1/23/24