

Request for Proposal/Quotation

For Beer Gardens during the annual festival in Athabasca

March 6, 2023

Magnificent River Rats Festival Society

Box 1440
Athabasca, AB
T9S 2B3



Beer Gardens during the annual festival in Athabasca

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Thank you for your consideration, Magnificent River Rats Festival Society (MRRFS).

Please respond to mrrfestival@gmail.com with any questions or concerns.

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Submission Details

Submission Deadlines

All submissions for responding to this request must be submitted on paper and delivered to our office, as stated below, no later than:

Friday, May 5, 2023
No later than 5:00 p.m. MST

Submission Delivery Address

The delivery address to be used for all submissions is:

Attn: Heather Stocking
Magnificent River Rats Festival Society
Box 1440
Athabasca, AB T9S 2B3

Voice: 587-372-3538
Email: mrrfestival@gmail.com

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Submission Questions and Clarifications

You may contact the following person if you have any questions or require clarification on any topics covered in this Request for Proposal:

Heather Stocking

Magnificent River Rats Festival Society
Box 1440
Athabasca, AB T9S 2B3

Voice: 587-372-3538

Email: mrrfestival@gmail.com

Electronic Submissions

Electronic submissions in response to this Request for Proposal will be accepted if they meet the following criteria:

Sent via email to: mrrfestival@gmail.com

Document standards:

- Can be in Microsoft Word or PDF format.
- Rename the document with the date in year/month/day of submission then your business name then RFP. IE 20230330 MRRFS RFP

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Overview & Background

This is an opportunity for a new or established brewery or bar or even another non-profit to run a beer tent at a popular music event in Athabasca, Alberta. You will be responsible for providing your own tent, chairs, and tables, and all the alcohol, ice, snacks, food, etc. to be served.

There is no guarantee explicit or implied on the amount of profit you may earn but traditionally a profit has been made by the vendor.

Since 1997, excluding 2020, the non-profit Magnificent River Rats Festival Society has organized and produced two-day festivals in the town of Athabasca. The festival takes place along the shores of the mighty Athabasca River with the rolling hills in the background.

The dates are traditionally June 30 and July 1 with set up June 29 and tear down July 2 and we do charge an entry fee to help offset the costs of performers, the MC, sound, and lighting equipment, etc.

The Athabasca Farmers' Market occupies the parking lot to the east of the stage area and children's activities are provided at no charge including face painting, clowns, puppet shows and more. There is some parking to the west of the stage area.

Detailed Specifications

- You will provide a large tent – typically 40' by 30' has been used - and generator(s).
- Any lights, freezer, fridge, or other equipment must be provided by you.
- The beer gardens are always set up on the southeast corner of the quad where the concert takes place. A Google map with a rough estimate of fencing can be provided upon request to mrrfestival@gmail.com.
- The Town of Athabasca outside services staff will move a couple of picnic tables into the fenced area but you must provide additional tables and chairs. They can be rented through the Athabasca Regional Multiplex at 780-675-2967.
- You must follow AGLC rules on having snacks and you can, but are not obligated to, serve hotdogs, hamburgers, etc. Any additional equipment you need will be provided by you.
- You must acquire a liquor license.
- Hours of service are from 4 p.m. to 11 p.m. June 30 and 12 p.m. to 11 p.m. July 1 with last call no later than 10 p.m. both days.
- Paid security will be wandering the grounds but you must provide your own staff to check ID's and handle any issues with clients in the beer tent area. Security will help if it gets out of hand.
- Paid security will be patrolling the grounds overnight June 29, June 30, July 1 so you can leave equipment as needed.
- Your alcohol, equipment and the tent must be removed as soon as possible July 2 as paid security leaves at 8 a.m.

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Assumptions & Constraints

This will be the only place for festival goers to get alcohol on the festival grounds, so you have exclusive access to up to 800+ adults each day and traditionally the beer tent has always been busy. Alcohol must stay in the fenced beer tent area as this is an all-ages event. There is a view of the stage from the beer tent area.

All staff will be given complimentary weekend wristbands so they can come and go as needed.

Terms and Conditions

The tent must be set up by end-of-day June 29 and delivery of alcohol, ice, and other items must be done before 3 p.m. Friday, June 30 and before 12 p.m. Saturday, July 1.

A copy of the liquor license must be sent to mrrfestival@gmail.com before 12 p.m. Wednesday, June 28, 2023.

This is not a paid proposal. We are providing you with a chance to market yourself and generate income over the two days. We are simply providing the location and opportunity.

The Magnificent River Rats Festival Society and any of its volunteers or paid staff including performers will not be held liable for any injury, accident, act of God, or loss of income.

Selection Criteria

We are looking for a dynamic vendor who can offer a range of beverages with professionalism. We need a vendor who is prepared for changes in weather and fluctuations in crowd size. Over the last 10 years we have averaged 800 to 1000 people per day.

Are you and your staff able to keep a smile while it's raining or hotter than the surface of the sun? Will you be adaptable but most of all prepared so there is no shortage of ice or refreshments?

Don't let this request for proposal scare you, we are looking for people who want to have fun and make some money during an amazing, long-standing popular festival.