



Proposal / Scope of Services

Event Series: Sounds at Sundown

The event series consists of 6 events, scheduled once monthly, between January 2016 - June 2016.

Scheduled Event Dates:

January 9th 5-10PM

February 6th 5-10PM

March 5th 5-10PM

April 9th 5-10PM

May 7th 5-10PM

June 4th 5-10PM

Intent:

Atlantic Studios will procure, vet, and coordinate all food trucks; food, beverage, and craft/retail vendors, as well as add value to the pre-existing event via improved attendance rates, activities, marketing & promotion.

Responsibilities:

Atlantic Studios agrees to organize the following aspects of Sounds at Sundown:

Food Truck & Vendor Coordination:

- Procurement of 8+ high quality, licensed food trucks
- Procurement of high quality, tented vendors (a mix of local arts, crafts, small businesses, food)
- Onsite food truck & vendor coordination

Audience Reach & Promotion:

- Marketing and Promotion across Atlantic Studios database, including:
 - Over 17,000 friends and followers on social media platforms (Facebook, Twitter, Instagram, etc.)
 - Over 25,000 subscribers on e-newsletter lists
 - Over 3,000 local artists, crafters, and small business vendor contacts
- Sounds at Sundown Event Marketing:
 - Custom Sounds at Sundown event flyer design, designed in-house.

- Custom Sounds at Sundown event poster design (11x17 and/or 13x19), designed in-house.
- Dedicated, custom Facebook event page with expansive audience reach.
- Unique social media hashtag usage & promotion.
- Press Release preparation and distribution, for media coverage.
- Cross-promotion at monthly, multiple-thousand attendee events, produced by Atlantic Studios.
- Activities:
 - Yard Games for children & family fun (Cornhole, Frisbee, Inflatable Bowling, Hula Hoops, etc.)
 - Monthly kid-friendly activities (Examples: DIY booths, board game competitions, interactive photobooths, etc.)
 - Assist Parks & Recreation Department in music & audio procurement.



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Agreement Accepted by The:
 Margate Community Redevelopment Agency
 5790 Margate Blvd.
 Margate, FL

Print Name: _____

Signature: _____