

REQUEST FOR PROPOSALS

BLACK PEARL CULTURAL HERITAGE AND BIKE FESTIVAL 2025

The Town of Atlantic Beach SC is seeking proposals from qualified entities to provide the entertainment venue and seek sponsorships to support the 2025 Black Pearl Cultural Heritage and Bike Festival. This festival attracts bikers and tourist from coast to coast for a four-day event over Memorial Day weekend. The crowd visiting the greater Atlantic Beach/Myrtle Beach area has been estimated at over 300,000 in recent years.

SCOPE OF SERVICES

- Obtain and manage entertainment for the 2025 Bike Fest at no cost to the Town of Atlantic Beach.
- Obtain sponsorships to handle all costs to include fees and production.
- Obtain private sponsorships for the festivals infrastructure costs, i.e. staging, lighting, sound, clean-up, port-a-johns and select security cost
- Execute a marketing and publicity campaign for the Black Pearl Cultural Heritage and Bike Festival 2025.

MINIMUM PROPOSAL REQUIREMENTS

Proposals should indicate current and past experience, capacity and success of your organization as it relates to:

- The production of a high quality outdoor entertainment venues for Friday, Saturday and Sunday, May 23, 24, 25, 2025.
- The development and execution of marketing and publicity campaigns related to major festival events
- Indicate your experience with soliciting and acquiring sponsors for public outdoor entertainment festivals

ADDITIONAL REQUIREMENTS

- Indicate your proposed plan for entertainment, name bands, DJ's and local talent to be utilized.
- Outline the proposed financial return to the Town of Atlantic Beach.
- Identify your expectations for the Town's involvement in planning, coordinating and administration of the festival, should you be awarded the contract.
- Identify three (3) references who are familiar with the scope and details of your experience in this area of entertainment programming.

EVALUATION CRITERIA

Proposals will be evaluated on the following factors:

- The proposer's proven ability to deliver the services requested
- Proposed financial return to the Town of Atlantic Beach
- Proposed marketing and publicity plan
- Proposed sponsor solicitation approach and hard commitments identified to support the implementation of the Memorial Day Weekend Festival.

Please email all proposals to: cheatham@townofatlanticbeachsc.com or mail to the Town of Atlantic Beach, PO Box 5285 717 30th Avenue South, Atlantic Beach, SC 29582 by 2:00 pm. February 28, 2025.

Proposals may be delivered to 717 30th Avenue South, Atlantic Beach, SC 29582 by 2:00 pm February 28, 2025,

The Town of Atlantic Beach reserves the right to reject any-and-all proposals. The final agreement with the successful proposer will require compliance with all applicable Town ordinances and South Carolina State law requirements.

Questions may be directed to Ms. Linda Cheatham, Interim Town Manager, 843-663-2284.