Real Festival

Festival Pop-Up Bar
Expressions of Interest
INTRODUCTION
Real Festival is a fun, family-friendly event that transforms the Nepean River on the first weekend in November. Each year the imaginative outdoor event program brings this natural landscape to life with surprises, feel-good moments and unforgettable experiences around every corner.

During the day there’s hands-on activities to spark your curiosity, enthraling art installations to get your mind thinking; roaming entertainment, stage shows and river sports to get your heart racing, and food trucks guaranteed to please.

At night the festival atmosphere really shines bright with live music from Australia’s best musicians, dancing under the stars, outdoor bar and food trucks galore, illuminated artworks and spectacular theatre performances creating a truly magical experience.

With something for absolutely everyone to enjoy and offered all for free, you really don’t want to miss a moment of Real Festival. Learn about the event and keep up to date with news at realfestival.com.au

When: Friday 1 November 2019, 5pm – 10pm
       Saturday 2 November 2019, 2pm – 10pm

Where: Tench Reserve, Tench Avenue Jamisontown, NSW 2750
        (along the Nepean River foreshore)

Audience: 25,000 expected attendees across the festival weekend.

SCOPE OF PROJECT
Council is seeking to appoint an experienced Bar Management and Beverage Hospitality supplier to service and deliver the 2019 Real Festival pop-up bar.

The successful supplier will be a licensed hospitality professional and will be responsible for the installation, maintenance, service and management of the bar.

The Real Festival Bar is a designated and partitioned bar/dining area and will offer service of alcoholic and non-alcoholic beverages to festival patrons. It is to be operational during the festival hours listed above.

The Real Festival Bar should be designed to be an inclusive space that complements the overall festival theme, providing a fun and engaging space for festival patrons to enjoy a beverage in a unique outdoor space.

The festival bar/dining area has not yet been designed, and the successful operator will be able to work with the festival team to develop a layout and design that will suit both the operator’s requirements and the design concepts of this year’s Real Festival.
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PROJECT SPECIFICATIONS

**Location:** The bar area is located on a grass area with a hill overlooking the Nepean River. Adjacent to this will be the food truck / music stage precinct. Real Festival will work with the successful bar operator to see that these areas work together and can leverage each other for maximum visitation.

**Theme:** Chilled relaxed vibe with outdoor deck chairs and acoustic musical sets providing patrons with an inviting atmosphere as they watch over the festival, river and activities.

**Power:** There is no wired power available in this location of the park. All power requirements will need to be identified in advance for generator specification.

**Décor:** All bar design and décor equipment will need to be supplied by the operator and will need to be discussed with Real Festival prior to arrival on site. Real Festival can assist with printing of menus once artwork has been approved.

The successful supplier will be responsible for providing the following for the bar precinct:

- Event Liquor Licence & Alcohol Management Plan;
- RSA certified staff and on-site bar management;
- Supply of alcoholic and non-alcoholic beverages (menu to be agreed upon by Council, NSW Police and the licensee);
- Coolroom or refrigeration requirements (local supplier contacts can be supplied);
- Service point / Marquee requirements (local supplier contacts can be supplied);
- Service area decorative fencing (if required);
- Dining seating and tables (pending final layout);
- Back of house staff preparation area;
- Free safe drinking water to festival patrons; and
- Hot water washing station for staff.

Real Festival will supply the following to the successful supplier:

- Prime location within key area of festival site and exclusivity for alcohol supply;
- RSA security monitoring the licensed area perimeter;
- Overnight on-site security protection;
- Generated power (power requirements to be supplied in advance);
- Waste Management (supplier must adhere to council’s recycling policies);
- Site and emergency plans;
- Two-way radio communication for contact to festival management / security;
- Access to forklift for setup / pack down;
- Dedicated social media post promoting bar / dining at the festival;
- Post event data and analytics;
- 2018 festival reference material (photos, data and program info)
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FEES & PROFIT OF SALE
The following fees and profit of sale terms will form part of the delivery agreement.

a. Revenue up to the value of $10,000 from the operation of the Bar will be retained by the Supplier.

b. If the total revenue from the operation of the Bar exceeds $10,000 then 20% of the total revenue must be paid to Council within 30 days of the Festival.

c. If total revenue of the Bar does not reach $10,000, Council is not liable for any shortfall.

d. Within 30 days of the Festival, the Supplier must supply Council with a post event report which details:
   i. figures of all profits and expenses incurred through the operation and supply of the Real Festival Bar;
   ii. full product sales mix by bar and by item;
   iii. spend per head;
   iv. split of cash and eftpos sales; and
   v. feedback.

SUBMISSION
In your submission please indicate:

- Proposed theme for the bar area including types of products served, furnishing and décor;
- Pricing points for products served;
- Public Liability Insurance certificate of currency;
- Workers Compensation Insurance details; and
- Three examples of other major events you have previously serviced.

Any custom built infrastructure installations must have Safe Work Method Statements (SWMS) covering the installation process and workers duties/responsibilities.

All workers are to be trained in the safe operation and installation of equipment, have an understanding of your SWMS documentation and comply and adhere to the legislative requirements, codes and practices of Work Health and Safety (WHS) standards.

Council are not liable for any losses incurred at the 2019 Real Festival should sales not meet supplier’s sales targets.

MATERIALS AVAILABLE TO INFORM THE PROJECT
Respondents will have access to:

- Festival site inspection (must be booked in advance and before the submission date);
- Reference site images and gallery from previous festivals (see following pages);
- Access to previous festival program info and website – realfestival.com.au
- Dedicated Real Festival staff member contact (see next page)
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SELECTION CRITERIA
Submissions will be assessed on:

- Service price point in line with festival target markets;
- Suitability for festival target audience;
- Innovative bar décor design and theme;
- Social media presence and following;
- Environmentally sustainable approach;
- Fit the overall festival theme and vision; and
- A unique and memorable experience.

CONFLICT OF INTEREST
If a supplier believes they have a potential or perceived conflict of interest, they must declare the conflict in their submission.

A conflict of interest can arise where there is reasonable expectation of direct or indirect benefit or loss if an individual Council employee with a particular personal interest could be influenced, or appear to be influenced, in favour of that personal interest in the performance of their duties. The benefit or loss can be financial or non-financial.

CLOSING DATE
Expressions of interest will close on Friday 24 May 2019.
All responses, questions and comments are to be submitted via Vendor Panel (below).

VENDOR PANEL:
All questions and quotes must be submitted online through the VendorPanel portal. To register on VendorPanel go to: http://www.marketplace.vendorpanel.com/

So that we can find you in VendorPanel, we suggest you list your business under the category, Catering & Hospitality → Other Food & Beverage, (you can choose more than one of these categories if desired).

Once registered, let us know via the contact details below and we will forward you an invitation to submit your proposal via VendorPanel. Once the invitation is sent, you will have until Friday 24 May 2019 to submit your expression of interest.

Council will not be able to see the progress of your application or final submission until after the closing date.

COUNCIL CONTACT:
Christine Glasson
Events Officer
02 4732 8076
christine.glasson@penrith.city
REFERENCE MATERIALS:

PROPOSED BAR LOCATION
PAST FESTIVAL EXAMPLE PHOTOS